

The Porcupine Advance

TIMMINS, ONTARIO

Members Canadian Weekly Newspaper Association; Ontario-Quebec Newspaper Association; Class "A" Weekly Group
OFFICE 26 — PHONES — RESIDENCE 70
Published Every Monday and Thursday by:
GEO. LAKE, Owner and Publisher

Subscription Rates:
Canada—\$3.00 Per Year. United States—\$3.50 Per Year

Timmins, Ontario, Monday, July 31st, 1939

DOGS AND NEWS

The traditional definition of news:—If a dog bites a man that isn't news. But if a man bites a dog, that's news. Provided it's not simply a hot dog. And even then it's news if the man is a King. At the time of the visit of the King and Queen to the United States, the irrepressible Charlie McCarthy was asked if he knew what was meant by "a meal fit for a King." "Sure!" he replied, "Hot dogs."

On the dog-man-bite theory of news the idea is that anything that is common is not news. It is supposed that dogs bite men much more frequently than men bite dogs. There is no scientific data to support this view, however. In the same way it is believed that dogs save men from drowning more frequently than men save their dogs from watery graves. Again there is no serious list of statistics to prove the case. But if a man does risk his life to save that of his dog, it will be taken for granted that that is news. In any event very wide publicity has been given to a true story published in The Advance several weeks ago wherein a Timmins gentleman saw his dog fall into the river and in attempting to pull the dog from the water he overbalanced and fell in himself. After which another gentleman passing by took upon himself the duty of rescuing both dog and master. When the two were pulled from the river the man was about dead, but the dog was so lively that it was soon in a fight with another dog, the services of several men, and the danger of dog biting man being incurred before the dogs were separated. A combination like this naturally was accepted as news by all ultra modern newspapers that abide by the old man-bite-dog definition of news. By this time the item has travelled from this North to the South, the East, the West. In a recent issue of The Halifax Chronicle space was given to the incident, while Vancouver newspapers featured it in the West. So, what! Well, those who have been dissatisfied with the old man-bites-dog theory of news as inadequate have a more complicated formula to consider. It might be expressed like this:—If a dog falls into a river that isn't news. If a man falls into a river, that may not be news. If a dog gets into a fight that isn't news. If men separate the dogs in a fight that may not be news. But if a dog falls into the river, and his master falls in, too, trying to save him, and if the two are saved by a third man, and the dog immediately picks a fight with another dog, and other men have a dangerous time stopping the dog fight, instead of standing back and watching it, then that combination is news. The proof is that newspapers from one coast to the other, and from the far South to the farthest North have carried it on the front pages.

HELP FOR COBALT

Effort is being made at present to secure some assistance for the silver industry, so that the town of Cobalt—the famous "best old town"—should not be crushed completely. In the North there is every sympathy for Cobalt, and the hope that the delegation going down to Ottawa to seek help from the Dominion Government will be successful. At the present time Cobalt is one of the most heavily-taxed towns in Canada. A number of the pioneers of the camp have stayed with the town through good and ill and more recent citizens have shown an equal loyalty. Now, they are faced with complete loss of employment, complete ruin. Only one silver mine of any size is carrying on work in the camp, and unless there is something done that mine will have to close down. This will mean the throwing out of a hundred and twenty men from employment, and the indirect loss of livelihood to hundreds of others in the community. In a word, the trouble is that the present market price of silver does not make it possible to mine the metal at even a small profit. What the delegation to Ottawa proposes is that the Government should guarantee a price of fifty cents per ounce for silver. The Government could do this without a direct loss by using Cobalt silver mine output for coinage purposes.

No doubt the first thought of the Dominion Government will be to refuse the request. But the Government should think twice. There is precedent for a virtual bonus on Cobalt silver in the action of the Government in guaranteeing wheat prices for the West. While the Government by cash contributions, and otherwise has accepted some responsibility in the matter of the unemployed, though too little has been done about it, it does seem that special thought should be given to those who are in employment, but who are threatened with the loss of livelihood. The people in general are now firmly convinced that the Government has a decided responsibility in regard to those out of employment—the reason-

able and logical remedy being to provide employment. Those who feel this way will consider that it is also the bounden duty of Government to take proper measures to protect those who have employment, so that they may not be added to the deplorable list of those directly dependent on Government support. The case of Cobalt seems to be a direct challenge to Governmental ingenuity. In case the silver mining industry is crushed out of existence, there will undoubtedly be an added burden imposed on relief. Some of the people of the "best old town" will have no other recourse than to look to relief for existence. With conditions as they are to-day, even those who will find employment elsewhere will be pushing others on relief. The final result of the closing down of Cobalt would be a costly affair. It would appear to be up to the Government to devise ways and means whereby the situation may be met with the least loss. The delegation believes the answer lies in a form of bonus to silver mining, in the guise of a guaranteed price. Perhaps, there is some other way that may appear better, but in any event the Government will be held strictly to account by the people at large if the alleged regular policy of doing nothing is attempted in this particular case. To the people of the North sentiment overshadows the logic of the case. The same is true of the former citizens of Cobalt now scattered in the four corners of the earth. Cobalt had a lure for all her sons and daughters. Those who lived in Cobalt seem to carry the thought of Cobalt in their hearts through all the ages. To all her former sons and daughters the idea of Cobalt being just another ghost town is most repugnant. To those who have no sentimental thoughts in regard to Cobalt town, the situation should make special appeal to-day. There is an ever-growing feeling that the Government should busy itself at once and on a large scale in the matter of securing new industries to provide profitable employment in Canada. With this idea goes its twin brother—that it is the straight duty of Government so far as humanly possible to maintain and assist existing industries so as to continue in employment those who are now at work. Cobalt's case would be a good place to start an active campaign along the latter line.

ASSURANCE DOUBLY SURE

The Advance has frequently called attention to the unique co-operative advertising movement carried on by the life insurance companies operating in the Dominion of Canada. For eighteen years these companies have combined to present in the columns of the daily, the farm, financial and weekly and semi-weekly press of Canada the inner story of life insurance and its place in modern life. Class A. Weeklies—a selected list of leading weekly and semi-weekly newspapers, of which The Advance has been a member for many years—have taken a notable part in the success of the institutional life insurance advertising. These Class A. newspapers are home newspapers read by the people of the various communities and in the closest touch and friendship with their readers. The idea of the life insurance advertising has made such special appeal to these newspapers that they supported it with enthusiastic editorial approval and endorsement. The life insurance advertising referred to has a three-fold purpose:—(1) To emphasize the financial protection that permanent forms of life insurance provide for dependents and old age. (2) To stress the social and economic importance of life insurance to the individual and to the nation. (3) To educate the public to the value of permanent, as against temporary forms of life insurance. The advertising has no reference to any life insurance company, but to all life insurance companies operating in Canada under government supervision. This advertising has dealt with life insurance itself, what it is, what it means, what it does, what it signifies in the welfare of the nation as well as in the security of the individual. There is no doubt but that this advertising has given life insurance its present high place in the confidence of the people, because it has effectively presented the facts and truth.

The Advance is in receipt of a portfolio of the advertisements appearing in the public press of Canada from July, 1938, to June, 1939, inclusive. These individual advertisements were published in The Advance during the past twelve months, but a reference to some of their headlines may not be out of place to suggest the value of this form of advertising. "Safe as Canada" shows how in a world of uncertainties life insurance has been a solid rock of security—giving priceless protection to millions of Canadian men, women and children. Life insurance reflects the safety and stability of Canada itself. "Guardian of a Million Homes" suggests that 3,500,000 Canadians have united—pooled their savings—for mutual protection. "If there Were No Insurance," is a message that proves that without life insurance millions in Canada would dread the future. Thousands more would be on relief. Other advertisements in the series show that while life insurance protects the homes and families, the money pooled to provide insurance, wisely invested in government bonds, municipal debentures, public utility bonds, real estate, industries, etc., also does a great part in aiding employment, financing business and contributing to Canada's progress and stability.



You can't be Sure

"that your eyes are normal unless you have them examined. Your eyes may be defective from birth and as you've never experienced better vision you don't realize how well normal eyes can see. There is one way to be sure you can see perfectly—have them examined by a competent optometrist."

Liberal terms may be arranged at

CURTIS

OPTICAL COMPANY
14 Pine St. N. Phone 835



Miss Pat Shauhnessy, of Kirkland Lake, was a visitor to Timmins last week.

Mrs. Stella Peachy returned on Thursday after a holiday spent at Ottawa.

Miss Betty Tolman, of Kirkland Lake, is visiting friends in Timmins and South Porcupine.

Mrs. Thos. Mirriott, of New Liskeard, is spending some weeks visiting in Timmins.

Mrs. Sam Glassford is visiting her parents, Mr. and Mrs. R. H. Russell at New Liskeard.

Mrs. C. Brown and Mrs. C. Harpell and family are visiting at Hough Lake near New Liskeard.

Miss Rose Fasano, of Cochrane, arrived in town on Friday to spend a few days visiting friends in Timmins.

Mrs. Olga Niemi, of Fifth avenue, left last week to holiday with friends at Sault Ste. Marie, and to visit her brother in Michigan, U.S.A.

Messrs Eero Niemi, and Eero Salomaa left on Saturday to spend a two week's holiday fishing up the Matagami River.

Miss Anne Zuke left on Saturday on a three weeks' holiday, motoring to points in Quebec and to the Muskoka district.

Mr. and Mrs. A. W. Pickering and daughter, Nancy, left today for North Bay to spend the next two weeks. Mr. and Mrs. Pickering will play in the golf tournaments being held in the Bay.

Mr. and Mrs. A. G. Carson, James avenue, left on Saturday by motor for Whitby, where they will pick up their daughter, Patricia, who has been in training in that place. They will then visit Kingston and Shawville before returning home.

Mr. and Mrs. L. J. Marshall, and son, Lou, and daughter, Jean, accompanied their daughter, Anne, to Lachine, Quebec, on Sunday, to attend the wedding of Miss Anne Marshall, who will become the bride of Mr. Bruce Heavysege, of Lachine. Miss Anne Marshall has been one of the most popular members of the younger set here, and is a graduate nurse of St. Mary's Hospital.

The life insurance companies recently decided (even by members of parliament) because proclaimed by unanimous consent to continue this institutional advertising for the nineteenth year. The Life Insurance Officers Association has found the advertising "an invaluable factor in establishing and maintaining public confidence," and "a necessary medium to keep policy-holders and the public generally informed concerning the nature of life insurance as a co-operative enterprise." It is beyond question that the campaigns of this kind have proven of notable value to the life insurance companies. The truth is, however, that they have been of even greater service to the general public. These particular campaigns illustrate two factors:—(1) That co-operative effort to keep the public informed are of great all-round value. (2) That newspaper advertising of the right kind will do the work more efficiently and completely than any other kind.

GRAVEL AND SAND—AND PLACER

Hon. T. B. McQuesten is quoted by The North Bay Nugget as saying that work on Northern highways was closed down on account of the war scares in Europe. Newspapers have been blamed

WANTED Ads

PROPERTIES FOR SALE

PROPERTIES FOR SALE—Best locations, near swimming pool and town park. Easy terms. \$10.00 cash, \$5.00 monthly. Frank Feldman, 110 Pine St. S., phone 130. -53-544f

HOUSES FOR SALE—Several houses 4 rooms and 7 rooms with all conveniences. \$1,200 and up. Easy terms. Apply Frank Feldman, 110 Pine South, phone 130. -53-544f

FOR RENT

FOR RENT—Four Roomed apartment; all conveniences, and private entrance. Apply 52 Montgomery Ave. -60-61p.

FOR RENT Apartment for rent, Apply No. 12, Third Avenue. 60-61-62-63p

HELP WANTED

WANTED Immediately—experienced girl for light housework. Sleep out. Must have local references. Apply 31 Lakeshore Rd. between 4 and 9 p.m. -60

HALLNOR MINES LIMITED

(No Personal Liability)

DIVIDEND NOTICE

Notice is hereby given that an interim dividend of 15c per share, payable in Canadian funds, has been declared by the Directors of Hallnor Mines, Limited (No Personal Liability) payable September 1st, 1939, to shareholders of record at the close of business August 15th, 1939.

By order of the Board
J. R. BRADFIELD,
Toronto, Ont. Secretary.
July 26th, 1939.

Mr. J. Sullivan left on Sunday to take his son, John, to camp at Black Bay.

Born—to Mrs. Lorne A. Jenkins, 122 Maple street, south, on July 30th—a son (stillborn).

Miss Helen Smith, of Toronto, was a Timmins visitor last week, leaving on Sunday to return to her home.

Mrs. Frank Carey, of Boston, Mass., arrived in Timmins on Friday to visit her aunt, Mrs. P. Lacroix, 25 Kent Ave.

Mrs. W. E. Palmer and little daughter, Elsie, of Toronto, were the guests last week of friends in Timmins.

Mrs. H. R. Channon and daughter, Helen, Toke street, left this morning for North Bay.

Mr. and Mrs. Jos. Leblanc, of Montreal, spent a few days last week the guests of friends in Timmins and Ironquois Falls.

Mrs. James Morton and her two sons returned home over the week-end after spending two weeks with her sister, Mrs. E. Green, at Perron, Quebec.

Born—to Mr. and Mrs. G. F. Black, 6 Patricia Blvd., at the Porcupine General Hospital on Sunday, July 30th, a son.

Provincial Constable Harold Gall, head of the Provincial Police detachment here, left on his holidays this morning.

Mr. and Mrs. Fred Graham left today to holiday at Paradise Inn, Halliburton. They will also spend a few days in Toronto.

Mr. T. E. Pritchard left Sunday for Muskoka where he will be a guest of the Elgin House for two or three weeks. Mr. Pritchard will be joined by his brothers, Mr. Bert Pritchard, of Buffalo and Mr. W. H. Pritchard of Timmins.

Mrs. R. C. Mortson, of 162 Maple St., south, and son, Don, and daughter, Jacqueline, left last week for Peterborough, where they will join Mr. Mortson, who was transferred to Peterborough some months ago.

MISCELLANEOUS

If you wish PAINTING, VARNISHING, DECORATING, LANDSCAPING, Please call 543-w. Just leave Phone number or address. -7p.

WANTED, by the Childrens Aid Society, families willing to give homes on a boarding basis to Protestant children 10 to 14 years of age. If interested phone 855, or call at Room 4, Municipal Building, Timmins. 60-62f

MEN! There are good opportunities waiting if you have practical training. We have assisted many men in successful careers and can do the same for you. Learn Radio, Air-Conditioning, Diesel, Electricity, in very short time at small cost. Write National Schools, Box N., Porcupine Advance. 57-1f

NOTICE TO CREDITORS

IN THE MATTER of the Estate of John Arthur Howse who died at Timmins, Ontario on June 5th, A.D. 1939.

NOTICE IS HEREBY given that all persons having any claim against the estate of the said John Arthur Howse formerly of the Town of Timmins in the District of Cochrane who died at Timmins, Ontario on or about the 5th day of June, A.D. 1939 are requested to file with the Administratrix hereinafter named or her solicitors, a notice of their claims together with the details thereof duly verified by affidavit; and the Administratrix will proceed to distribute the estate after the 31st day of August next having regard only of the claims which shall have been filed with her on or before that date.

DATED at Timmins, Ontario this 21st day of July, A.D. 1939.

Edith Marion Howse, Administratrix of the Estate of John Arthur Howse by her Solicitors.

CALDBICK & YATES,
Bank of Commerce Bldg.,
-58-60-62 Timmins, Ontario

LOTS FOR SALE

\$200 and Up
\$25 cash—\$10 a Month
NO INTEREST
BARGAIN

Two 4-room houses on 1 lot. Revenue \$40 a month, price \$1,900. Only \$400 Down—\$35.00 a Month

P. J. DOYLE

Real Estate—Insurance
21 Cedar St. N. Phone 1329

Mrs. C. S. Gilbert, sister of Mrs. Fred W. Stock, of 69 Kirby avenue, and Miss Verna Ponsford, both of St. Thomas, who have been visiting in town, left this morning to return to their homes. Mrs. Gilbert was the guest of Mrs. Stock, and Miss Ponsford was the guest of Mrs. Parfitt, of Tamarack street.



TOWN OF TIMMINS

Proclamation

Monday, Aug. 7 1939

is hereby proclaimed

A CIVIC HOLIDAY

J. P. BARTLEMAN,
MAYOR.

Nearly 6,000 Norge Electric Refrigerators for Project

Nearly 6,000 Norge Electric Refrigerators are now being installed by the New York City Housing Authority in the enormous Red Hook and Queensbridge projects which are now under construction by the U.S. housing authority in the New York city metropolitan area.

Bids were opened on May 3, 1939, the successful bidder being Warren-Norge Company, Inc., Norge New York distributor. Bids were entered by the leading manufacturers of electric refrigerators, inasmuch as this is perhaps the biggest low-cost apartment program ever undertaken with the aid of the U.S. Government.

The kitchens of every one of the 5,710 apartments in these two projects will be fitted with a Norge 4 cu. ft. or 6 cu. ft. refrigerator equipped with the famous Mighty Midget Rollator mechanism, so named because it packs the power of a giant on the ration of a dwarf. In awarding the contract, says Mr. Warren, the New York city housing authority definitely took into consideration Norges reputation for almost unbelievable operating economy, long-life and proven dependability.

The Northern Miner commenting on a report by the Timmins Branch of the Ontario Government Employment Bureau, in which it was noted that new mines in the Porcupine area have accounted for the employment of 3,000 more men this year, says that the important point in the story is the extent to which new mines are giving employment to those who might otherwise be on the relief rolls throughout the North Country. The "important point", on the contrary, is the extent to which the rest of the country is foisting its unemployed on the North, leaving the Northern towns with thousands for whom there is no chance for work.