

The Porcupine Advance

TIMMINS, ONTARIO

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ASKING FOR HUMOUR

"Editor and Publisher", the newspaperman's own newspaper, suggests that what is particularly needed these grim and stressful days is more humour, more wit and pleasantness, more of the light and engaging spirit. "Editor and Publisher" recognizes the seriousness of the times, the need for thought and interest and study and for careful attention to the dangers that threaten the whole world of free men, but with all this kept firmly in mind the fact remains that a little humour lightens the load of life and wit and pleasantry can often drive home a point with more effectiveness than the most ponderous statistics. Editor and Publisher is right about this, and to judge by many of the United States newspapers circulating in Canada it may well be that the sober thought of the day might well be lightened by a little able levity, to say nothing of the advantage to the morale of the people on the continent that would flow from humour and even from irony. That gallant Polish radio announcer at Warsaw—may he never be forgotten—proved beyond question the power of the gay heart to harass the enemy and strengthen the hearts to resist the foe. The British people have never lost their wit and humor despite all the perils they have been facing. Punch is as full of quips as ever. The newspapers of Britain do not neglect the more serious side, but they have gathered unquenchable strength from the fact that never for a minute have they failed to see the humorous side, the lighter issues that never fail to arise. It must be admitted that Canadian newspapers in the mass, while keeping the more serious features predominate, have held, too, to the saving grace of humour. Humour is a weapon and a shield—one of Britain's secret weapons—a weapon beyond the comprehension of the humourless Hun and the treacherous Fascist—a shield that keeps from the people the cancer of defeatism and the danger of despair. The more desperate the situation, the more valuable wit and humour and pleasantry are as factors in building and holding morale. The present war has been largely a war of morale. Every nation that has met defeat has first lost its morale, with the one exception of Poland—and Germany alone did not conquer Poland—for Poland, with its great morale would have held out, had it not been for the stabbing in the back from another neighbour. So long as Britain holds unquenchable humour—and there are a thousand proofs a day that it does—in press and public addresses and on the street and in the inns and in the homes—Britain will hold its morale and march on to final victory. And in this—as in so many other ways—Canada is British. Australia is British, all the Dominions and colonies beyond the seas are British. The spirit of humour is a great spirit—the spirit of free men. Editor and Publisher does well to call for its fostering and extension in the newspapers of the United States. It will thrive in the free soil of that free land, so long as it remains free. Instead of the growing seriousness of the position quenching humour, it will bring out wit and satire and the gay spirit that Editor and Publisher suggests. It was thus in the last war, when humorists like Col. Watterston, of The Louisville Courier-Journal, helped in the winning of the war. It will be so again in this war, when humour and wit, which are but the keener preception of things as they are and in their truer proportions, will hold the hearts of the people stout and firm and add to the confusion of the enemy.

BRITAIN MAKES SLOGANS

There are many people who would be tempted to give the snap judgment that this continent was pre-eminent in the matter of advertising and that for originality and enterprise in this line at least, Britain had much to learn from this side of the sea. The fact of the matter, however, is that slow old Britain actually can give pointers to this continent both in the quantity and quality of advertising. As to the matter of mere publicity, that is a horse of another colour. In regard to advertising, radio listeners here may be tempted to think there is altogether too much advertising on this continent, especially in regard to soap and soap. But even in these two lines, the Old Country set an example in extent and variety and cleverness that has not been equalled in the United States or Canada, though more acceptable mediums were used than the radio. In the soap line what brand has been made such a household word all over the world as Bovril, in advertising which meat product more use was made of the bull literally than ever has been attained figuratively by this hemisphere's competitors. In soaps, where in civilization there man, woman or child allowed to lack familiarity with Sunlight Soap, Pear's Soap, or even Monkey Brand Soap, the latter being the only soap in existence that boasted that it would not wash clothes. Once upon a time patent

medicine advertising was looked upon as a peculiarly American custom, but even in this line, Old Britain showed the way with Beecham's Pills—which as anyone who ever saw a British newspaper, a British magazine, or even the average cheaper British book, knows was worth a guinea a box, though selling at much less. There is a story told and widely believed about the enterprise of the Beecham people. It may be too good to be true, but in any event it is true in its implication of enterprise and ingenuity and lack of all other considerations. According to the story, the Beecham people, simply as an advertising plan, offered to supply the hymn books for a poor but ambitious city church. There would be only a few lines of advertising, the Beechams promised. When the books were delivered the church authorities were delighted to note that the front and back covers were not plastered with the name and fame of the popular pills. Indeed, it seemed as if the Beecham people were generously donating the hymn books without even the stipulated few lines of advertising. But the joy did not last beyond the first use of the hymnals. Sadly, it was found that the "few lines of advertising" had been inserted all too well. When the clergyman announced Hymn 73, and proceeded to scan it, he was horrified to note that he almost read the words before he grasped one of the few lines of advertising:—
 Keep thyself pure! Use Beecham's Pills
 Through Life's loud strife, they cure all ills.
 Turning hastily to Hymn 241, he started boldly to read:—
 Hark the Herald Angels sing!
 Beecham's Pills are just the thing.
 One for man and two for child;
 Get your stomach reconciled.
 Pear's Soap for years was noted over the world for the remarkable art work in its advertising. The picture of the tramp who said that years ago he had used Pear's Soap and "since then had used none other" was a classic in its art and its humour.

It is interesting to note that even the strife and stress of war have not driven the cleverness and wit from British advertising. Johnny Walker is "still going strong," at three times the pre-war price. Even the necessary advertising for the war itself has the old-time British punch and pleasantry. Appeals for aluminum, old and new, are not surmounted by prosaic demands for old pots and pans to use in airplane construction. Instead the headline is:—"Out of the frying pan into the Spitfire!"

The gangsters have little chance against a people who have the courage, the resources, the art and the skill, the men and the money and the will to build weapons of war of any and every kind needed, and the genius to speed the work by slogans.

THE WAR A YEAR OLD

Most people have noted the fact that the war is a year old now, and there is a general tendency to weigh the losses and the gains and make estimates for the future. In the past brief year, Poland, Denmark, Norway, Belgium, Holland and France have been temporarily subdued by the gangster nations, but any thoughtful and honest student of affairs must admit that Britain is stronger by far than a year ago and able to face the enemy with greater effectiveness alone than when burdened with allies who were honeycombed with treachery. Britain gains in strength with every day. Britain still has control of the sea, and though greatly outnumbered in men and machines in the air, is proving its decided superiority in that element. It is true that for the first time in centuries Britain itself is in danger of invasion, but at the same time it is apparent that the Old Land is fully manned and equipped to meet that invasion and throw it back. Britain, with command of the seas has full and free access to all the sinews of war, including food, while all of German-held territory faces a serious danger of famine. In the year it would appear that the worst has happened, and there is little more for Britain to fear. On the other hand, every day adds to Germany's troubles, with Italy for a partner in crime, and a dozen lands to hold against the fury of sullen and oppressed peoples. The strain on the Nazi morale grows each day, while Britain's morale was never higher, nor its people more resolute and gallant. Britain is not only confident in its own defence, but is now planning to carry the war to enemy lands and wage an offensive that will shake the hearts of the gangsters.

The past year may be viewed with regret. The second year may well be faced with confidence and high hope and the sure knowledge that the final victory for freedom and the right is a year nearer and a year surer than it was this time last year.

At this anniversary time, it would be well to read again and to heed again the royal British words of His Majesty the King:—

"Put into your task, whatever it may be, all the courage and purpose of which you are capable. Keep your hearts proud and your resolve unshaken. Let us go forward to that task as one man, a smile on our lips, and our heads held high, and with God's help we shall not fail."

GRAVEL AND SAND—AND PLACER

True to type! Without warning or any thought of chivalry or humanity, the Germans torpedoed

Won V. C. in Belgium



Eighth winner of the Victoria Cross in this war is Second-Lieut. Richard W. Anand of the Durham Light Infantry. Twice in one night, during the British withdrawal from Belgium, he went forward single-handed with grenades to delay the advancing Germans and returned to lead his platoon, although wounded. Ordered to fall back, he learned that his batman had been left behind. He returned and brought the man back in a wheelbarrow before collapsing from his wounds. Lieut. James Anand is a nephew of Major James Anand, now director of a Kingston radio station.

Legion War Services Repay \$40,000 Given by Red Cross

Toronto—The Canadian Legion War Services has returned the \$40,000 given that organization by the Canadian Red Cross Society in the early stages of the war, it was announced last evening. The money was advanced to the Canadian Legion to start it on its programme of work on behalf of the men of the fighting forces.

Finding it necessary to launch a nationwide appeal for additional funds some time ago, it is explained, the Legion has found itself in a position as a result, to return the money contributed by the Canadian Red Cross.

Expressing appreciation of the assistance given by the Red Cross, Brig. Gen. Alex Ross, Chairman of the Canadian Legion War Services, stated in a letter accompanying the cheque for \$40,000, "We feel that it is only right that, having regard to the very many calls made upon the Canadian Red Cross, we should refund to you the sum made available to us. We are pleased to report that as a result of your assistance we have been able to develop an organization which we feel is playing a more and more important part in contributing to the welfare of the men who are serving in His Majesty's Forces."

Dr. Fred W. Routley, national commissioner of the Canadian Red Cross, commented, "The Canadian Red Cross is greatly appreciative of the action of the Canadian Legion. In the early stages of the war they asked our financial help in getting them started on an effective piece of work. We are embarking on our national campaign for funds at the time and the Canadian Legion agreed to do everything they could to help us."

"We, in turn, pledged them a grant of \$10,000 a month for six months. It was agreed that this grant would stop if they launched a campaign of their own during that time. We had advanced \$40,000 when they decided on a campaign, and our grant ceased. Now they have found themselves in a position to return the money."

A British ship carrying 300 children to safety. True to type! The children sang as they took their places in the lifeboats in perfect order and with a courage and consideration that avoided a single casualty. "It'll take more than that for Hitler to frighten us," was what one of the youngsters said. True to type. When the Germans torpedoed a British ship carrying German and Italian prisoners of war, the Germans and Italians fought each other, kicking and gouging each other in their panic and selfish fear. True to type!

"Scores of St. Mary's households started stoves and furnaces last week to contest the cold August weather." So said a paragraph in the last issue of The St. Mary's Journal-Argus. For years now The Advance, out of pure friendliness, has been urging the people of the South to come to the North to escape the unbearable frigid weather and the fierce snow storms of the South. This still holds good! But it appears now that the invitation may be extended to apply also to such months as August, which the South apparently finds difficult to endure. Indeed, it may eventually be necessary, if things keep on going as they have been, to advise all in the South to move North for weather comfort during the whole year. There is always pleasant weather in the North. At least there is always enough of nearly every kind of weather each week that nearly every taste should be satisfied.

It continues to be a disgrace to the Canadian government that soldiers on leave have to hitch-hike their way home. One young man visiting here on leave this week managed to scrape up the price of a one-way ticket home to Timmins, so that he might have a little extra time here, but he had to depend on hitch-hiking for the return trip. When he met the various calls on his meagre pay, he found that all he had left when he landed in Timmins was \$2.00. The case of this fine young soldier is typical. He is a sober and

Attorney-General Appeals Sentence in Sudbury Case

Acting Crown Attorney Suspended as Result of Case.

(From Sudbury Star)

Notices of appeal of the conviction and sentence of Robert T. Stevens, well-known Sudbury theatre owner, fined \$25 and costs, or 30 days in jail, by Magistrate J. S. McKessock, last Monday afternoon, on a charge of uttering subversive statements, were served on the defendant, Stevens, and the presiding magistrate, Thursday afternoon, by Crown Attorney E. D. Wilkins, K. C., it was learned today. A copy of the appeal was filed with the clerk of the district court, Murray Mulgan, at the same time, it was further learned.

The appeal was launched by Crown Attorney E. D. Wilkins on instructions from Attorney-General Gordon Conant. This came after perusal of the proceedings as handled by Acting-Crown Attorney Arthur J. DeDiana and the court's acceptance of the plea of guilty to the charge of making statements intended to cause disaffection to His Majesty. A second charge of making statements likely to prejudice the recruiting, training, discipline and administration of His Majesty's forces was withdrawn.

Demanding a full report of the crown's handling of the two charges under the defence of Canada Regulations against Stevens, Attorney-General Conant, after studying the full report of the proceedings submitted by Acting Crown Attorney DeDiana, ordered his appointment as acting-crown attorney suspended. It was learned that Mr. DeDiana held the appointment approved by the attorney-general's department for a 60-day period annually, and was to act in the absence of Crown Attorney Wilkins, or when pressure of court business required Mr. Wilkins' attention elsewhere.

Says Hearing Arranged
 Magistrate McKessock told The Sudbury Daily Star this morning at his office in the Sudbury district courthouse that arrangements had been made between Corporal J. D. Burger, of the Royal Canadian Mounted Police, in Sudbury, who laid the informations against Stevens, and Defence Counsel Harry Waisberg, for bringing the accused from his cell in the Sudbury district jail on Monday afternoon to face the alleged subversive statements charges.

"The first I knew about it was when Defence Counsel Waisberg telephoned me and said that Burger had agreed to an arrangement to bring Stevens before the court," Magistrate McKessock stated. He said he understood that Burger was satisfied to have the accused brought before the court because he was going out of the city and would probably be gone when the case would appear on the remanded date of Aug. 31.

When arrested on August 24, Stevens faced Magistrate McKessock on the two Defence of Canada Regulations charges and was ordered to jail without bail for hearing on August 31. His court appearance was five days earlier than scheduled by the Magistrate.

"No evidence was presented to the court," the magistrate said, in explaining that he could have given the man a suspended sentence on his plea of guilty, or fined him the maximum fine of \$500.

All informations, evidence, if any, and the conviction and sentence, im-

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posed by Magistrate McKessock, will have to be filed with District Court Clerk Mulgan by the magistrate under the notice of appeal.

The appeal will be heard at the next sitting of the district court, unless the parties concerned request a special hearing before the court is scheduled on Tuesday, October 1. This was reported today by district Judge Edmund Proulx.

Leaving Sudbury late last night for Toronto, Mr. DeDiana, it is understood, is in conference with Attorney-General Conant today to personally explain his handling of the proceedings against Stevens. It is said that he will also take up the matter of his suspension with Attorney-General Conant.

Former Chief of Police of New Liskeard Dead

The New Liskeard Speaker last week says:—"Word was received here on Tuesday of the death in Toronto the previous day of John Lambie, chief of police in New Liskeard nearly twenty years ago. The funeral was held yesterday in Barrie. The late Mr. Lambie

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held the police post here for about two years, leaving town in 1922. Later, he was on the staff of guards at the Burwash Industrial Prison. He had been living in Toronto recently, it was stated here. Mr. Lambie, who was about 64 years of age, is survived by his widow, the former Caroline Halbert, and by three sons, Joseph, Kenneth and John. Percy in Toronto, and Walter Halbert, who is in Kirkland Lake and who was formerly with the Bank of Nova Scotia in Halleybury."

Pressure
 Speaker (desirous of raising money)—All who will give \$10 stand up.
 (Aside to musician)—"Play the 'National Anthem'."—Exchange.

Carried On Too Long
 "Did you participate in many engagements while you were in France?" asked the interested woman visitor.
 "Only five," replied the soldier, with becoming modesty.
 "And you came through them all safely?"
 "Not exactly," replied the soldier. "I married the fifth."—Globe and Mail.

They Used To Call Him "Old Sourpuss"

He never wanted to go to the movies; never wanted to play bridge; never wanted to do anything. He was a wet blanket at the parties he did attend because he always fell asleep at them. Glasses changed all this. Now, because his eyes aren't tired, he's the life of the party!

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