

BUSINESS DIRECTORY

Timmins and District business establishments enjoy a good patronage from the residents of this community because through the years they have earned the confidence of the public and are co-operating to retain it. You are invited to inspect the values offered by the firms listed below.



PLEASANT HOMES

by Elizabeth MacRea Boykin

PLANNED FOR SPACE SAVING AND DOUBLE DUTY
Sectional Furniture—Clothes Files—New Bookcases and
Bedside Tables



Unit furniture makes it possible to take advantage of all of the wall space. It also achieves an interesting variation of furniture arrangement.

The socialization of life seems to be moving forward in an inevitable almost relentless design. And on the whole it's a good thing—more people will have something, fewer if any will lavish splendor. This direction of our civilization is reflected in the small simple comfortable type of home that is being built—for even the rich are finding their mansions a burden and are trying to get rid of them. It seems to be generally conceded that we won't soon again— if ever—build homes of any sort of palatial scale.

Furniture for Today
This shift in building trends is being reflected in the type of furniture that is needed. Instead of stepped-down versions of courtly furniture—which is what most traditional furniture is—we have furniture designed today for today's homes. It is planned to make the most of the space, to serve double purposes, to combine graciousness with practicality. Whether you like this new era or not, it is here—and probably to stay, so you at least be aware of it. Today we are going to describe specific pieces of furniture that we feel interpret interestingly this new direction of our lives.

The sectional idea in unit furniture is an important theme, especially for wall pieces in both modern and period styles. Units include desk, chest and shelf pieces—the newest ones introducing the roll-type slat or tambour front

that pulls open or shut like the front of a roll-top desk. These are of particular usefulness since storage space is such a constant problem in small homes. They not only provide for all manner of drawers and compartments, but they do it with dignity—so you can keep your most personal and private belongings in the parlor. There's one chest of drawers, called a clothes file, that would go in a living room quite well—the top drawer opens to reveal a dressing drawer with a mirror that lifts up and compartments for toilet articles. The lower drawers have shallow trays that pull out—so you don't need to keep things in deep piles to be pawed through. This chest comes in two models—one for a man and one for a woman—each scaled for different types of clothes and belongings.

Commodious Compartments
Another piece of storage furniture that seems pretty smart to us is a sectional bookcase with shallow drawers between each shelf—it looks interesting and is very practical. A bedside table made in cylindrical shape opens to reveal commodious shelves within for the odds and ends you like to have at hand. Another clever bedside table has a tray shelf that swings out from under the table top when needed for meals in bed, reading or what-not; when not needed, it swings back under the table top out of the way. An end table that opens up has a blanket compartment

inside. There are many cabinets with interior sections for bottles and such like; some look like conventional chests, desks or credenzas from the outside. Despite all the strain there's been in the search of the designers for something really new in chairs, the fact is that the familiar chairs are pretty satisfactory for most needs you could dream up. The newest, of course, are those scooped out affairs based on a shell form, included in the show or organic design. In the same exhibit, however, the chair that we thought had the best prospects was the simple side chair with woven rush seat and back. But of all the modern chairs, the side chairs constructed as units so that they can be placed together along the wall like a bench make the most sense to us—they're smart looking too and lend themselves graciously to unusual coverings.

The bed problem in the small home has been ingeniously solved in various ways—though we still think there's more to be done in this important direction. The studio couch is very fine for sleeping but it doesn't "sit" very comfortably. The best thing to do about that is to have lots of extra cushions. But we're still waiting for a manufacturer who will work out a studio couch with some sort of support for the back cushions so you don't have to lean so far back that your feet hang off at an awkward angle. Could a metal frame be provided that fastens to the back feet and extends up to be used to hold the cushions further forward? Or is a double row of cushions the only answer? Side bolsters and staunch book-shelf and tables to keep them from sliding off is the answer to the problem of the ends. Sofa beds have been improved a lot, so they don't ride so high and bulbous as they used to. But even yet, they aren't really svelt. A love seat that opens into a single bed is a good solution in many rooms. (Released by Consolidated News Features Inc.)

Wonder What a Frenchman Thinks About These Days

The following little article was forwarded by a friend of The Advance with the suggestion that it deserved the widest publicity. It certainly is worth reading, studying, considering and heeding. Here it is—

Wonder What a Frenchman Thinks About!

Two years ago a Frenchman was as free as you are. To-day what does he think?

—as he humbly steps into the gutter to let his conquerors swagger past.

—as he works 53 hours a week for 30 hours' pay.

—as he sees all trade unions outlawed and all the "rights" for which he sacrificed his country trampled by his foreign masters.

—as he sees his wife go hungry and his children face a lifetime of serfdom.

What does that Frenchman—soldier, workman, politician or business man—think to-day? Probably it's something like this—"I wish I had been less greedy for myself and more anxious for my country; I wish I had realized you can't beat off a determined invader by a quarrelling, disunited people at home; I wish I had been willing to give in on some of my rights to other Frenchmen instead of giving up all of them to a foreigner; I wish I had realized other Frenchmen had rights too; I wish I had known that patriotism is WORK, not talk. GIVING, not getting."

And if that Frenchman could read our newspapers to-day, showing pressure groups each demanding things be done for them instead of for our country, wouldn't he say to American business men, politicians, soldiers and workmen—"If you knew the horrible penalty your action is bound to bring, you'd bury your differences now before they bury you; you'd work for your country as you never worked before, and wait for your private ambitions until your country is safe. Look at me . . . I worked too little and too late."

Glasgow Herald.—One hostelry-keeper in the town is fed up with being asked for a match. So on the counter he has placed a half-bottle, filled with paraffin. A wick is threaded through a brass tube in the cork, and the thing burns for two days and saves a lot of nerve strain.



This modern bedside table has a shelf arm that swings around and doubles as a tray or reading stand. It is much more practical than the usual trays with legs or tables made to be used in bed.



Modern furniture in American walnut in a silver-toned finish suggests many novel construction forms and double duty features.

AUTO DEALER

'38 NASH SEDAN

A 4-door model thoroughly re-conditioned. Equipped with weather-eye, etc.

Winterized, A Sacrifice **\$775.**

Daigneault Motors

28 Second Avenue Phone 2800

AUTO SUPPLIES

Pigeon Auto

Wrecker and Garage

NEW AND USED PARTS FOR ALL MAKES OF CARS

18 Mattagami Boulevard

Phone 1351-W

BAKERIES

Albert's Bread Always Best

CAKES BUNS PASTRY RYE BREAD FRENCH PASTRY

40 Third Avenue Phone 1875

The Most Up-to-date Bake Plant in the North

SAVE MONEY

Ask for coupons redeemable on Bread and Pastry. Try our Famous Do-Nuts and French Pastry

Bread 8c Loaf

National Bakery

10 Pine St. S. Phone 1445

Schumacher Bakery

The Home of Better Bread

PASTRY AND CAKES OUR SPECIALTY

31 Wilson Avenue Phone 1060

BEAUTY SHOPS

Albert's Beauty Parlour

Finger Waves Permanent Papers Curls Marcel Manicures Komal Waves

For Appointment—PHONE 1320

15 Cedar N. (near Third Ave.)

Timmins School of Hairdressing

Learn Beauty Culture under a Government Licensed school supervised by Maye Hodgins

PERMANENT WAVES \$1.25

56 Mountjoy S. Phone 134

The Vanity Shoppe

Hairdressing

THERMIQUE and MACHINELESS PERMANENTS

45 Preston St. S. Phone 2570

BUILDER'S SUPPLIES

J. P. Roy

Building Contractor

Manufacturer LUMBER, SASH, TRIM, ETC.

Builder's Supplies and Firewood

16 Balsam St. S. Phone 221

DEALERS COAL AND WOOD

Mike Mirkovich

Coal Dealer

CLEAN FUEL CLEAN SERVICE

28 First Avenue Phone 658-M

Schumacher

Union Coal Company Ltd.

DISTRIBUTORS FOR ALL

Leading Brands of Fuel

35 First Avenue Phone 102

COAL AND WOOD DEALER

J. Van Rassel

General Building Contractor Coal and Wood Dealer

OFFICE: 141 Main Ave., Timmins

PHONE 583

CLEANERS

Your Best Cleaning Service Herman's

CLEANING PRESSING STORAGE

Office: 5 Cedar N. Phone 524

Plant: 301 Spruce St. S. Phone 525

Burton Cleaners

61 Kirby Avenue Phone 2930

Let Us Take Care of the Clothes You Wear

HATS CLEANED and BLOCKED

61 Kirby Avenue Phone 2930

DAIRY

Northland Producers Dairy

Pasteurized Milk Cream Buttermilk

The Farmer Owned Dairy

14 Birch St. N. Phone 3200

ELECTRICAL APPLIANCES

Lynch Appliance and Furniture Co.

39 Third Avenue Phone 1870

Exclusive dealers for Westinghouse True Temperature Controlled Refrigerators, Electric Ranges, Radios, Washers, Vacuum Cleaners, Etc.

"THE HOME OF FINE FURNITURE"

ELECTRICAL CONTRACTORS

WARD ELECTRICAL SERVICE

Contract wiring, Lighting Fixtures, Neon Signs (Sales, Repairs and Erection), Neon Signs and Motors Serviced on yearly contract.

L. C. WARD, (prop.)

270 Birch St. N. Phone 175

ELECTRIC MOTORS

GEM ELECTRIC MOTOR SERVICE

We repair all kinds of motors, washing machines, refrigerators, stokers, fans, car generators, etc. We also sell and exchange 25 and 60 cycle motors. We loan you a motor while repairing yours.

161 Spruce St. S. Phone 668

FURRIERS

Brownston Fur Works

191 Pine St. S. Phone 1780

FUR COATS MADE TO MEASURE

REMODELING REFINING REPAIRING RE-DYEING

CLEANING All work done by experts on premises

FURNACE REPAIRS

A. Vercival

LICENSED FUMIGATOR

Prevent Fires During Cold Months

CRIMINEYS and FURNACES CLEANED

7 Cedar St. S. Phone 1675

GROCER

Up to a Quality Not Down to a Price

Shawville Creamery Butter

Bird's Eye Frosted Foods

Red Ribbon Beef

McCartney's Chicken

E. L. URQUHART

PHONE 2100

HARDWARE

City Hardware Co.

Everything in Hardware

RADIOS STOVES WASHERS

LOWE BROS. PAINTS

Skis—Skates and All Supplies

65 Pine St. S. Phone 384

Schumacher Hardware and Furniture Co.

C. C. M. SPORT SUPPLIES

PETERBOROUGH SKI EQUIPMENT

A small deposit will hold any article

Phone 748 Deliver Anywhere

HOTELS

Albert's Hotel

Cor. Mountjoy and Second Ave.

Private Telephone and Radio in Every Room

Excellent Dining Room

Phone 1965 J. A. Mongeon, (prop.)

Pearl Lake Hotel

FRANK KLISANICH (prop.)

Where Good Friends Meet

PHONE 788

First Avenue, Schumacher

INSURANCE

CONSULT US FOR

New Low Rates on Fire Insurance

Auto Life Casualty

P. J. Doyle

21 Cedar St. N. Phone 1330

JEWELLER

Swiss, Stella and Lorie Watches

Reasonably Priced

F. Bauman

27 Third Avenue Phone 1365

LUMBER DEALER

Rudolph-McChesney Lumber Co., Ltd.

Manufacturers and Dealers in FOREST PRODUCTS

ROUGH and DRESSED LUMBER

PULPWOOD MINING TIMBER

Phone 584 Timmins

MEAT MARKET

T-BONE — ROUND or SIRLOIN

Steaks or Roasts 27c lb.

Empire Market

35 Kimberley Ave. Phone 298

OFFICE SUPPLIES

The Timmins Office Supply Co.

RUBBER STAMPS

MADE TO ORDER

Re-Government Order No. 64, and the War Time Price and Trade Board License Numbers.

22 Pine St. S. Phone 1930

PLUMBING AND HEATING

Dinelle & Smith

Plumbing and Heating Sheet Metal Contractors

Day or Night Service

8 Cedar St. N. Phone 978

SERVICE STATIONS

Red Indian Service Station

W. BARBER, (prop.)

Firestone Tires Car Washing

Tire Repairs

Schumbacher Road Phone 645

Hy-Way Service Station

Schumacher Rd. Phone 2500

SUPER SERVICE

Gasoline Motor Oils Greases

Car Washing, Etc.

EXIDE BATTERIES

DUNLOP TIRES

Mountjoy Service Station

Paul Voutilainen (prop.)

AUTO RADIATOR REPAIRS

BATTERY SERVICE

B-A GAS AND OIL

61 Mountjoy St. S. Phone 883

STORAGE

United Movers

New Heated Warehouse

SEPARATE ROOM SYSTEM

Phones 510 & 1733

270 Spruce St. S. Timmins

TAILOR

International Tailors

Agents for TIP-TOP TAILORS and W. R. JOHNSTON

27 1/2 First Avenue Phone 1062

Schumacher

TAXI

Dwyer's Taxi & Bus Line

24 HOUR SERVICE

All Careful and Experienced Drivers

Phone 350

F. D. DWYER Schumacher

TRANSFER

Leo's Transfer

L. BOUCHARD (prop.)

123 Wilson Ave. Phone 334

DEALERS in

TIMBER and FUEL

Dodd's Transfer