

The Porcupine Advance

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AN INTERESTING NEWSPAPER

Last week a friend of The Advance was kind enough to pass along a copy of "The Motherwell Times and General Advertiser," published at Motherwell, Lanarkshire, Scotland. There are many natives of Motherwell now residing in Timmins, in Schumacher, at the Dome and in other parts of this district, and to these no doubt a review of the issue will prove of more than passing interest. To all other readers of The Advance this copy of "The Motherwell Times and General Advertiser" will also have unusual interest because of the side-lights it throws on conditions in Britain and the effects the war is having on the newspapers of the Old Land.

The issue under review is dated "Friday, February 5th, 1943," though it did not arrive here until a little more than a month after its publication. The fact that it did reach this camp last week is another proof of the final effectiveness of the mail service, and another evidence of the persistent habit of the British to carry on affairs despite all handicaps and hardships. It illustrates the truth that the British have a way of eventually "getting there," even though they may appear a little slow in the process.

Motherwell is a city of some 65,000 or 70,000 people, and the community has always had a newsy and well-conducted weekly newspaper. Despite the size of the community, a daily newspaper has not been practical in Motherwell. The Scottish people are more concerned with service than with show, and have proven to themselves that the weekly issue serves the needs of the community, while the demand for daily news of wider affairs is fully met by the Glasgow dailies, the famous city of Glasgow being only about thirteen miles distant. Before the war, "The Motherwell Times and General Advertiser" was a large newspaper—large in the size of the page and in the number of pages. In both these sizes the Motherwell newspaper was larger than The Advance. This is not the case to-day, however. The issue under review has only eight pages, and the size of the page is scarcely half the size of The Advance page. This is the result of the rationing of newsprint paper overseas, and the fact that the war has reduced advertising patronage to some extent. The change in the size of "The Motherwell Times" has been forced by the exigencies of war, and the whole issue—reading between the lines—bears eloquent evidence of the difficulties encountered by newspapers in common with all other businesses, in the Old Country to-day. It is a tribute to the talent of the staff of "The Motherwell Times," that community affairs are so well covered and that there is so much of special interest and value in the weekly issue.

Reference has been made to the decrease in advertising, but it is well to note the special interest in the advertising that is covered. For instance, there is the advertisement by "The Fifty Shilling Tailors." This advertisement is headed in bold letters, "Service," and the explanation of what the firm means by service is given in six points. First, there is service to the nation, and under this heading the advertisement says:—"This comes first; we loyally obey all Government regulations on tailoring. The other points are:—Cloth, Cut and Style, Patterns, Delivery and Price. Under the heading of "Patterns" appear the words:—"We can show you a wider range of patterns than you can see elsewhere." The paragraph under "Price" is perhaps the most interesting. It says:—"The maximum price allowed for a utility suit is five pounds, three shillings and 5 pence. Thanks to the size and efficiency of our organization, we are supplying this same suit at ninety-five shillings." Turning these figures into approximate dollars it would appear that the ceiling price for a utility suit, made to measure is \$26.00 in Britain, and that the firm advertising offers to provide this type of suit at approximately \$24.00.

While the advertising spaces taken are reduced from pre-war levels, "The Motherwell Times and General Advertiser" carries announcements from Vimalto, Beecham's Pills, Clark's Blood Mixture, Carter's Little Liver Pills, Phillip's Magnesia, Doan's Pills, as well as a few local firms. The Government advertising includes appeals to save fuel, to buy "Savings Certificates," and to use potatoes to save flour. "Bread costs ships," says the latter advertisement, "eat home-grown potatoes instead." The advertisement also explains how potatoes may be used in the making of pastry, puddings and cakes.

There is a column of church notices, three columns of death notices and in memoriam cards. (many of these noted as killed in action). In the less serious line there are no less than ten public dances announced in separate display advertisements. Six cinemas (moving picture shows in Canadian parlance) take comparatively generous space in the little newspaper. Many of the titles of the pictures will be familiar here, such as:—"The Gay Sisters," "Wake Up and Dream," "The Goose Steps Out," "This Above All" "Much Too

Shy." A Motherwell laundry advertises:—"Help us to help you. Do not make present conditions more difficult by expecting a pre-war service."

There is a suggestive note in the fact that the largest spaces taken by local firms in the issue are those by undertakers and monument makers. The classified advertisements occupy several columns and are not without interest. Under "Situations Vacant," the demand appears to be chiefly for smart boys and girls. Articles wanted appear to run chiefly to used radios, cycles, prams (baby carriages in Canada), vacuum cleaners, cast-off clothing and house furnishings. One advertiser seeks an alarm clock in good condition. Utility furniture is offered for hire or purchase at "Government cash prices." One firm giving a "duration" address solicits authors' manuscripts, "especially fiction and poems."

In the news columns possibly the most interesting article is a front-page story of two natives of the Motherwell district who had won signal honour in the war. "A big thrill for many people in the district was provided when the news got around that local lads, Sergt. Daniel Grant, 38 Sunnyside, Crescent, Holytown, and Private William Clark, 49 Curlinghaugh Crescent, Wishaw, had been given the honour of hoisting the Union Jack over Tripoli. Both are serving with the Gordon Highlanders." Before the war both these young men were miners. Sergt. Grant, whose father served in the last war with the Scots Guards, has been in the war since its early days. He served in France with the Gordon Highlanders and was among those evacuated at Dunkirk. He left last March for the Middle East, and took part in the advance of the 8th Army from El Alamein. He is 24 years of age. Private Clark joined the army three years ago and took part in the advance of the 8th Army. He is 25 years of age.

Another item of interest on the front page tells of the return to Britain of the submarine "Porpoise," after 14 months' service in the Mediterranean. The articles tell of some of the many notable exploits of "The Porpoise," and notes that among the crew was a chief petty officer from Motherwell, Tom Forrest, whose wife and little daughter reside at Motherwell.

On the front page there is an extended report of a sermon by Rev. Wm. Kitching in Wishaw, E. U. Church. Wishaw is a suburb of Motherwell. In his sermon the preacher scored an author who had suggested that the armed forces demanded levity in their entertainment. "Stuff and nonsense," said the preacher.

One page of the issue is devoted to sports—football, boxing, greyhound racing, "harriers," and "pigeons" being featured.

Nearly a column of space is given to reference to the chief constable's report. Emphasis is given to the fact that there was less crime in Motherwell in 1942 than in the average year. Police court news is also dealt with at some length. One man was fined for beating his wife. His excuse was that that she slept in and so caused him to be late for his work. Another man was fined for striking his wife over the head with his trouser braces. He blamed the incident on beer. There was a new kind of crime discovered in a charge in the Juvenile Court at Motherwell. A young girl pleaded not guilty to stealing ration coupons from other smaller children. This girl, according to the evidence would stop other children and by coaxing or threatening endeavour to secure from them coupons they were given at home to purchase goods for the family.

There is hardly a phase of community life that is not reflected in the issue of "The Motherwell Times and General Advertiser," and apart from the interesting way in which all topics are dealt with, this newspaper gives a vivid picture of the effect on all in the Old Country of the circumstance and conditions inseparable from the sort of a war like the one now in progress.

SECURITY AND REGIMENTATION

It is a toss-up which cry has been the loudest in recent days—the one for "social security" or the one for "a second front." There is a suspicion that much of the hue and cry for both these ideas had its start in the same quarter. Of course, any idea from any quarter is worthy of consideration on its merits, but if there is any suspicion as to the origin of any demand, it is always the part of wisdom to avoid being misled by simple slogans, and particularly if the slogans come from those who are expert in the making and the use, or abuse of slogans.

To use a slogan that has stood the test of time and experience, there is a price to pay for everything. There is a price set on such ideals, as "social security." The question that should be fairly faced is this:—"Is the price a fair one?"

Time and time again the statement is made that the men overseas are fighting for "social security." It is doubtful if one in a thousand has considered any such thing as "social security" as a reason for offering health and strength and life. The men who are fighting and dying today are not making their sacrifices for any economic or political system. They are battling for liberty, for the right to live as free men, and to save themselves and their loved ones from the gangsters and the bureaucrats. Those who return home after the victory is won deserve the very best in life and in conditions. It will be most ungrateful reward to the heroes, however, after their gallant fight against enslavement to let them return to a land in which they can not be free—a land that has sold itself to bureaucracy and regimentation in the hope of chimerical social security. Most of the plans advanced at present for so-called social se-

curity call for such regimentation as would leave this country as fettered and regimented as Germany or other nations that have bought a sort of social security at too prohibitive a price.

There is no doubt but that this country with all its potential wealth and resources could offer and should offer, to every citizen as large a measure of social security as is possible in this world. The answer might be given in one word—employment. Perhaps, it is too easy. Assure employment, and Canadians and other British peoples will make their own social security without the development of any bureaucratic tyranny or oppression. There are so many public works necessary in this country that necessary employment is assured for generations. How can the cost of this employment be met? From the developed wealth of mine and forest and farm and streams! Such a plan will not provide positions for hosts of political party workers, but it will provide the industrious and the honest with opportunity for social security while still free. If a half, or less, the money spent for direct relief had been devoted to providing honest employment, there would have been no depression in Canada, and this land would have had something to show for it all. It is not well to say that the world owes every man a living. It is better to suggest surely that a nation does owe all its people opportunity and freedom.

KNOCKING PEAT DEVELOPMENT

Sometimes it is well to take two editorial articles together to consider the subject of either. For instance, The Ottawa Journal this week has an article on the peat development question, and another editorial below it on the cost of houses built by the Wartime Housing Company organized by the Dominion Government. In the article on peat development The Journal argues that because the Dominion Government expended \$300,000 on experiments in regard to peat and considered the matter impractical for Canada, people should forget about the possibilities of peat and turn to other thoughts. In the article on wartime housing in is stated that the Dominion Government organization has been spending an average of \$4,000 per house for wooden structures without basements or furnaces. The Journal very properly considers the cost per house as rather high, but goes no further than to suggest that a breakdown of costs should be submitted to parliament. By its own type of reasoning The Journal should have urged that the Dominion Government should build no more houses when its costs appear double what they should be for similar structures in Canada. It is surely putting it mildly enough to suggest

What Hitler Gets When He Receives Bombs from Britain

Description of the Style and Action of the Big Block-Busters.

A Timmins man the other day complained with considerable reason that everything about the war was so big and unusual that the average man really had no idea what was going on. For instance, in the matter of expenditures, the sums tossed around were so immense that they really had no meaning for the ordinary person. Of course, taxes got home to the individual in a way that could not be misunderstood. But millions for this and millions for that were almost meaningless to the average mind. He added that while the average man could teach the heads of the Allied Forces all about strategy (or talked as if he thought he could), there were few in a million who knew anything in very definite way about the manners and materials used in this war.

"Despite all the despatches and articles and all the motion pictures shown," he continued, "who has any real conception of what one of the big guns will do, or how a "block buster" works?"

In reply it should be admitted that the newspapers are doing an able job in picturing these features. At the same time, it must be remembered that a large part of the effort and energy of the newspapers is taken up at present in what may be termed "propaganda," using the term in its better sense. There is the Red Cross, Russian Relief, Chinese Relief, British Bomb Victims Fund, Legion War Work, the activities of hosts of patriotic concerns and these all have to be put across to the people. Then there are scores and scores of other matters from salvage to income tax to be publicized all the time. Despite all this the newspapers do manage to give information about such matters as the local man suggests. For example, take the matter of the "block-busters." Here is an item from The New York Times that seems to give a very clear and definite picture of a "block-buster" to the thoughtful reader:

Bombs for Hitler

—The giant block-buster bomb is a black and ugly object, eight feet four inches long, two feet one inch thick. About 2,200 of its 4,000 pounds are TNT and newer, secret explosives, the rest are shell and fuses. Dropped from 20,000 feet, it hits the ground at a speed of almost 600 miles an hour. It pulverizes—whatever it strikes and buries itself deep.

Then it explodes. The blast lasts three one-hundredths of a second. First there is a tremendous outward pressure of hot gas, expanding at almost seven times the 1,089 feet a second sound travels. That lasts five one-thousandths of a second. Then the gas cools, contracts, sucks everything back. That lasts twenty-five one-thousandths of a second.

The bomb case shatters into more

than 6,000 fragments that fly at 4,000 to 7,000 feet a second, may spray for 7,000 feet. The explosion itself will smash everything within 125 feet of the bomb. Ground tremors may cause brick walls blocks away to collapse.

Wednesday of last week, March 17th, St. Patrick's Day, The Nugget carried the following appropriate verses for the day:—

Songs of the Harp
The sobbing cries of a soul in pain,
The gentle patter of falling rain;
The lulling laughter of a child,
Twilight sounds in a forest wild,
... These are the songs of the harp.

The crash of wild waves on Erin's shore,
The banshee's wail in the storm
wind's roar,
The soft march of twilight o'er a green hillside,
The melodies of Erin that fill me with pride,
... These are the songs of the harp.
—Cpl. Judy Mann.

GRAVEL AND SAND—AND PLACER

Still stands the motto of 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 unshakable. 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."

The title of a picture shown at the Broadway this week was "The Common Touch." A local man suggested that it might be something about the Income Tax.

The Ottawa Journal says that Professor Marsh's social security plan would cost Canada "\$1,000 million a year." To make the matter clear why not show what it would cost for "Years 20 five by four years." The present day mania for abbreviations and pretended aids to clearness that simply obscure is ridiculous. One newspaper, for instance recently abbreviated "Lance-Corporal" to "Lanc-Corporal." That, however was no more ridiculous than to write "\$1,000 million" when it could have been written "a thousand million dollars."

Retail Druggists to Hold Meetings in Northern Towns

Meeting at Timmins to be Held in Empire Hotel on April 1st at 9 p.m.

Word from North Bay last week was to the effect that J. P. Regan will hold management service drug trade clinics at Northern centres under the sponsorship of the Ontario Retail Druggists Association, in collaboration with the Management Service Division of the Wartime Prices and Trade Board. The centres at which these meetings will be held, and the dates of the meetings are as follows:

- Sault Ste. Marie, March 22, 9 p.m. at the Windsor Hotel.
- Sudbury, March 24, 9 p.m. at the Coulson Hotel.
- North Bay, March 25th, 9.00 p.m. at the St. Regis Hotel.
- Kirkland Lake, March 30th, 9 pm. at the Princess Hotel.
- Timmins, April 1st, 9 p.m. at the Empire Hotel.

Druggists have been invited to attend these meetings to be held at these centres to discuss openly all problems relative to the real drug trade in these wartime days. Mr. Regan is presenting a definite plan to the druggists for their consideration to assist in meeting wartime problems to the best advantage for the druggists and also for the public and the war effort.

To Run as Workers and Farmers Party Candidate

A. L. Shaw, secretary of the Northern Young Communist-Labour Total War Committee, was recently chosen by the Workers' and Farmers' Election Committee as their candidate for the Temiskaming riding in the next Federal election. Mr. Shaw, who has recently been in Timmins for some time stationed at Kirkland Lake.



I like shows

"But the strain on my eyes used to give me the most painful headaches and completely ruin my evening. Mr. Curtis prescribed glasses that completely cleared up my trouble. I wear them when I read and find I don't tire so quickly. It's wonderful what proper glasses can do. The cost was surprisingly small too, and spread over a few months it was easy to pay."

LIBERAL TERMS MAY BE ARRANGED AT

CURTIS
OPTICAL COMPANY

14 Pine St. N. Phone 835

MY GROCER ASKED ME TO TRY THIS COCOA AND I'M GLAD I DID!

Neilson's
The Chocolate Cocoa



1/2 lb. Tin 19¢
1 lb. Tin 29¢

● Have you tried it yet? You will find Neilson's Cocoa so delicious to drink that you will always serve it. For cakes, fillings, icings—desserts and sauces—it is just a pleasure to use Neilson's. And it is full of nutrition. You enjoy Neilson's Jersey Milk Chocolate—try Neilson's Chocolate Cocoa. You will like it just as much.

NEILSON'S DELICIOUS COCOA BEVERAGE

For each cup required, mix dry: 1 tsp. cocoa, 1 tsp. sugar. Stir into a smooth paste with a little cold milk. Fill cup with hot milk, stirring constantly.

Neilson's COCOA