

## The Porcupine Advance

TWO PHONES—26 and 2020

TIMMINS, ONTARIO

Members Canadian Weekly Newspaper Association; Ontario-Quebec Newspaper Association

Published Every Thursday by  
GEO. LAKE, Owner and Publisher

Subscription Rates:

Canada—\$2.00 Per Year. United States—\$3.00 Per Year.

Timmins, Ont., Thursday, April 8th, 1943

### THE VALUE OF ADVERTISING

In a recent issue of The Globe and Mail, the well-known columnist, J. V. McAree, attempted to score what he termed "the prevalent misconception with which prohibitionists had been able to inculcate various cowardly governments"—namely, that advertising of liquor would lead to a considerable increase in the sale of intoxicants, and thus create more drunkards. Perhaps with his tongue in his cheek, Mr. McAree goes on to say that "advertising will increase the sale of any product that has basic merits, but the increase is at the expense of kindred products not so well advertised or lacking these basic merits." It may be that the mischievous McAree imagined he had put his readers in a position of agreeing with him or placing themselves in the position of advocating measures that would result in the creation of sots.

If the columnist's hope was to stir a controversy on the question of prohibition, he was disappointed. But his suggestion that advertising does not create sales but merely switches them did not go long without successful rebuttal. Mr. James Fisher, head of The James Fisher Company, Limited, specialists in advertising, business research and sales planning, made effective reply to the columnist. While strictly avoiding the prohibition issue, Mr. Fisher made it plain that Mr. McAree's restricted view of advertising was a completely erroneous one. In a letter to The Globe and Mail, Mr. Fisher made it very plain that advertising does much more than transfer business from non-advertisers to advertisers. Mr. Fisher gave both argument and illustration to show the very wide power of advertising. He emphasized the fact that advertising makes new business. It informs people of where and how their needs may be filled and the best methods of catering for their comfort, their convenience and their security. "Advertising is by no means restricted to helping an advertised brand to steal business from its unadvertised competitors," concludes Mr. Fisher. "It creates new markets."

In case Mr. McAree may suggest that Mr. Fisher's argument implies that advertising would increase drunkenness, the answer is that the right inference would be that advertising in fact would have the contrary effect. To turn Mr. McAree's own argument against himself, it might be claimed that liquor advertising would help increase the sale of liquor of basic merit at the expense of inferior brands and particularly at the expense of the bootlegger who sells the least desirable of wares. That would be "a consummation devoutly to be wished," surely. Advertising would inform and educate and improve the public taste. It has done so in other lines, why not in the matter of liquor.

It is not the question of liquor advertising, however, that is at stake, but rather the broad error made by Mr. McAree in suggesting that advertising does no more than turn business from one channel to another. It is unfortunate that such a thought should come from such a source and particularly at such a time as this. Mr. Fisher deals effectively with the columnist's contention that the advertising of Henry Ford would not sell any Plymouth cars, or that the publicity of one tailor does not sell suits for another. As a matter of fact every advertiser helps every other business by attracting trade. How often has an advertisement created a desire or shown a genuine need, that has meant business for some other concern? I. E. Pedlow, a live merchant of Renfrew, Ontario, who made a remarkable success of merchandizing, not only from his own interests but for the actual service and benefit of the public, often used to say that some of his competitors got half their business from his advertising. He was shrewd enough to know that the answer to that one was not that he should discontinue advertising because his rivals benefitted, but that all should advertise so that all might benefit—including the general public.

There are scores of illustrations that could be given to show that Ford advertising does help sell Plymouth cars and that Rolls-Royce advertising assists the sale of Chevrolets. Some particular advertising puts some particular man in the notion of buying a car, and then he selects the one that meets his fancy or his needs. The advertising of all makes of cars informs the public, and then each man or woman has the information necessary to make an intelligent choice to meet the conditions that confront him or her.

Some years ago The Advance received items about presentations that would be made of "Ever-Sharp" pen and pencil sets. Before that, there had been much advertising of the "Ever-Sharp," but this had been followed by a reduction in advertising. In a spirit of curiosity, The Advance investigated, only to find that most of the pencil sets were not "Ever-sharps" at all. Others were reaping benefit from the advertising of the "Ever-sharp." But the "Ever-sharp" people has no reasonable complaint. They had received the cream

of the benefit from the advertising. Maybe, you think you have a "Frigidaire," because generous advertising prompted you to ask for that brand of refrigerator. Had the advertising continued before you, the chances are that you would have had what you asked for.

The right type of advertising not only helps the advertisers, but helps every other business in the same line—indeed, helps all other businesses, and helps the public as well. Of course, as Mr. Fisher points out, the advertiser is the one who profits most from his own advertising. Mr. Fisher suggests that the advertiser reaps ninety per cent. of the benefit and competitors must be content with a mere ten per cent. Capable advertisers recognize the fact that they help others as well as themselves. They are content that it should be so. Institutional advertising is the fullest proof of Mr. Fisher's argument. To give an actual case in point, remember the institutional advertising of life insurance in The Advance some years ago. Actual returns in business proved that advertising to be unusually profitable to all insurance companies—even those who did not join in the sponsoring of the advertisements. Advertising is of general benefit, because it is informative, educative, creative.

### AN EVEN BETTER ANSWER

The Canadian Pacific Railway and the Canadian National Railways are conducting a joint advertising campaign in the daily and weekly newspapers and this enterprise is worthy of more than passing notice. The advertising is appearing in The Advance, and readers are urged for their own benefit and advantage to give careful notice to the advertisements as they appear. This joint campaign of the two big railways of Canada has a three-fold purpose:

1. To sustain and nurture the morale of the railways' workers.
2. To bring to the attention of the public the important role which the railways are filling in the nation's war effort.
3. To support the forthcoming Victory Loan.

There appears to be little doubt but that all three purposes will be fulfilled.

The second purpose will almost automatically assure the success of the first purpose, while just as automatically the achievement of these two purposes means the fulfilment of the third one.

To know that Canada has 150,000 railway workers; that 22,000 of them were with the armed forces of this country; that these workers have built tanks, guns, shells, ships; that last year the railways hauled 150 million tons of materials, food and munitions—double the pre-war traffic; that 20 million new passengers—fighting men and war workers—were safely transported on the railways during the past year; that the railways are providing mass transportation such as could be given in no other way; that Canada depends upon the railways to do this work, to move the troops, to handle freight; that all this can only be secured through the goodwill, the effort, the intelligence of the railway workers; surely the knowledge and recognition of these facts will sustain and nurture the morale of the railways' workers; surely these facts will stir the pride and loyalty of all connected with the railways and inspire them with renewed and increased effort and resolve.

The story of what the railway workers have done and are doing in its turn should be an inspiration to the general public to match the effort of the railway workers in the task now at hand—the work of making the Fourth Victory Loan campaign a complete success.

A fourth purpose promises to result from this campaign of the two big railways—the inspiration of the public in general to greater effort for the great cause of the day. The railways have set an example—an example worth many sermons and much propaganda.

The war record of the two railways is a remarkable one, and should be fully known to the public. It compares very favourably with the war record of any transportation service in any country. It is doubtful if it is excelled anywhere. The workers realize apparently the great responsibility that is theirs. The management of the companies by wisdom and foresight and efficiency have done their part.

The advertising campaign is worthy of mention because of the co-operation it evidences between the two great railways in face of a common peril, and because these two corporations are taking the public into their confidence. It is the essence of democracy that is displayed by this advertising campaign.

Above there is an editorial answering the contention of a columnist that advertising serves no other purpose than to switch business from non-advertisers to advertisers. This advertising campaign by the railways is an even more emphatic reply to such a misconception. This campaign proves that all are benefitted by advertising—that no one loses—that advertising—true advertising—informs, instructs, creates.

### BLAMES WEATHER ON THE WAR

These days everything is blamed on the war, from the high cost of living to the low state of the fuel supply. No doubt youngsters late for school explain their tardiness by ingenious references to the wartime conditions. The Trenton Courier-Advocate, however, appears to have reached some sort of a limit in this matter when it blames the recent (touch-wood!) cold weather on the war. The Trenton Courier-Advocate says that the cold

weather in Canada is due to the fact that because of the war hundreds of thousands of Canadian boys and girls are in England. The theory is that with these hundreds of thousands of Canadians out of Canada the climate here naturally will be colder. The Trenton newspaper in support of its suggestion notes that in England this winter the weather has been milder than it has been for years. "Don't tell us you can take hundreds of thousands of people out of the country, and its winter temperature will remain the same," concludes The Courier-Advocate.

There are so many holes in the theory of The Courier-Advocate that it is no wonder the people of Trenton have been suffering from the cold. If the idea of The Courier-Advocate were well-grounded, Trenton this year would be enjoying the mildest winter in its history, for there are so many people around Trenton these days that the thermometer would be at summer heat. The fact is that it is not the young people who have gone overseas who create heat to affect the climate. Canada by no means has suffered this year any shortage of "hot-air" artists. It's always cold in Ottawa in winter time, even when parliament is in session. Russia this year had literally millions of extra people in its eastern area, but the Germans found the country very cold though the Russians did all they could to make it too hot for the nasty Nazi.

It surely must be admitted that this winter's weather can not be directly blamed on the war. A more logical theory would be to lay the blame on the Wartime Prices and Trade Board. That board has been so occupied with putting a ceiling on everything that the floors have been neglected. No doubt the weatherman is quite aware of the Wartime Prices and Trade Board ceiling on temperature. Otherwise he would be in jail. But like everything else, apparently, the thermometer can go down as far as it likes, so far as the Wartime Prices and Trade Board is concerned. If the weatherman had any political pull he would be getting a subsidy to keep the thermometer at livable levels.

### 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."

### Onward Freedom's People

(Can be sung to the tune of "Onward Christian Soldiers")  
(By A. Jackson, Timmins)

Onward Freedom's People,  
Gird yourselves for war,  
Sweat and toil and labour  
More and more and more,  
We must smash Herr Hitler,  
Lay the tyrant low,  
Till all Europe's free of him  
And his Gestapo.

Show the Axis we're united,  
Back to back we stand,  
Till the Voice of Freedom  
Rings o'er every land.

At the sight of "Monty"  
Rommel's forces flee,  
On then, British soldiers,  
On to Victory,  
German troops can never  
Gainst the "Eighth" prevail,  
We have General "Monty"  
And he will not fail.

On then Monty's forces,  
Chase the fleeing Hun,  
Now you've got him moving  
Keep him on the run.

Like the swarms of locusts,  
Allied Bomber's war,  
Drop high explosives,  
Stopping Goering's roar,  
German people tremble  
At the siren's wail,  
For they know that soon the bombs  
will

Fall as thick as hail.

Perish Hitler, Goering, Goebbels,  
Mussolini, too,  
If they don't like bombings,  
They know what to do.

Marshall Timoshenko,  
Through the wintry snow,  
Pushed Adolph's armies  
From before Moscow,  
Stalin's mighty war machine  
Grinds slowly but sure,  
And his people proved to all men  
That they can endure.

Hitler's intuition,  
Said "Take Stalingrad,"  
But he lost his army!  
Now ain't that too bad?

Forward then to Victory,  
Free all Europe's slaves,  
Lift from them the yoke of  
Hitler and his knaves,  
Free to worship God on High  
In a lasting peace,  
Goodwill through all nations,  
Cause all wars to cease.

Forward then to Victory  
Through blood, sweat and tears,  
Till a peace will come which  
Ends all human fears.

### WHICH

A man bought a canary from an animal dealer.  
"You're sure this bird can sing?" he said, suspiciously.  
"He's a grand singer."  
The customer left. A week later he reappeared.  
"Say! This bird you sold me is lame! One leg is shorter than the other."  
"Well," said the animal dealer, "What do you want—a singer or a dancer?"—Sudbury Star.

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."

While most people were under the impression that the fuel wood problem was a question for next winter—that there would be no difficulty here about fuel this winter—some people actually ran out of wood and were unable to secure fresh supplies. One such case last week was referred to Councillor Gladstone, one of the committee of council appointed to deal with the question of fuel wood supply for Timmins next winter. Councillor Gladstone was able to tell the householder where fuel wood could be obtained in town. At the same time Councillor Gladstone pointed out that people should not wait until the last stick is in sight before ordering a new supply. If an eye were kept on the woodpile and several days before the supply was exhausted the order was put in, there would at least be time to look around before households froze up.

Speaking of the fuel shortage in town these days, it should be noted that there is about as much trouble about quality as there is about quantity. The wood fuel used in town during the present winter has been of notoriously poor quality in many cases. This has had many different results. There has been a hidden increase in the price of fuel, because poor quality wood does not give the heat that good wood presents. It takes more wood to give less heat. Then the quality of the wood (and also the quality of some of the coal used) has been such that chimney fires have been of very frequent occurrence. Chimneys could be cleaned every day without overcoming this difficulty. It might be well if there were regulations as to quality as well as to price, before the stage is reached where people will feel they have to accept anything offered, or go without altogether. The weak feature of the Wartime Prices and Trade Board regulations is this overlooking of quality. Poor quality goods—shoddy wool and soggy wood—are always poor economy.

Meat in Canada is to be rationed next month, but the famous Ottawa baloney will still be free and unrestricted.

### Water Rates Increased in the Town of Cobalt

Cobalt last week increased its rates to consumers for water about 15 per cent. over former charges. This was done so as to avoid an increase equivalent to about two mills in municipal taxation. It is expected that the increased water rates will bring in approximately \$1,400.00 more than the rates did in the past year. The increase is not a direct one but is accomplished by reducing the discount rate for prompt payment. Under the old plan the water rates (net) for a five-roomed house would be \$3.75 for a quarter. The discount for early payment brought this down to \$2.82. Under the revised schedule the rate will be \$3.75 for three months. For a six-roomed house, the former rate was \$4.11 with a cash allowance of \$1.03, leaving a net of \$3.08 per quarter. This will now be set at \$3.70.

Try The Advance Want Advertisements



### "JIM PROPOSED TO-DAY"

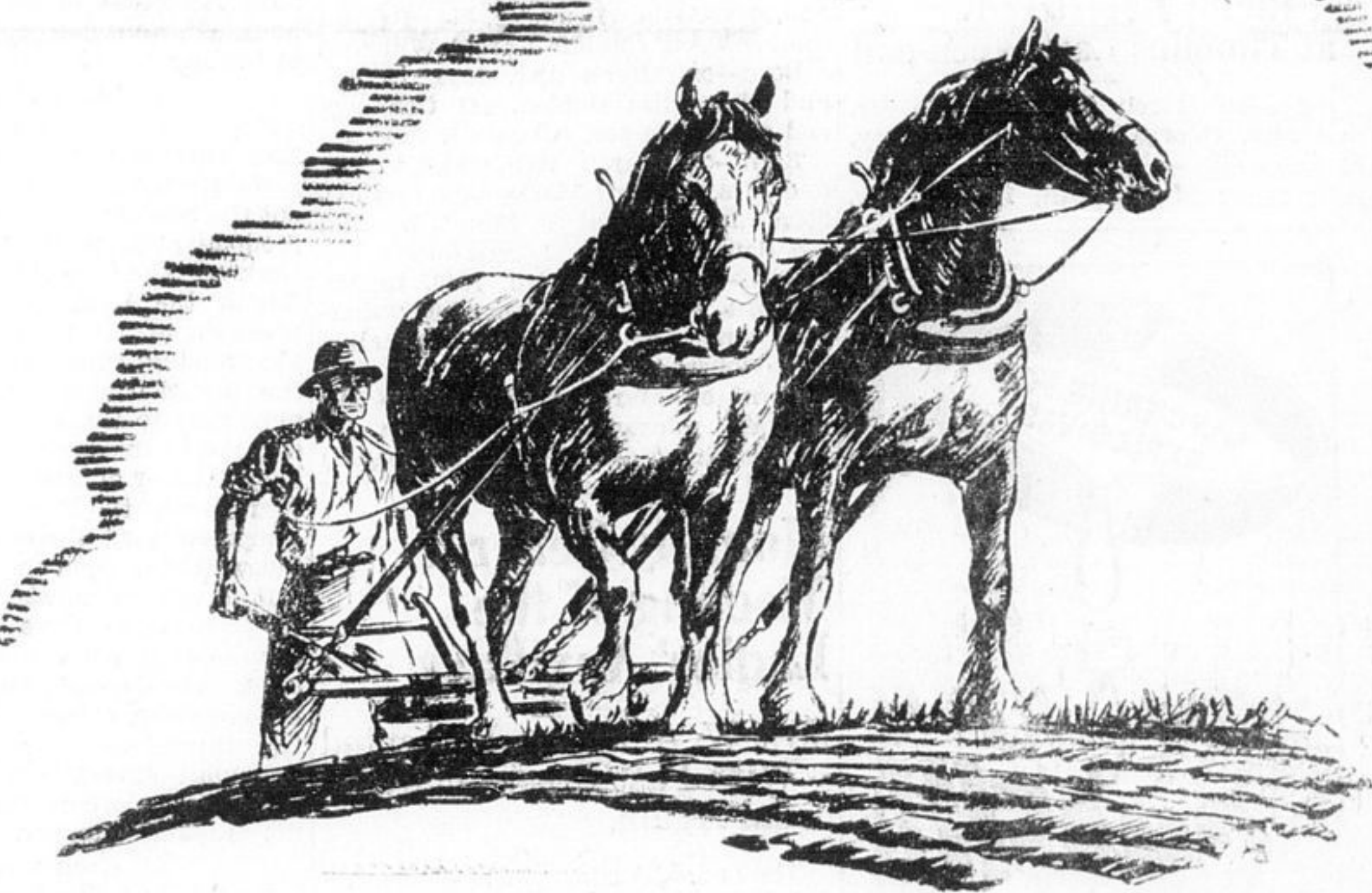
... and six months ago he was going out with that blonde with never a thought about me. I don't blame him. I used to be cross and irritable before I got my glasses. When he met me after Mr. Curtis had prescribed these glasses, I could see he was surprised. He called me up for a date. And he hasn't gone out with any other girl since then."  
PRICES ARE DEFINITELY LOWER AT

### CURTIS

OPTICAL COMPANY  
14 Pine St. N. Phone 835

### CANADIAN INDUSTRY'S CONTRIBUTION TO CANADA'S WAR EFFORT

### THE FARMING INDUSTRIES



### Farmers Are Fighting, Too

THE FARMS OF CANADA have produced some of the finest fighting men we have. Canadian farmers keep in active training all their lives. Their whole waking existence is spent in arms against the enemies of the human race, the enemies of production—weeds... drought... frost... flood... insect pests... diseases of plants and animals. And always they have to meet the market and plan with strategy.

And now comes the call of our embattled Mother Country: "Send us the tools. Send us the wheat and flour. Send us bacon and cheese. Send us food!"

What Canadian farmers can do they are doing and will do. This Bank has always sought to help farm production by liberal advances each season on crops and livestock. In the face of war's necessity we are the more anxious to co-operate. See your Imperial Bank Manager, and discuss your plans with him.

### IMPERIAL BANK OF CANADA

HEAD OFFICE: TORONTO

A. E. Phipps, President — H. T. Jaffray, General Manager

Timmins Branch  
H. C. SCARTH, Manager