

The Porcupine Advance

TWO PHONES—25 and 2020

TIMMINS, ONTARIO

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QUALITY ESSENTIAL

Much is being heard these days, in parliament in the press, on the street, in the shops, and in police court about price ceilings. The government apparently by propaganda and constant repetition has made the public believe that inflation is the greatest menace of the moment. To judge by attitude and action, it would appear that the government thinks inflation more of a mortal enemy than Adolph Schicklgruber. In any event the government has shown more ruthlessness in the fight against inflation than has been evidenced towards the world war. Along with this suggestion that inflation is Public Enemy No. 1, there is the theory that the one and only weapon to defeat inflation is the price ceiling idea. The Advance has consistently and persistently maintained that a floor for quality is even more essential than a ceiling for prices. Despite all the price ceilings it must be admitted that the cost of necessary goods has increased practically all along the line. The direct increase in prices, however, is not the most serious feature of the matter. It is in the indirect increase in costs that the real peril lies. Is there not just as much inflation in selling a \$20.00 suit for \$30.00, as there would be in charging \$30.00 for a \$20.00 suit? What is the real difference between increasing the price of a pair of stockings from \$1.10 to \$1.35, and pricing a \$1.10 quality of footwear at \$1.35? How many articles of wearing apparel to-day are the quality that brought the higher-bracket prices a couple of years ago? There are few men who have not noticed this drop in quality, while in ladies' wear the reduction in value is still more marked. Is there not a danger that there has been too much attention paid to the prices of the retailer and too little to the quality over which he has not the slightest control. It may be the fact that the ceiling on prices is working all right. It is equally true that the bottom has been knocked out of quality. There are goods that are sold now that would be "unreasonable" in price, no matter what price were paid for them. Unless something is done about the matter, the trouble will grow greater with each passing day. It may be that Timmins and district has not yet felt the full force of this species of inflation. Merchants here had large stocks of goods before this particular form of inflation became effective. There have been known cases where people from Toronto and Montreal and other cities and towns in the South, while in this camp, have purchased goods here because they were able to secure quality goods not obtainable in their home towns. As time passes, however, it will become more and more difficult to secure these lines anywhere. Some merchants have admitted that they were ashamed to add some of the "new goods" to their stocks. Of course, a few of the old-established manufacturers have held to quality, but it must be admitted that the tendency to-day seems to be to avoid the harsh penalties for breach of ceiling prices, by the cellar route of reductions in quality. In too many lines quality has been allowed to go by the boards. Some of the new offerings are so shoddy that their lack of wearing qualities are so evident that they may not without reason be termed as double-priced.

The man who bought so cheap a suit or a shirt, or a hat or a pair of shoes that he had to buy twice to get the wear he would have received from a better article at a little higher figure has always been at a disadvantage. It has always cost him more to keep himself clothed, than it would have done if he had purchased higher quality goods. "Cheap" goods have always been expensive in reality. Surely, it will prove the worst sort of inflation if this type of cheap goods becomes the only sort available. There can be a very definite and decided increase in prices through drastic reduction in quality. This has always been an objection to one form of mass production and mass distribution as practiced by the chain store form of business enterprise. A little sacrifice of quality here and there makes possible some reduction in prices, but in truth means a noticeable increase in the actual cost to the consumer. There are certain lines of shoddy goods that should be forbidden to be manufactured in the interests of true economy. The purchase of this form of bargain merchandise is one of the surest methods of encouraging poverty and want. It does not seem possible to emphasize too much the fact that quality is essential to prevent inflation in a backdoor-of-the-cellar plan. The powers that pretend to be seeking to prevent inflation should give the most thoughtful and careful attention to quality first, for inflation results as surely by selling a cheap article for a larger price as by charging a higher price for a cheap article.

THE TASK TO HAND

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 unshak-

en. 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 task that is to hand for the people of Timmins is the ensuring of the success of the Fourth Victory Loan. The objective set for this town and district appears to be a very high one, and this fact appears to discourage some. The answer is that the very size of the task should inspire to the greater effort and the greater struggle. There was a struggle to reach the quota set for the last loan, but the task was accomplished. The quotas in the recent Red Cross drive also appeared high, but by special effort and determined battle they were met and passed. It is true that since the last Victory Loan campaign, Timmins and district have suffered reduction in population, decrease in business, and increase in the difficulties confronting the camp. It is true that the government has not shown the perfect example in dealing with the problems of economy and saving and thrift. But these facts simply throw the greater onus on the people in general. The people have only their own duty to do. If they do that duty to the full the example may have its full effect. In any event they will have done their part, and so need offer no excuses to anyone. The success of the Victory Loan is an essential to the Victory of arms, to the support of the men of the services. Indeed, the proper approach to the matter would be in terms of its relation to the fighting men and to the cause of victory, rather than to any side issue that may appear to arise. If the buying of bonds, is considered only in terms of aid to the men of the fighting services and to the cause of Victory the answer will not be in doubt. If every man and woman will purchase bonds to the limit of his or her ability, the goal will be safely reached.

Organization is now being perfected. All on the committee in charge are giving of the best that is in them. The canvassers may be depended upon to do their work thoroughly and well. It remains for the people in general to co-operate by friendliness, interest and courtesy. This is the task at hand. Let all go forward to that task as one man, with a smile on the lips and the heads held high, and the victory for the Victory Loan so necessary for the coming of the greater Victory will not be in doubt.

GOLD AS THE STANDARD

Many people in the gold camps were greatly encouraged by the announcement recently coming from Washington that plans for world financing after the war were based on the idea of gold as the standard for international trade and finance. Gold stocks found increased popularity on the stock market, and in the gold camps there was a revival of the idea that after the war the gold camps would renew their prosperity and progress. As usual the announcement was hailed as something new and startling, and as usual there seemed to be popular acceptance of the plan as a novel proposal. Like others of the "new orders" proposed by the various conflicting systems of life publicized these days, the proposal to have gold as the standard has nothing new or novel about it. Gold, for centuries, has been the standard for exchange among the nations. Some medium is necessary and nothing else has shown the virtues ascribed to gold. It is well to remember that much of the recent agitation against gold was started in enemy countries as propaganda, though it should also be remembered that the Axis nations made the most desperate efforts to secure all the gold they could possibly secure. The fury of the Germans when Poland, France, Belgium, Holland and other countries were found to have moved all or part of their supplies of gold beyond the reach of the Axis nations was a much better indication of the true opinion of the Axis on the gold question than any propaganda. There was also a lesson in the fact that the United States and British agents working among the peoples of North Africa found that gold was the only medium that appealed. The real matter for surprise is the idea that anyone should have considered that anything else than gold would be the standard. There does not appear to have been any other medium suggested that could possibly take the place of gold, without some drawback that made the plan impossible of general acceptance. Add to this the fact that the United States has a large measure of mined gold on hand, that Britain has immense stores of the precious metal ready to be mined, that Russia has large resources of gold, mined and in the ground, that even the Axis nations have their systems built around gold, and that most of the neutral nations depend upon gold for their economic stability, and the wonder is that anyone should have been deceived into doubting gold's place in world trade and financing after the war. The announcement from Washington accordingly might well have been taken as the repetition of a foregone conclusion rather than any new idea. Until a better medium than gold appears, gold will remain the natural world standard.

The Washington announcement, however, has had one good effect—it has given increased hopes and new encouragement to gold mining areas where conditions have not been the best since war commenced. There is no doubt but that after the war there will be a general revival of gold mining, together with prosperity, not only for the gold areas but also for the world at large. Every new discovery of gold and every new development of gold in history has meant a corresponding measure of progress and prosperity for all concerned. There is no doubt but that when victory comes the gold areas of Canada will again come into their

own. Not only will the gold camps benefit from this, but the country at large will feel the good effects. There are only two matters to be regretted, so far as Canada is concerned. First, it is regrettable that prospectors have been discouraged in recent years from bringing forward new gold mines, and, second, it is a matter for general regret that war conditions, largely through misjudgment on the part of the powers-that-be, have been allowed to hamper and handicap the gold industry more than was necessary or desirable.

GRAVEL AND SAND—AND PLACER

The slogan for the Fourth Victory Loan is the exact reversal of the motto of the Italian dictatorship. "Back the Attack!" say the Victory Loan slogan. "Attack the Back!" has been the Mussolini motto.

Some years ago The Advance published some meteorological data, using the terms, "maximum, minimum and mean temperature." A reader asked what was meant by "mean temperature." When the term was explained, he replied, "Then why not say 'average temperature,' instead of 'mean temperature.'" The weather this present winter gives a complete answer to that question. "Mean temperature" seems to be the ideal way to describe the weather of the present winter.

There are always optimists, and this means the keeping up of morale. There are people who are sure that the war will end this year, just as there are people who expect spring to arrive before Easter.

War conditions have apparently closed that Aberdeen factory where jokes on the Scottish were manufactured to be sold to the English and claimed by the Irish. But The Blairmore Enterprise comes to the rescue with this one:—

"An Englishman, an Irishman and a Scotchman went into a pub to have a drink. The Englishman

stood a round, the Irishman stood a round and the Scotchman stood around."

There is always something to worry people who like to worry about things. For example, The Blairmore Enterprise is worrying at present over the question why they put holes in Swiss cheese when it is Limburger that needs the ventilation.

Some years ago there were all sorts of sarcastic remarks about the size of ladies' handbags. One fellow who thought he was a humorist advised his wife going on a railway trip that she ought to check her handbag with her other steamer trunk. To-day, however, it appears that even larger handbags will be necessary for the ladies to carry all the licenses and ration cards that are required.

Anything may happen these days! It may not be foolish to-day to carry coals to Newcastle. In any event there is actually a shortage of fuel wood in Timmins.

In an editorial article on this page there is reference to the fact that the very purpose of price ceilings is being defeated by the truth that there is no floor on quality. Possibly the best illustration of this truth is in the matter of fuel. Fuel this winter has cost the people much more than any ceiling price indicates, for the quality in many cases is so poor that much more fuel is necessary to produce the same amount of heat available from quality fuel.

The old musical comedy song suggested that a policeman's lot is not a happy one. And it is equally true that a fire chief's position is no flowery bed of ease. After years of good advice and exhortation Fire Chief Borland educated the people here to keep their chimneys clean and so avoid chimney fires. Now, with the sort of fuel available, there are more than the usual run of chimney fires and stovepipe blazes, no matter how often chimneys may be cleaned.

Asking for Improved Equipment in Line Porquis to Cochrane

Recent Service Described by Cochrane People as "Exasperating."

In addition to an editorial article on the same subject, The Cochrane Northland Post last week had the following reference to the demand made by the Cochrane town council for improved equipment on the T. & N. O. between Porquis Junction and Cochrane. Many Timmins people who use this service has complained about it recently. Cochrane, however, is going "all out" for improvement, as will be noted from the following report of the Cochrane town council meeting, as published last week in The Northland Post:—

Improv'd Equipment Asked on Porquis-Cochrane Run

The pent-up feelings of all travellers who for years have been chafed, dirtied and cramped to distraction on the puddle-jumper operated between Porquis Junction and Cochrane found official expression at a special meeting of the town council on Monday evening when a petition for relief to the T. & N. O. Railway Commission was unanimously adopted.

Temporary retirement from service of the coaches for overhauling in the railway shops offered the opening for introduction of the resolution. It was recognized that existing shortage of rolling stock would make it difficult for the railway to give relief, but that the long continued exasperation of the many travellers using the line also deserved recognition by the authorities, and something more than a routine repair job on the coaches might be given.

Councillors were in agreement that protests in such matters should really be voiced by the Board of Trade, but that as the Board was inactive the council itself should speak for the public.

Passage of a similar resolution by the municipal councils in Timmins, Porquis Falls, Smooth Rock Falls, Kapuskasing and Hearst is to be sought, as everyone travelling north and south through Cochrane from those points has to use the one weak link between Porquis and this town.

Council's resolution, drafted by W. G. Martin and carried on motion of Miss E. Dempsey and R. E. Sigouin follows:

"In the absence of a Board of Trade, the travelling public have made representations to this Municipal Council praying intercession on their behalf to the Commission and management of the Temiskaming and Northern Ontario Railway for the purpose of seeking more comfortable equipment on passenger service between the Towns of Iroquois Falls, Porquis Junction north to the Town of Cochrane.

"RESOLVED that this Municipal Council believes that the present equipment now operated between Porquis Junction and Cochrane does not afford adequate comfort to the travelling public using the service between the towns mentioned and coming north from Porquis Junction, and it is the desire of this Council that the Commission and management of the Temiskaming and Northern Ontario Railway endeavour to furnish more suitable equipment for the comfort of the public."

Train Service Discussed

Discussion of the train service indicated general approval of the service being given — it was only the equipment being used on the Porquis-Cochrane line that was seriously criticized. The suggestion was advanced that better service should be offered to Moosonee,

an extra train being suggested, with a through trip north on one run and a through trip south on the next to accomplish this. However it was decided to make no representations on this subject. The resolution adopted is to be sent to J. A. Habel, M.L.A., as well as to the T. & N. O. Railway Commission.

The Editorial on the Service

The following is the editorial article in The Cochrane Northland Post on the subject:—

"There was more than one reason to justify the action of the town council in asking for better accommodation on the run between Porquis Junction and Cochrane at this time.

"One reason of course is that exasperation can continue only so long before an explosion results, and everyone who has to travel on the train in question becomes exasperated.

"More important is the fact that the coaches have been taken off the run for overhaul, and as something is to be done with them anyway it is opportune to urge the Railway Commission to give the travelling public as much relief as possible.

"The Speech from the Throne at the opening of the present session of the Ontario legislature revealed that in the last fiscal year the provincial railway netted \$1,300,000, making possible a reduction of \$1,000,000 in bank loan, the retirement of \$120,000 in maturing bonds and the financing of all new capital works from current income. Net profits for the year just closed were estimated to be lower, but still over a million dollars.

"If the people all along the C. N. R. who have to use the bone-shaking coaches to go south, or the people from the south who have to come north to the District town, received some monetary compensation for their discomfort they would have less ground for complaint, but the T. & N. O. fare from Cochrane to North Bay is practically the same as that from Timmins south. First-class fare is charged for nineteenth century travel.

"No doubt the T. & N. O. Railway like the other lines is right up against it for rolling stock, with increased traffic and new equipment practically unobtainable, but as the old equipment is being retired temporarily anyway it is reasonable to urge the Commission to improve the service to the very best of its ability.

"It is to be hoped that other municipalities whose citizens have to travel in discomfort will join in the appeal for relief."

Grand Jury Urges Transportation for Men Leaving Jail

Question Again Brought Up at Haileybury Court.

For many years attention has been drawn to the undesirable conditions faced by prisoners released from Haileybury jail after serving terms. Often these prisoners are without means and are left penniless and away from their homes and friends. This is not a good thing for the prisoners and it certainly can not be a good thing for the town of Haileybury. The neighboring towns also suffer to some extent from this condition. The Grand Jury at the Supreme Court assizes at Haileybury last week called attention to the matter once more. It is not the first time that a Grand Jury at Haileybury has made reference to this matter. In addressing the Grand Jury last week Mr. Justice Roach congratulated them on their report. He stressed the importance of the Grand Jury system and stated that the more the public learns about this system the better for the administration

of justice. "The Grand Jury has a serious and important duty to perform," said His Lordship. This is true enough but it would seem that others also have a duty to perform and if this latter duty is not done, the work of the Grand Jury is useless. Take, for example, this question of prisoners stranded at Haileybury after serving their term. The Grand Jury is doing its duty by calling attention to the fact, but what use is that if nothing is done about the matter. This question has been mentioned in the past by many Grand Juries, but the question seems to end at that point. There are also other matters — for instance, the condemnation of a public building year after year in the past, and yet nothing whatever done about it. The Grand Juries one after another accomplished nothing but to show their persistence by referring to the matter. It is not enough for the Grand Jury to call public attention to a needed reform or improvement. There should be some way in which the question should be taken up after the Grand Jury presents it.

Reporting last week to Mr. Justice Roach at Haileybury, the Grand Jury called attention to the fact that men often complete their sentences and find themselves without money for railway or bus fare, and in some cases have to beg or borrow enough to get home. Transportation should be provided, the

jury report said. Of course, it should be provided. Anything else is not fair to the prisoners or to anybody else. It does not give the prisoner a chance to get back to normal life. Often a man sentenced for drunkenness or some minor breach of the criminal code, finds himself at the end of his jail term with all sorts of good resolves as to the future. He is anxious to get away so that he can start anew. But, too often, about the only thing he can raise is a drink — the last thing, perhaps, he desires. It is an odd thing that men who would not give two bits to a down-and-outer for a meal, or to help pay railway fare, will cheerfully spend more to buy the fellow a drink or two.

The Grand Jury once more has done its duty — called attention to an undesired condition. The Grand Jury system is a good one, but there is something wrong somewhere when the Grand Jury's recommendations are ignored.

UNEXPECTED RESULT
As they walked home together, Tom told Fred he was going to give his wife a serious talk on economy.
When they met again next day, Fred asked:
"Well, did you give the missus that economy lecture."
"I did," replied Tom.
"Any results?"
"Yes—er—I'm going to give up smoking." — Globe and Mail.

WHY HE CAME
A boy had fallen into a river and the kind old lady stopped until he was safely on the bank.
"How did you come to fall in?" she asked.
"I didn't come to fall in," he said, "I came to fish." — Exchange.

ALMOST FLATTERY
"What is an opportunist?"
"One who meets the wolf at the door and appears the next day in a fur coat" — Globe and Mail.



"I was surprised"

"at the difference glasses made in my husband's disposition. He had been working hard at the office and the strain on his eyes affected his nerves and made him tired and irritable.

"He's 'his old self' again now that he wears the glasses at the office, that Mr. Curtis prescribed for him."

LIBERAL TERMS MAY BE ARRANGED AT

CURTIS OPTICAL COMPANY

14 Pine St. N. Phone 835



COULD YOUR WIFE CARRY THIS LOAD?

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