

The Porcupine Advance

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“BACK THE ATTACK”

The slogan adopted for the Fourth Victory Loan is an expressive one. In a phrase it suggests the chief reason why everyone who is able should purchase all the Victory Bonds that can possibly be financed. The slogan, “Back the Attack” suggests the progress of the war. It refers to the war effort of the past, the present and the future. The fighting men can do nothing without equipment, arms, munitions, supplies. All these are impossible without finances. It has been found necessary to finance part of the war effort by loans. These loans accordingly are as essential as ships, or planes, or munitions. Squadron Leader Parks in his recent address here, though he confined his remarks to the question on which he was assigned to speak—the progress of the R. C. A. F. and the work that this body of gallant men are doing—made a very powerful appeal for the Victory Loan, though he purposely refrained from any particular mention of the campaign. He pictured the life and work of the men of the Royal Canadian Air Force. He told of the ideals and the hopes and the faiths for which they risk their lives and give their lives. By inference—the more powerful because so little stressed—his message was a paraphrase of the slogan, “Back the attack.” His phrasing of the question was: “We can depend on them. Can they depend on us?”

While the slogan, “Back the Attack” certainly does refer to the great work that has been done by the armed forces, it also has the suggestion of still more effort in the future. There is general belief that this year will see further attack on the enemy on the several fronts, with probably a new front opened in Europe—an attack that will strike much closer to the enemy's own homelands. Canada can surely depend on her soldiers, sailors and airmen to do their full part on all the battle fronts. Canadians at home must give the fullest support not only in the way of providing equipment, munitions and supplies, but also in the vital work of supplying the essential finances. “Back the Attack!”

In some of the other war loan campaigns there were many who ventured the opinion that there was too much emphasis placed on the benefits accruing to subscribers to the loans. It was thought that there was too much stress given to the profitable investment features of the Victory Loans. People were urged to buy Victory Bonds because of their gilt-edged security and because of their good rate of interest. In the present campaign, much less is heard of investing in Victory bonds for personal profit and advantage, and more about the necessity for all to support the new loan as a patriotic duty and a protection against the possibility of enslavement. “Back the Attack!” is the new and more inspiring slogan. At the same time it is well not to lose sight of the value of investment in Victory Bonds as a profitable financial venture. It should not be forgotten that thought of the investment features of the loan has its benefits. Apart from the actual support of the war effort, there will be two noteworthy results if the Fourth Victory Loan goes well over the top. Such a result will certainly increase Canadian morale, and just as surely it will reduce the morale of the enemy.

There is no question but that the enemy morale will be affected by any special enthusiasm shown for the Fourth Victory Loan. Every step of progress made in the campaign will appear to the enemy as cause for uneasiness and alarm. The success of the Fourth Victory Loan will be read by the enemy as further proof that the people of Canada have firm faith and confidence not only in themselves and their future but also in the triumph of the struggle against the gangster nations.

The morale of the Canadian people as a whole cannot fail to be increased by the victory of the Fourth Victory Loan. Not only will it show that the people have the money but also that they have the faith and the vision to “Back the Attack.” In this connection there is considerable food for thought in the record of the previous loans. Along this line The Financial Post gives some illuminating statistics. The statement is made that every war loan issued by Canada since the opening of the war is to-day selling at or above the price at which it was first offered. It is doubtful if as much can be said in regard to the loans of any other country concerned in the war. The bonds of the first war loan are to-day selling at a premium of between 3 and 4 per cent, of the original price. The second war loan was offered at 98½, while to-day 100½ is bid for this issue and 101¾ asked. The three previous Victory Loans are all selling at premium on the original price. Commenting on these figures The Ottawa Journal says:—“What this means is that the people of Canada have complete confidence in victory and in their own country. They realize that there is no safer investment anywhere in the world than bonds backed by the Dominion of Canada. “Back the Attack!” Buy Victory Bonds! By so doing

you not only back the war effort, but you support the faith and hope of Canada, the Empire, the cause, and yourself.

THE PRIZE-WINNING STUNT

Announcement is made of a contest in which a prize is to be awarded for the best plan, feature or stunt that will increase the sale of Fourth Victory Loan bonds. The Advance knows the answer to that one—knows the scheme that would give such an impetus to the sale of war bonds that in a week the campaign would go over the top and outdistance the highest objective. The feature that The Advance has in mind would far eclipse parades and meetings and verbal appeals. It would even exceed the drawing power of the printed word in selling bonds. Furthermore, it would not cost the people of a country a cent. Indeed, it would save millions of dollars yearly to go into the purchase of more Victory Loan bonds. The stunt is eminently practical and its popular appeal would be overwhelming. Yet The Advance realizes that not only will the prize be refused but the plan will not even be adopted in part. The Advance does not pretend that others have not thought of the feature referred to, but The Advance will likely be the only one to advocate its adoption. It has at least the startling originality that it never has been tried in Canada before, and is seldom mentioned in the higher circles. As a sure-fire stunt for making the Victory Loan campaign a rousing success in every corner of the Dominion it has no equal. It would easily win in a plebiscite, and perhaps this gives a hint to why it will not be adopted. Once adopted it would be accepted by all but a well-paid few. The one drawback about it is that it all depends on the government. Without any more mystery, here is the plan, the method the feature, the stunt that would do more than anything else to sell Victory bonds as fast as the forms could be filled out, and at the same time start a regular rush of people of all kinds and classes to volunteer for canvassing, or rather for simply accepting applications for the Fourth Victory Loan. The scheme is this:—The Government immediately drops all its petty political partiality and partisanship; all waste and extravagance in political appointments and performances are immediately discontinued; the government at once turns the conflict from a strictly part-of-a-part of a party basis to an all-out effort of a united people; there are no more political appointments but all offices and posts are filled by the right men and women irrespective of party or creed; there are no more \$500.00 rugs for the offices of favourites; no more \$4,000.00 costs for \$1,800.00 houses; no more unnecessary radio plans for spending the odd million; no more \$6,000 salaries for \$2,000.00 men, some of them unnecessary at any price; no more costly strikes in war services for fear of votes or influence; no more \$535,000.00 a year bills for telephone and telegraph service for the Department of Munitions; no more gifts of \$2,000.00 free of income tax to Cabinet ministers; no more lecturing of the people to economy and thrift; but rather the setting of an example in these virtues by the government itself. What a feature! What a stunt! It would sweep the country! It would sell bonds so fast that the campaign would be over in a few days. It would be a winner—a wow! The only thing against the plan is that it would not even be given consideration. It is too radical, too sensational, too startling, too original.

Oh, well! Even without such a winner, the people themselves, despite all the handicaps, can put the Fourth Victory Loan over the top! And they will. It will mean more work, more effort, more trouble, but it has to be done. It will be done. The people will “Back the Attack.”

A SERIOUS SITUATION

Thoughtful people this week were shocked at the announcement that the Soviet government had broken off relations with the Polish government. The news was startling to people in general because, though Britain and other Allies have known for some time of the ill-feeling that has grown between the two governments, a determined effort was made to keep down discussion on the question. This was done in the hope that an open break could be avoided. In fairness to Poland, some facts should be considered at this time. Russia's suggestion that the Polish government is working with the Nazis is unbelievable. At no time since the war commenced has the Polish government or the Polish people shown the slightest tendency to even treat with the Nazis. Rather the Polish attitude has been to enter the services of others of the Allied Nations so that Germany may hear from Poland only in the way of bullets and bombs. Russia appears to be equally astray on its claim that the Polish government has been carrying on a wide campaign of propaganda against the Russian Soviet. Poland has used less propaganda than any of the warring nations. Indeed, it would appear that Poland has had no organized system for the use of this weapon of propaganda such as has been used by other nations. Polish propaganda coming into newspaper offices in Canada has been negligible, and the same would appear to be the case in regard to its use in other nations. On the other hand there has been very extensive propaganda on an organized scale for the Russian Soviet. Before Russia entered the war this propaganda was distinctly detrimental to Canada's war effort. After Russia was attacked there was a change, though not a complete one. In the new propaganda, while Britain was no longer condemned as imperialistic and aggressive, the in-

terests of Russia still took first place, all emphasis being placed on the opening of what was called a “second front,” though Britain was already fighting on many fronts. In fairness to Russia, it should be said that the Soviet officially disclaimed this propaganda. It is probable now that this propaganda will be displaced by another centred on the condemnation of Poland. It is against this probability that the people in general should be forewarned. Poland has been a faithful ally of the United Nations since the beginning of the war. Poland has done all that any nation could do, suffered in most terrible fashion, and still has remained ever faithful and loyal to the cause. Britain is making special effort to heal the breach between Poland and Russia. It is sincerely to be hoped that this endeavour will succeed. But to assure any such success there must be fairness to Poland, whose sufferings and sorrow and gallantry through it all are possibly unmatched in the wicked world to-day.

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 Advance again calls attention to the fact that while ceilings are placed on prices, the real need is a floor for quality. In nearly every line of goods quality has gone down into the open cellar

and threatens to further dig itself in. Prices have kept up, but quality has gone down. It has been all very well to brag and bluster about inflation, but it is difficult to see where the people really benefit from paying ceiling prices for sub-cellar quality.

Even the government advocates one form of hoarding—the hoarding of Victory Bonds.

“I don't understand all this talk about social obscurity these days,” says a local man. Well, if you don't understand it, you certainly can name it, young fellow.

This war is being fought to free all men and keep all men free. It is necessary to buy Victory Bonds to keep the war on the way to victory. If you buy Victory Bonds you help to keep people free. If you can buy enough of them you help keep yourself free after the war.

“There will always be differences of opinion as long as horses start to get up with their front legs and cows with their hind ones,” says The Huntingdon Gleaner. There is even a difference of opinion about the statement of The Gleaner. The Gleaner is published in a district where there are still horses and cows to be seen, and The Gleaner should know how horses and cows get on their feet. The reference to the horse's rising will rouse no opposition, but any observant person who has ever seen a cow rise knows that a cow does not start to get up with her hind feet. The cow starts with her front feet, getting in kneeling position and then getting up by the use of her hind feet.

BUY BONDS TO BOMB THE GARTER!



Brunette Taxi Company Purchase \$5,000 in Bonds

A leadership order for \$5,000.00 in bonds was reported by Victory Loan headquarters on Monday morning. The order came in early from the Brunette Taxi Company, the purchase being on behalf of the firm. “This type of order is especially gratifying,” headquarters said, “as it represents the feelings of small companies in the future of Canada and indicates their faith in the absolute security of the Victory Bond.”

Strong Appeal Made for Victory Loan by Mayor Brunette

Confident that Timmins and District Will Meet the Call Upon Them.

Among the leaders this week in appealing for the success of the Fourth Victory Loan was His Worship the Mayor, J. Emile Brunette, who made a strong appeal in English and in French to the people of the whole district. He



Lieut.-General K. Stuart, C.B., D.S.O., M.C., Chief of the General Staff today issued a call to the Canadian Army at home and abroad to support the Fourth Victory Loan. Gen. Stuart in a letter to Canadian Army commanders appealed to them to encourage all ranks to invest in a “gilt edge” security that will be helpful in the days to come. The loan campaign opened across Canada on April 26 with an objective of \$1,000,000,000. (Canadian Army Photo)

urged every man and woman to do their utmost in backing the Fourth Victory Loan campaign in the drive to reach the objective of \$2,375,000.00 for the district. He mentioned Timmins in particular and asked all to do their very utmost to pass the quota of \$1,070,000. Mayor Brunette expressed his faith and confidence in the North Land and said this area would come through with flying colours.

Mayor Brunette also made an early appearance at Victory Loan headquarters and presented his own application for another \$2,000.00 in bonds. Victory Loan headquarters officials were enthusiastic in commending the leadership of Mayor Brunette, and mentioned the fact that the mayor himself has completed the interval canvass among the town employees.

Jolly Party Given in Honour of Local Men Joining Navy

Eight Men of Porcupine Camp, All Experts in Their Line, Join the Navy.

To the strains of “All the Nice Girls, Love a Sailor,” and other nautical songs a merry farewell party was held at the Legion Hall on Saturday evening when the Canadian Legion and the Hollinger Steel Shop staff bid adieu to eight citizens of the Camp who left on Monday to take up very important parts with the Royal Canadian Navy.

It all happened when the recent recruiting unit visited Timmins. They were on the “lookout” for skilled men in specialized work, and they have secured some of the best. This was emphasized by Chairman W. H. Pritchard when he addressed the large gathering of friends who assembled to cheer them on their way. Those who left on the 1.15 train Monday were:—John Shaw, expert machinist of the Hollinger, and executive member of Branch 88 of the Canadian Legion; Tom Harper, ventilation expert of the Hollinger; Tom Cullane; Tom Fraser, Archie Martin, Wilfred Robson and Mr. Spoor, all specialists at their particular trades. “The Hollinger's loss is the Navy's gain,” was another statement made by one speaker during the event.

Charles Wilkins presented each with a beautiful pen and pencil set as a reminder of the friendship and esteem in which each is held by their fellow workers.

W. H. Pritchard had a hard task in keeping the gathering in order, on account of the jovial spirit which prevailed. Everyone present wanted to help

Seven Births Recorded in Timmins Last Week-end

Born — on March 29th, 1943, to Mr. and Mrs. Joseph Lawrence Hisko, 135 Balsam St. south, at St. Mary's hospital — a daughter (Dolina Vivian).
Born — on April 3rd, 1943, to Mr. and Mrs. Russel D. Taylor, Ramore, Ont., — a daughter (Mary Catherine).
Born — on April 11th, 1943, to Mr. and Mrs. Angus Alphonse MacNeil, at St. Mary's hospital — a daughter (Nancy Marie).
Born — on April 5th, 1943, to Mr. and Mrs. Jules Joseph Morin, 5 Elm south, at St. Mary's hospital — a daughter (Janet Barrie Beatrice).
Born — on April 16th, 1943, to Mr. and Mrs. Roland Menard, 56 Windsor avenue — a daughter (Marie Esceze Gaitone).
Born — on April 15th, 1943, to Mr. and Mrs. Moise Major, 51 Main avenue — a daughter (Marie Marguerite Claire).
Born — on March 27th, 1943, to Mr. and Mrs. August Spreizer, 215B Maple north, at St. Mary's hospital — a daughter (Elizabeth Ann).

Buy \$1,000 Victory Bond to Help Bring the Boys Home

One of the early bond buyers on the opening day of the Victory Loan campaign was Mrs. Adela Hass, who purchased a \$1,000 bond with the remark that Victory bonds will help bring the boys back alive.

Try The Advance Want Advertisements

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!

PRICES ARE DEFINITELY LOWER

CURTIS OPTICAL COMPANY
14 Pine St. N. Phone 835



CURTIS DRUG CO.
14 PINE STREET, NORTH

NATIONAL SELECTIVE SERVICE

Men Born From 1902 to 1924 Must Prove Compliance With Mobilization Regulations When Asking Permits to Seek Employment

BY Order pursuant to National Selective Service Civilian Regulations, a change is now made in the issue of permits to seek employment.

After April 30, 1943, permits may be refused to any man born from 1902 to 1924, inclusive, who has reached 19, unless he presents satisfactory evidence of compliance with Mobilization Regulations, in one of the following forms:

- (a) A certificate of discharge from His Majesty's Forces during this war; or (b) a rejection slip issued by the Army on application for enlistment; or (c) a certificate of medical examination from the Registrar of a Mobilization Board; or (d) a postponement order certificate from the Registrar of a Mobilization Board; or (e) if born from 1902 to 1916 inclusive, a statutory declaration on form available in employment office, that he is not a “single person” under Mobilization Regulations.

Documents in (a), (b) and (c) above need be presented only the first time a permit is sought after April 30, 1943, unless asked for by a Selective Service Officer. Documents in (c) and (d) above must be presented each time a permit is applied for.

- (1) Male persons applying for permits by mail should forward with their applications the evidence required, except (c) above.
- (2) A Selective Service Officer MAY furnish a permit without first being handed evidence, where the applicant's services are required for immediate employment, or where a permit is asked for by mail, but in these cases the evidence must be presented to the Selective Service Officer later, usually WITHIN THREE DAYS of the issue of the permit.

All men born from 1902 to 1924, who have reached age 19, are urged to co-operate with your Employment and Selective Service Office. Bring your documents with you.

Department of Labour
Humphrey Mitchell, Minister of Labour
A. MacNAMARA, Director, National Selective Service