

The Porcupine Advance

TWO PHONES—26 and 2029
TIMMINS, ONTARIO

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THE COAL MINE SITUATION

The announcement is now made that labour supply for coal mines now ranks as a national emergency. In making this announcement the Ottawa government appears to be following its usual procedure in regard to bedeviling every situation concerning manpower. The coal mines have been combed for men for the armed forces. They have been drained of labour for munition plants and aircraft factories. No doubt a proportion of men have been taken from this essential industry to join that apparently useless army that is pledged never to go overseas. Other industries more or less essential have had similar treatment. But now, at this late date, the government seems to have been seized of the fact that something must be done to right the evil conditions that result from short-sighted procedure. One of the thoughts that will come to most thinking people is the question, "Why should the government always wait until conditions appear almost hopeless, before taking adequate action?" The only answer to that query is:— Politics, politics, politics, and more politics!

At last, however, the government seems to be aroused to the fact that something should be done, and some drastic measures are being taken. Unfortunately these drastic measures are not only "too little and too late," but like so many other panicky regulations they are not founded on common sense. Under the new rules every man who has had previous experience as a coal mine worker must report that fact to his employer, and every employer must pass on the full details to the Selective Service office. Selective Service officers are authorized to require ex-coal miners to report for interview and to accept work at a coal mine. No coal mine operator may terminate the services of any coal mine worker without written permission from a Selective Service officer, and no coal mine worker may leave employment at a coal mine without written permission from a Selective Service officer. No employer in Canada, except a coal mine operator, may solicit for employment or hire any ex-coal mine worker. Of course, these regulations are not nearly so drastic as they sound. For instance, the point about employees not being able to leave employment in coal mines does not appear to be valuable or practical in view of the fact that coal miners are constantly leaving their work without permission from any recognized authority. This is done by wholesale by means of strikes, and in no case does the government appear to be courageous enough to do anything about it. As for people in other industries being forbidden to solicit coal miners for employment, that is already supposed to be general law. Only the civil service is exempt from the ruling that no employee or employer may negotiate in any way in regard to employment without first obtaining written permission from the Selective Service.

It is in regard to the definition of what is meant by a coal mine worker that the most objectionable situation arises. It would appear that the Department of Labour makes the rule that a coal miner is a man who has worked at least twenty-four months at coal mining since 1935. A gentleman who now lives in Timmins but who spent long years in coal mines in Wales, early in the war wrote the Ottawa authorities offering his services in any capacity. More recently, he has sent the Department of Labour a plan whereby the coal mining industry could have better opportunity to secure manpower. This gentleman points out that a man who has spent as little as twenty-four months at coal mine work is little better than a raw recruit. If the situation is grave, as the Ottawa authorities pretend it is, there will be little gained by drafting large numbers of unskilled coal miners. "It takes at least seven years to make an efficient coal miner," the local gentleman says, and he adds that there is as little logic in limiting coal-mining work to those who, since January 1st, 1935, have worked in or around a coal mine. He points out that any man who at any time in the past has actually been a real coal miner will be found to have the principles so drilled into him that he will prove very valuable material, even though it was before January 1st, 1935.

There is reason to believe that if the coal mine operators were freed from the regulation of such agencies at the Selective Service and given the liberty of seeking and securing men without reference to the Selective Service red tape and inadequacy, there would soon be enough genuine coal miners on the job to fully relieve the situation. In reference to all lines of manpower, the great need is not for Selective Service theories, but rather for free enterprise to secure the workers needed.

VALUE OF THE COMMUNITY PAPER

Many daily newspapers are giving much publicity and prominence to a statement alleged to have been made recently by Mr. I. E. Pedlow, a former business man of high rank, and one who

has successfully served the public in many capacities. Mr. Pedlow, who is now over eighty years of age, still retains a mind of unusual brilliance. His success gives him a genuine license to express an opinion on business or advertising. He used advertising so ably and intelligently himself that he won notable success as a merchant and made himself a pleasing competence. In his service of the public he used advertising very successfully. Not only was he elected himself by a comfortable majority as member of Parliament for South Renfrew, but it is not too much to say that his talent in the use of legitimate advertising contributed in large measure to the election of others over a wide period of years.

The daily newspapers referred to quote some recent words of Mr. Pedlow with much mock modesty. They allege that in referring to the success of the recent Victory Loan Mr. Pedlow said: "Give me the columns of the great dailies of the country to draw on for advertising space, and a worth-while article to offer the public, and I'll have no trouble in finding a cash donor in every turnip patch from Halifax to Vancouver." It is not easy to believe that Mr. Pedlow restricted his advertising wants to the "great dailies." When he was in business for himself he never failed to include the "great weeklies" in his advertising appropriation, nor was he ever anything but generous in crediting his unusual success to his use of community newspapers. Mr. Pedlow's idea of advertising coverage for Canada would have been much the same as that adopted by the government for the Victory Loan. Indeed, it may well be that the government may have consulted Mr. Pedlow in this respect. If the government did not so consult him, it missed another chance, and did not follow the lead of men like Sir Wilfred Laurier and Hon. Geo. P. Graham and others of that eminence.

There is an interesting story of Mr. Pedlow's faith in the power of the community newspaper that may bear repeating at this time. Mr. Pedlow, who was at that time probably the leading merchant in Eastern Ontario, had been annoyed by friends and customers soliciting him for advertisements in programmes and other printed forms for concerts, sports days and other events. Mr. Pedlow did not consider such advertising valuable. His faith was in newspaper advertising—advertising in the "great weeklies" (which means the average community newspaper)—and not alone in the "great dailies" (which means only a few). "I'll give you a straight donation," Mr. Pedlow would say on such occasions, "but no pretended advertising." Once when the solicitor was both proud and persistent and argued the matter, Mr. Pedlow stopped the discussion by saying, "All right, I'll take a five-dollar advertisement in your programme, and I'll prove I'm right." The advertisement he inserted was one whereby he offered by arrangements with the publishers, a three-months' subscription to The Renfrew Journal, a community weekly, at a price only a few cents below the regular rate. "I can sell anything over the counter with the help of advertising," Mr. Pedlow said. The advertising in the programme, however, did not bring him a single enquiry, let alone a sale. The newspaper concerned was doubtful as to what this result meant, but Mr. Pedlow wasn't. "Wait and see!" he said. A few weeks after, he inserted the self-same advertisement, only in smaller space, in his full-page advertisement in The Renfrew Journal itself. When it was pointed out that this was scarcely a fair test, Mr. Pedlow's reply was again, "Wait and see!" From that little advertisement within an advertisement, he actually sold, over the counter in his store, and through his large mail order department, a couple of hundred trial subscriptions to The Renfrew Journal. After that, there were none in Renfrew who doubted Mr. Pedlow's knowledge of how to advertise and where to advertise. And even to-day there are few who know I. E. Pedlow who will doubt but that in advertising he would lay special stress on the weekly newspaper the "great weekly," as well as on the "great dailies," each having a place that cannot be taken by the other.

HOW IS THE "DRAFT" ARRANGED?

In the House of Commons last week the alarming statement was made by Hon. R. L. Hansen that he understood on the best of authority that the method of drafting men for compulsory military service was to call from the various areas in proportion to the number voluntarily enlisting. That would mean that any locality that was lax in recruiting would be asked for only a few men when the draft was made, while a section that had given generously to the volunteer army would be called upon again for a large number of draftees. No more devilishly unfair method could be devised. It would appear to be putting a premium on the slackers and the evaders. The experience of the Porcupine Camp seems to give colour to the suggestion made by Hon. Mr. Hansen. No section of the Dominion has responded more fully to the call for voluntary enlistment than has this area, and yet the calls for compulsory service appear to have been unusually heavy here. There was, for example, one call last year, where the total asked for in the Dominion was given as 33,000, and reports here were to the effect that there had been 500 called in the Porcupine district. Of course, the final figures here would not appear to support the theory, for a large proportion of those "called" here made a special point of eyading the "call" by "joining up" for service anywhere. This, however, would but add to the number "called" the next time, if the plan suggested by Mr. Hansen as the method used were actually the one in force. It is

unfortunate, indeed, that no official denial has been made in connection with the charge preferred by Hon. Mr. Hansen. The best that Hon. Mr. Ralston seemed able to do was to say that he "did not think" that the method outlined by Mr. Hansen was the plan in use. The government on the one hand, and Mr. Hansen and every other patriotic man in the House on the other hand, should not drop this question until the people of Canada are accurately informed as to the method used in selecting men to be called for compulsory service.

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 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."

The Globe and Mail last week apologized quite humbly to Mr. E. G. Faludi, of Toronto, for saying that he was on the staff of the University of Toronto. To some people it does seem like a desperate thing to say about a man.

A local dog team owner rushed into The Advance office the other day. "Did you hear about the dog team driver at the Pas, Manitoba, who told his best girl that he had mushed a thousand miles through ice and cold and snow just to tell her that he loved her, and her only reply was, 'Well, that seems to me to be a lot of mush.' Yes, that was in the staid old Globe and Mail, only it was an Eskimo that mushed the thousand miles, and an Eskimoette who answered 'Mush!'"

There is every probability of a general election this year in Ontario. If the people of Ontario are not ready to get out of the war and throw away all the rights and privileges for which British peo-

Little Attention to Ontario This Year in Geological Work

Only Three Out of Forty Parties to do Any Work in Ontario for Dominion Dept. of Mines.

Strategic metals, base metals and petroleum will receive chief attention this year in the geological and topographical work of the Mines and Geology Branch, Department of Mines and Resources, Ottawa. The principal aim of the work, says an announcement from Ottawa, will be to obtain information that will be of aid in increasing the production of these vitally important war minerals. Perhaps, these worthy objects will be given as the reason why Ontario is receiving so little attention this year from the geological and topographical parties sent out. In any event, out of forty such parties this year, only three are to work in Ontario, and even at that, one of these three parties will also do work in North-western Quebec. It is not amiss to point out that if the sincere desire is to develop strategic mineral mines, it would seem to be good business on the part of the Mines and Geology Branch to devote more notice to Ontario, and especially to this North. Several very much needed strategic minerals are currently reported as awaiting development in this North. North of Cochrane there are reputed to be several deposits of minerals needed in the present war. Mention may be made of coal and other fuel commodities, including oil and gas. There are reports of coal and iron in the far North, and so far as known there have been no geological and topographical parties sent by the Dominion Dept. of Mines to verify or to dispute these reports.

In a lengthy circular received last week from the Department of Mines and Resources at Ottawa, details are given of the forty geological and topographical field parties to be at work this summer. There will be nine topographical parties and thirty-nine geological parties. Seven of the topographical parties will operate in Alberta, one in Manitoba, and one in Nova Scotia. One geological party will operate in the Yukon, one along a portion of the Alaskan Highway, nine in British Columbia, six in Alberta, one in Saskatchewan, three in Manitoba, two in Ontario, one in Ontario and Quebec, three in Quebec, one in New Brunswick, two in Nova Scotia, and one in the Northwest Territories.

The following further details in regard to the parties coming into Ontario, and Ontario and Quebec, are given by the circular referred to:

Ontario

J. F. Caley will make an investigation of the gas and oil fields in southwestern Ontario. He will complete the work in the Bruce Peninsula and will extend the investigations eastward to cover the Lake Simcoe area. He will also bring drilling information up to date in various parts of the Peninsula and on Manitoulin Island.

T. L. Tanton will examine and investigate iron deposits in the Steeprock Lake area.

Ontario and Quebec

M. E. Wilson will make an examination of fluorspar deposits near Madoc. He will complete the detailed geological mapping near Noranda, Quebec, and will be available for the many calls for assistance in strategic mineral projects.

Toronto Telegram:— Summer once was that period when a fellow would begin to figure on where he would spend his vacation.

ple have given their lives through the centuries, then the present administration at Toronto, should be roughly thrown out on its ear on one point alone. That point is the fact that legislation forced through the provincial house at the recent session actually has the audacity to take away from the soldiers overseas one of the rights for which they are in battle—the right to vote as free men. This legislation takes away this right from the soldiers overseas, and offers in place of it the sarcastic duty of voting by proxy. The soldier will not be permitted to vote at all. Instead he will be permitted only to give someone in Ontario a proxy that will allow that someone in effect to vote twice. Who the "someone" may be is far from clear. What is clear is that the soldier overseas is losing his right to the secret ballot. If the people of Ontario approve a thing like that, there doesn't seem much hope for them.

Last week there was another discussion in the House of Commons in regard to free transportation for men of the armed forces when on their last leaves in Canada. It is indeed a pity, and no matter of pride, that soldiers and soldiers' families and friends have had to endure this unfair burden all the years of the war. Instead of just talking about it, the parliament should do something in this matter.

There are people who are so disgusted with the present inefficiency of the Dominion parliament that they term members of that House as no more than a collection of rubber stamps. That is not quite fair. Parliament apparently has sat around just talking while its own rights and privileges have been tossed into the garbage can. "Rubber stamps" is scarcely the fitting simile. A more appropriate comparison would be to suggest that parliament has degenerated into the applause brackets of the bureaucratic address. The bureaucrats do what they like, and this is punctuated with "hear! hear!" "loud applause!" and only a very occasional "ironic laughter" in brackets.

Ottawa Citizen:— A well-known writer of things for the lovers tells her clients that it's "a misfortune to marry an icicle." That's right, girls; he's almost sure to become a drip.

Pembroke Standard-Observer:— The point is well taken that there are millions of caribou in the North and consequently there should not be any shortage of meat in Canada.

Five Births Registered in Timmins This Week

Born — on May 2nd, 1943, to Mr. and Mrs. Edward Morris, 352 Spruce street — a son (Lloyd James).
Born — on May 5th, 1943, to Mr. and Mrs. Donat Corbell, 61 Montgomery avenue — a daughter (Alice May).
Born — on May 24th, 1943, to Mr. and Mrs. Delias Bernard, 118 Birch street, at St. Mary's hospital — a daughter (Marie Agnes Therese).
Born — on May 25th, 1943, to Mr. and Mrs. Simon Royel Piche, 57 Middleton avenue — a son (Simon Philip).
Born — on May 20th, 1943, to Mr. and Mrs. Leo Chenier, 22 Middleton avenue, at St. Mary's hospital — a son (James Leo).

Toronto Telegram:— The uplifters never run out of a job as there is always someone needing to be uplifted.



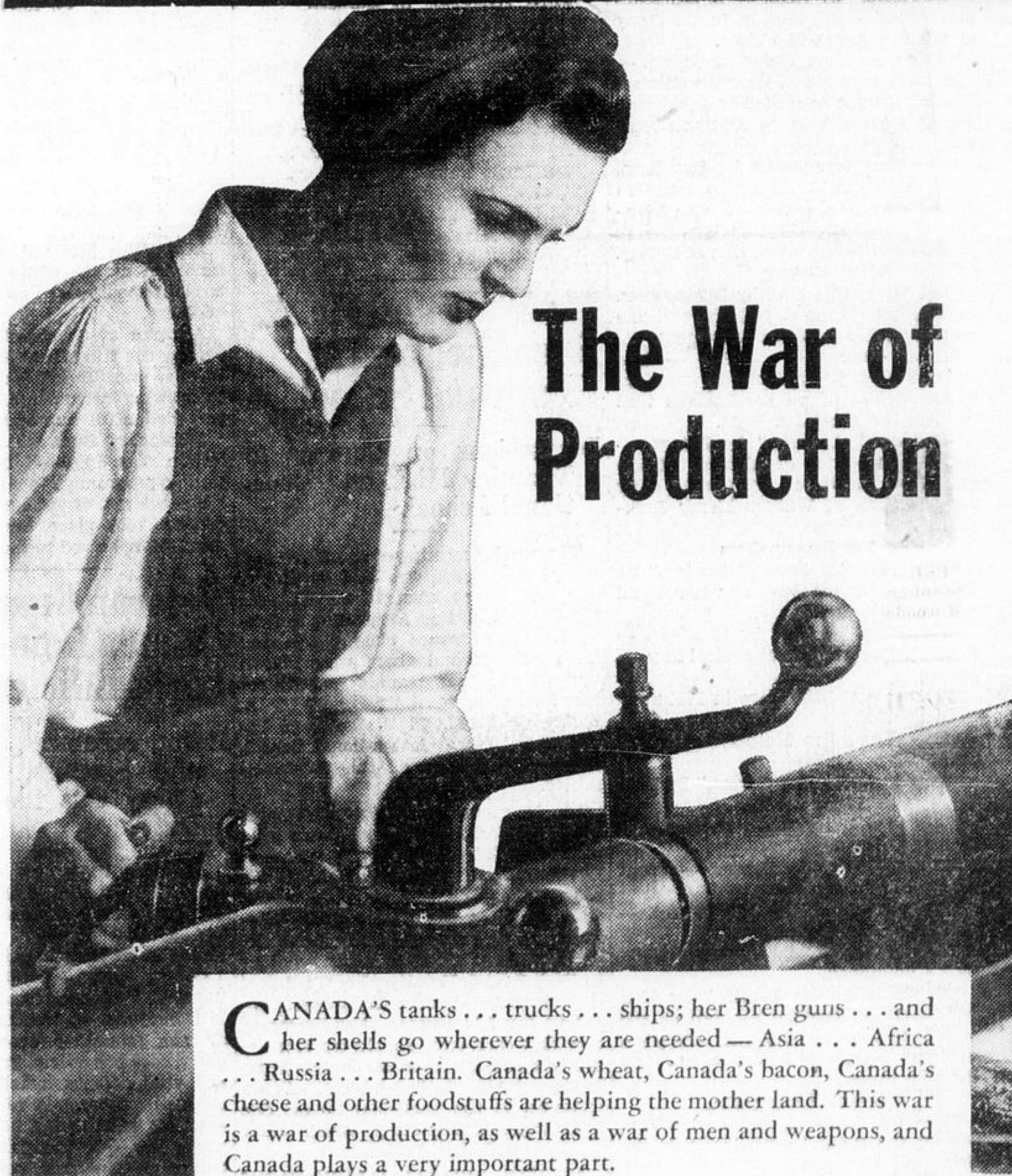
"We Discovered that our girl was almost blind in one eye"

"We never knew until one day at school they had a sight test. She couldn't see the letters on the chart when she covered her left eye. 'We're correcting it now'—folks she wears her glasses steady. In a few years—her sight should be normal when she's through school."

CURTIS OPTICAL COMPANY

14 Pine St. N. Phone 835

CANADIAN INDUSTRY'S CONTRIBUTION TO CANADA'S WAR EFFORT



The War of Production

CANADA'S tanks . . . trucks . . . ships; her Bren guns . . . and her shells go wherever they are needed — Asia . . . Africa . . . Russia . . . Britain. Canada's wheat, Canada's bacon, Canada's cheese and other foodstuffs are helping the mother land. This war is a war of production, as well as a war of men and weapons, and Canada plays a very important part.

Imperial Bank of Canada congratulates the manufacturers and factory workers of this country. Men, women, boys and girls have tackled jobs few of them ever did before, promptly learned how, and are now "turning out the goods."

The Bank fights in this war of production, too, by affording liberal financial accommodation; by facilitating the purchase and deferred payments on Victory Bonds; by facilitating the purchase of War-Savings Certificates and Stamps; by providing a systematic savings system for war-workers, whereby they can confidently deposit their surplus war-time earnings against the uncertainties of the post-war future. It helps in every way open to good banking.

Let us co-operate to Victory

IMPERIAL BANK OF CANADA

Timmins Branch
H. C. SCARTH, Manager