

Eng. P. Job
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Shell Hole Advance

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By Way of Introduction

In the launching of a newspaper enterprise it has been the custom to make excuses and set forth reasons calculated to justify the venture in the public mind.

Latest advices from the Observation Post, specially obtained as a guide to this endeavor, are to the effect that the said public mind, or a portion of it, having been there before, has become a bit suspicious.

Therefore, in introducing The Shell Hole Advance, we are troubled with compunctions of delicacy. Beyond the introduction we can see much safer ground.

We have searched the standard vocabulary of passwords and have toyed with such tempting selections as "Long Felt Want," "Moral Uplift," and "Political Purity" in the hope of being able to make a choice that would get us by.

Having weighed all chances we are convinced that the least risk is in a bold defiance of custom, a blurting out of the plain and naked truth.

"Sacrifice to a crying need" does not explain our arrival. We are here simply because we want to get in. We are here of our own necessity, as an outlet for volumes of penned-up gems of thought, and as a victim of the labor-of-love habit.

Out of respect to one of the most lasting traditions of the craft we start out with large promises, a professed belief in a steady and healthy growth towards the indispensable stage, and an unbounded confidence in our ability to make our influence felt in every dug-out and every shell hole where the English language is understood. As Berlinward the course of shell holes takes its way we intend to be right on the follow-up job.

Editorially, we propose to run the gamut of intellectual action, to make the general tone of The Advance suggestive of unfathomable depths of learning, of immeasurable breadth of mind, to cause its pages to bristle with snap, to glow with humor, and to glisten with literary polish, while the spokes in the balance wheel will be bronzed with mental sobrieties.

With this practical bid for your sympathy and support we turn on our fountains of wit and wisdom and leave you to your own protection.

Overlooking Opportunities

While the people of this land are so engrossed in the art of history making, and given over to the excitement of geographical speculation, we observe a tendency to forget all other fields of useful enterprise.

Opportunities for profitable developments are calling to us, the loudest calls coming from the neglected industries of agriculture and mining, and the overlooked inducements of the tourist trade.

The amount of effort that has been expended on the fertilization of our soil warrants a faith in productive possibilities beyond the calculations of any professor of agricultural science. The ground is already ploughed.

The everyday evidences of metal deposits should arrest, and divert in this direction, the attention of fortune chasers who have proved a waste of time, energy and money, in boring through miles of rock, on and off the trail of deceptive colors and elusive quantities. Here the working miner is independent of capital and cumbersome machinery. Two hand tools, one with which to rake the surface of the ground, and the other with which to dig a few feet below, comprise all the equipment the willing worker requires for an abundant output.

Our unequalled pleasure attractions need only be properly advertised, and all the tourist business that now goes to support the summer hotels of British Columbia will change its course and head for our estaminets. By way of suggestion for an advertising campaign we submit the following:

Moonlight and Very Light excursions on the light railway.

Open cars all the way.

Frequent stops at advantageous view points.