Becomes General Manager J. J. Gibbons Limited

HARRY M. TEDMAN

newly appointed General Manager of J. J. Gibbons Limited, Advertising Agency. Mr. Tedman was a life-long associate of the late John J. Gibbons, founder of the business. Mrs. J. J. Gibbons becomes President, and Ralph A. Barford and R. B. Pattinson, Toronto, become directors. Other Officers and Directors are: Harry M. Tedman and R. A. Stapells, vice-presidents, Toronto; Walter H. Hoare, secretary-treasurer and director, Toronto; Harold M. Reid, vice-president, Montreal; Gordon E. Hunter, vice-president, Winnipeg; Ewart G. Macpherson, vice-president, Regina; Reg. G. Smith, vice-president, Calgary; D. N. Crawford, vice-president, Vancouver.

VOICE OF THE PRESS

ONCE HOOTED DUKE OF WELLINGTON

London despatches telling that three months may see Prime Minister Churchill supplanted by Sir Stafford Cripps should perhaps be accepted with caution. The odd thing, nevertheless, is that such tales should come at all, with their indication that Churchill's prestige, at its zenith a few short months ago, has begun to wane.

The public is like that. Fickle in its loyalties and its worshipping, it is all too apt to turn upon its heroes and stone them. Thus it was that the Duke of Wellington, the man who broke Napoleon, was hooted by the mob on an anniversary of Waterloo, had to have iron shutters placed upon his London home.

Churchill did a mighty thing for Britain and liberty after the fall of Dunkirk. But it may be there was too much of pure emotion in the terrific build-up that was given him after that; a build-up which brought expectations of things beyond the power of any man.

—Ottawa Journal.

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OLD HANDS AT IT

To say that the Japanese are mere imitators of Hitler's treachery is to flatter Hitler and libel Japan. The Japanese didn't have to imitate anyone. They were masters of betrayal when Hitler was painting barns. We owe the Japanese an apology.

—Vancouver Sun.

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FASHION NOTE

Canada will use more women in war work to fill the breaches made in industry and on the farms when men are called to service. And when the ladies don slacks, as many of them do in war work, they will also be filling the breeches."

—St. Thomas Times-Journal.

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LIVING DANGEROUSLY

New restrictions on the use of metals in Canada make wooden bathtubs a possibility. To the danger of stepping on the soap this would add another hazard—splinters.

—Windsor Star.

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WHILE IT LASTS

As to the matter of rubber the old-time pedestrian may reflect that after all there's nothing like leather—as long as we've got leather.

—Vancouver Province.

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WHAT OPINION?

Dr. Goebbels says that the recent R. A. F. raids on France are very irritating to German public opinion. We didn't know that the German public had an opinion.

—Peterborough Examiner.

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WEAK STUFF

Next to having the doorknob come off in the hand, the emptiest feeling is leaning on moral support when you need guns.

—St. Catharines Standard.

—o—

TOO LIBERAL

Too often we get what we ask for. Thus, there is the Toronto University student who wrote the folks for money to buy a study lamp. They sent the lamp.

—Stratford Beacon-Herald.

—o—

OR CAN YOU?

Being an A. R. P. warden has its advantages. You can stay out as late as you like at night and call it a military secret.

—Ottawa Citizen.

WAKE UP, AMERICA --- IT'S LATE!

The following editorial from The New York World-Telegram might well apply to Canada:

The nation needs to awaken to the full gravity of the peril that confronts it.

It needs to appreciate how badly we have been defeated in three months of war.

It needs to understand that it is possible for the United Nations and the United States to lose this war and suffer the fate of France—and that this possibility may become a probability if the present tide does not change.

It needs to realize that there is grave chance of the Japanese pushing through India and the Germans driving through the Near East, to join their armies and resources in an almost unbeatable combination.

It needs to get away, once and for all, from the comforting feeling that while we may lose at the start we are bound to win in the end.

Only when fully aware of existing perils will the United States do its utmost. Pray God that awareness will not come too late, as it did in France!

Production Director Donald Nelson appeals for vastly increased industrial output on a 24-hour, seven-day basis—168 hours a week. Maximum production, in short.

Can we get it?

Not on the present basis—not under the psychology of recent years.

Not until we quit thinking in terms of less work for more money.

Not while there is greater concern about overtime pay than overtime production.

Not while farmer politicians are more interested in higher prices than raising more essentials.

Not while government bureaus—created to meet a depression emergency that is ended—continue to grab for themselves money needed for armaments.

Not while an army of federal press agents clamors to promote and perpetuate activities that have no present need or value.

Not while Congressmen try to put over useless canals and river schemes and take up the time of defence officials clamoring for factories and contracts as if war were a great gravy train.

Not while WPA, despite a shortage of labor, seeks to carry on projects which it doesn't have the men to perform or the need of performing.

Not while CCC and NYA stretch greedy hands for funds to pamper young men who ought to be in the armed forces or the war plants.

Not while strikes hamper war production, despite a solemn promise that they would stop.

Not while the life-and-death need for uninterrupted production is used as a weapon to put over the closed shop.

Not while double time is demanded for Sunday work which is only part of a 40-hour week.

Not while a man can't be employed on an army project or in a war plant until he pays $20 to $50 or more to a labor racketeer.

Not while criminal gangs control employment and allocation of men to work on the Normandie and the other ships along New York's vast waterfront.

Not while fifth columnists are pampered and enemy aliens move freely in defence areas.

Not while the grim job of preparing our home communities against air raids and sabotage is gummed up with a lot of highfalutin, boondoggling, social service activity.

Not while pressure blocks clamor for higher benefits, bounties and pensions.

We will not get maximum production, in short, unless, first, we fully realize our awful peril; and, second, get over the gimmes of recent years.

Gimme shorter hours, gimme higher wages, gimme bigger profits, gimme more overtime, gimme less work, gimme more pensions, gimme greater crop benefits, gimme more appropriations and patronage, gimme plants for my Congressional district, gimme fees and dues to work for Uncle Sam, gimme ham 'n' eggs, gimme share-the-wealth, gimme $30 every Thursday.

France had the gimmes too—had them till the Germans were close to Paris. Then everybody went frantically to work—too late.

France has no gimmes today—except gimme food for my baby, gimme a place to lay my head, gimme death.

A Weekly Column About This and That in The Canadian Army

"Form fours, right!" Wrong. They don't form fours any more. But you knew that, didn't you? You have seen columns of soldiers marching in threes.

You have seen mechanized troops rumbling along the roads in a variety of khaki coloured vehicles of strange shapes and sizes.

But you still wonder what the Individual Citizen's Army does in place of the old parade-ground stuff of: "Form fours"; "At the halt, on the left—"; "Pick up that step in the rear rank, there"; "Fix bayonets"; you know the sort of thing.

Well even though they don't "form fours" any more there is still a certain amount of parade ground work to be done. It's something like crawling before you walk.

And in this Army of ours, by the time you walk you really walk.

Let's take it in stages — from civilian clothes to specialized soldier.

There are four phases of training for the mechanized specialist. Phase One is basic training which is common to all arms and services. This teaches the new soldier to accustom himself to Army life, trains him in marching and discipline and the use of a number of weapons. Phase Two, to which men are posted if their tests show them to have possibilities as mechanical specialists, is carried out in Technical Schools and prepares them for Phase Three, specialized advanced courses carried out at the Canadian Army Trades School, from which highly competent wood and metal workers, machinists, blacksmiths, welders — and a dozen other types of craftsmen are graduated.

From Phase Three many men are posted direct to units to be repair and maintenance men, driver-mechanics, etc. Last in the ladder of training is Phase Four, the finishing school for top-notch mechanics such as Armament artificers, instrument-makers and men in such brackets whose highly technical qualifications fit them for the work of the Royal Canadian Ordnance Corps.

We have discussed Ordnance before in these columns but Ordnance has so many ramifications that we will probably discuss it again many times before the picture of the Individual Citizen's Army is complete.

In addition to procurement and storage of practically everything the Army needs the Royal Canadian Ordnance Corps operates repair and replacement units of varying types and sizes according to where the work has to be done. One unit makes repairs under fire, carrying its workshop, forges, welding sets, etc., right up to the damaged vehicles or guns that have to be fixed up. You'd be surprised to see what can be done by thoroughly trained men with the proper equipment right out in the middle of a field.

Other units, larger and more fully equipped, are ready to handle jobs that require more time. These, of course, are based at greater distances from the front to permit full-scale repair and recovery jobs to be carried out efficiently.

"Do you mean to say they make mechanics out of ordinary recruits?" You might say. Well the answer to that one is yes. It isn't as strange as it sounds. You're not forgetting, are you, that most youngsters nowadays can take the engine of their father's car down, overhaul it and set it up again. Or that many a boy of High School age knows more about radio than Marconi operators did a few years ago.

Out of material like that you can turn out a finished mechanic in a few months' time. Just as you can with former motor mechanics, garage-men and automobile factory machinists, many of whom have already joined the Royal Canadian Ordnance Corps.

In its various phases the trades training programme teaches nearly 100 trades. This is what you might call a double-barrelled job. Right now these schools and training centres are supplying specialists for war.

But when the war is successfully concluded there will come the question of rehabilitation. That's the other barrel!

The young men who are now being trained for war are, actually, being paid while they train for peace. This Army is not going to loose thousands of untrained young men upon industry when Peace is signed—it is going to make available skilled tradesmen who can confidently take their places at bench and lathe and take up in civilian life the job of recovery, and repair they learned in the Individual Citizen's Army.

SCOUTING . . .

Boy Scout Leaders Commended

The value to Canada of the training of the Dominion's Boy Scouts by their 8,000 volunteer leaders, and an appeal to older persons to fill the places of the many Scouters who have enlisted, were emphasized in the radio address of the Hon. J. T. Thorson, Minister of National War Services, during February Boy Scout Week.

Speaking over a national hook-up, as a representative of the Dominion Government, Mr. Thorson referred to the important home defense services rendered by the Scouts of Britain, and the similarly valuable work being done by the Scouts of Canada. He continued:

"As Minister of National War Services I should like to say to every Scout and Cub leader in Canada that I look upon his work as a matter of national importance. His status is similar to that of an officer in charge of a training unit or organization. He is doing national service of a high order."

900,000 Boys Trained

Mr. Thorson described as remarkable the record of more than 900,000 boys trained in good citizenship by the Boy Scouts Association of Canada since its inception in 1908. He spoke of the high percentage of leaders and older Scouts who had enlisted, and paid a tribute to the known 94 who already had paid the supreme sacrifice of patriotism. To help make up this loss Mr. Thorson appealed to "older persons unable to enlist" to offer their help to local Scout organizations.

Mr. Thorson paid a tribute to the practical nature of Boy Scout training, and declared that the tests for the various Scout badges were genuine tests. "The final test for the rank of First Class Scout," he said, "was the 24-hour journey to prove the lad's ability to find his way by compass and map, to bivouac, to camp, to cook, and generally to live on his own resources."

Confidence In Boy Scouts

Mr. Thorson referred to the fact that President Franklin D. Roosevelt was Honorary President of the more than a million Boy Scouts of America. He quoted from a recent radio broadcast of the President, on the occasion of American Boy Scout Week, when after commending the valuable service rendered by American Scouts, the President declared his confidence that they would continue to effectively play their part "in the American programme to preserve our liberty and bring peace on earth through complete victory over our enemies."

Said Mr. Thorson: "I express on behalf of the Government of Canada the same confidence and trust in the Boy Scouts of Canada, and I know that each and every Scout in this country will be proud of the part that he has to play as a member of Canada's team to help win the war."

War Service Efforts

As an indication of the purpose of the Scout organization to increase if possible its contribution to the Dominion's all-out war effort, Mr. Thorson announced the creation of two new Scout badges by the Boy Scouts Association. These were a "Be Prepared Badge," to be awarded Scouts who complete a specified training calculated to prepare them for any emergency the war may bring, and a "War Service Badge," to be granted Scouts who have rendered 100 hours or more of definite war service.

THE WAR - WEEK — Commentary on Current Events

Second Phase Of Far East War Opens With Threat To Australia

The first phase of the Far Eastern conflict ended with the fall of Java, the "citadel island," of the East Indies. In estimating Japan's gains, the population in the conquered countries numbers roughly 115,000,000 and the territory acquired more than 1,000,000 square miles. They have captured a treasure-house of essential war supplies and raw materials: rubber, tin, quinine, hemp, oilfields, foodstuffs, iron, wolfram, manganese and copper deposits which will go a long way toward making Japan self-sufficient.

The subjugation of Java has released Japanese forces for an attack on Australia and a heavier thrust across the Burma barrier to India.

Allies Stand in Burma

General Sir Archibald Wavell, British commander in India and Burma stated that the loss of Rangoon and a large part of lower Burma was, in some respects, a more serious blow than the loss of Singapore. It brings the war much closer to India and threatens our communications with China. There appears to be little doubt that the Japanese will endeavor to push their advance into upper Burma and to obtain bases from which to attack India.

United Nations' air superiority in Burma permits continuous attack on Japanese communication lines that will slow and, it is hoped, halt the advance of the Mikado's army. In the jungle swamps the British troops are fighting a delaying action with a two-fold purpose: (1) to hold their position for a few more weeks until the forces of nature in the form of torrential rains make all jungle warfare impossible and (2) to check the Japanese advance until the Chinese army marching southward can join them.

Naval Disaster

It must be admitted that in the Battle of the Java Sea the United Nations suffered a great naval defeat. The Allied fleet was hopelessly outnumbered and lacked air support. It is becoming clear now that Japanese equipment was far greater in volume and higher in quality than Allied authorities had calculated. At the beginning of the European war the Japanese merchant marine was one of the finest in the world. It is known that it is comparatively simple to convert merchant vessels into aircraft carriers. It follows that the Allies have greatly under-estimated the number of plane carriers in the Japanese navy and explains the extent to which the Japanese have been able to combine sea power and air power and to hold control of the air in all their campaigns.

Race Against Time

Japan's sea superiority in the South Pacific has been increased by her naval victory at Java. She has destroyed the only fleet which could menace her lines of communication and is free now to convoy her landing forces to Australia. The battle will be another race against time, a race between the enemy's advance and the landing of reinforcements in Australia.

Help For Australia

Premier Curtin of Australia, in a broadcast to America, made a plea for full co-operation and warned that "Australia" is the last bastion between the west coast of America and the Japanese—if Australia goes the Americas are wide open." Almost coincident with Premier Curtin's appeal came the announcement that General Douglas MacArthur, the heroic defender of the Philippines, had been appointed to the Supreme Command of the Allied Forces in the South Western Pacific with headquarters in Australia, and that heavy reinforcements of men and planes had reached the island.

Tough Job For Japs

Australia may prove to be the toughest job the Japs have tackled yet, even though they are undoubtedly prepared to attack with all their power. Ever since the first Geat War, Australian leaders have been conscious of the Japanese menace and have been planning the defence of their country. The opening of hostilities three months ago emphasized the necessity for speed and the government in Canberra, the Commonwealth's modern capital, worked feverishly to mobilize the country's 7,000,000 people for a maximum effort in the face of the emergency.

The enemy is striving desperately to establish air bases north of Australia, so far with litlte success. Presure on Japanese bases to the northeast in New Guinea and New Britain has increased noticeably, indicating Australian reinforcements of bombing planes.

Japanese Strategy

The Japanese plan may be to conquer the country port by port, occupying strategic points and leaving the vast interior to the future. Distance in Australia is enormous. The country is almost the size of the United States.

If the Japanese effect landings, they will encounter in Australia more fighting equipment than in any territory which they have succeeded so far in overrunning. Man for man, they will meet better fighters than themselves and the army of defenders is much larger than any encountered in Malaya or Java.

White Man's Land

Thus far, in their unchecked march of conquest, the Japanese have invaded countries with overwhelming Asiatic populations which for centuries have been dominated by Europeans. It was proved in Malaya and Burma that these natives were in great measure sympathetic to the invader. Australia is different. It is a white man's land with no subject races. The Japanese will have to fight a white man's army, fighting for a white man's country to the last ditch. The Japs won't like it.

21 Wooden Soldiers Scare Italian Army

A British officer just returned from Libya said 50 British artillerymen had captured 5,248 Italians in the North African desert with the aid of 21 dummy soldiers armed with wooden guns.

The dummies were placed in positions to draw the Italian fire while the artillerymen advanced from another direction, declared Capt. P. G. Birkin.

The Italians, thinking they were being outflanked by a superior force, he said, retreated 10 miles and laid down their arms when the British pursued.

"Cafelite", the invention of a United States chemist, will be utilized in transforming 37,000 bags of coffee into plastics this year at a new plant at Sao Paulo, Brazil.

More than 56,000 blankets made of discarded paper machine felt have been sent to Britain.

REG'LAR FELLERS—The Inventor **By GENE BYRNES**