about Canadian chasumers' reaction

Distribution is Complex

town of 500 people had at least on

distributing centre; that cities of 100.

000 or more had offices located stra-

tegically to accompandate busy people.

to avoid bottle-necks, even going so

far as to issue instructions that doors

ently located to avoid congestion. We

shown how instructions were sent out

They had to be sure that every

to this decision.

OLD PAROMHOUSE

Whose doorsteps and beneath their Old walls that echo back with soft Old stairways echoing back the th

Old cellars made Old homes that breathe of That we in happy dreams And taste the perfume of her

Twenty Years Ago

New snow banks blocked the road in some places again on Monday. Maple sugar operations have commenced on a number of neighboring

Mr. A. M. Black the popular and energetic manager of the Bell Telephone Company for Guelph and district, has been promoted to Oshawa.

summer with a fine brick building.

The Acton Band held a jubilee concert in commemoration of the or ganization effected fifty years ago. John C. Hill has been a member from the beginning. A splendid program was presented to a large audience. Mr. H. P. Moore gave a review of the Band's history and activities.

ANDERSON-At the Sick Children's Hospital, Toronto, on March 13th, 1923, Donald Spence beloved son of Harold and Bessle Anderson, aged 11 months.

Canada's Call for 35 Million Pounds Of Waste Fats

The lives of the United Nations' soldiers, airmen and sallors mostly dethis S.O.S.

Fats and oils are the raw materials from which glycerine is produced. Glycerine is the basic and indispensable ingredient in the majority of our

little as two ounces of waste cooking faith comes in, anxiety goes out. A too. nine anti-aircraft shelis.

In the past we have received most all our fat requirements from the fat Eastern sources. Now cut off by the Japs - cocoanut oil and copra from the Philliplnes-palm oil from Dutch East Indies and Malaya-tung oil from China-perilla oil from Manchuria and Japan. As in so many other material problems, this loss our normal sources of supply of fats and oils is vitally important to our war efforts and economy.

Our problem is to replace all of this loss. It is being replaced partly Paul speaks of it, of interpreting regulative quantity, of course, by some imports from our good friends in Central and South America but the biggest source of all has never been fully tapped. That source is in our own kitchens. Needless to say. this Canada-wide campaign depends of Canada's frying pans and brollers the Bible makes very plain: (1) Eph. not mailed out, but you folks had

small amount we are able to save merely gives life, but IS "The Life." government doesn't move John's daily from dripping and from other If you wish life, you must take Him. premises to your doorstep. So, Mr. sources and decide -that--it hardly As soon as you have taken Jesus, you seems worthwhile. Let us all re- have life (1 Jno. 5:11, 12). If you member that if every percen in Can- have not taken Jesus, you may have way. For nineteen centuries men and ada saves as little as two ounces of existence but you have not life. If women have been testing these words waste fat in a week, it will be an you are anxious to know what life, and they have never failed them. adequate answer to this national war real life, eternal life, is, look at Jesus There is much stress on Christian effort and appeal. Saving waste fats and you will see (1 Jno. 1:2). This, evidences these days. Well, we are by your country, and it is one of the Those who come to Jesus in pure, and women of today have to do is to most important ones on the home simple, earnest faith find that in Him accept Jesus as their Saviour and front, so join the proud ranks of the there is the way to God, in Him is the Lord and they will soon be able to kitchen commandos. Your uniform truth about God, and in Him is the give a reason for the hope that is may be only a plain apron but it can life of God: It is a manifestation of within them. They will continue a plain be as gallant an outfit, as the togs the grace of God that our salvation long time of testimony which has and helmet of the bombardiers in a and eternal happiness are made avail- come down through believers in many flying fortress.

The Sunday School Lesson

SUNDAY, MARCH 14

IN THE UPPER ROOM Golden Text.-Jesus saith unto him. I am the way, and the truth, and the

life: no one cometh unto the Father, but by me. Jno. 14:6. Lesson Text.-Jao. 13:12-20; 14:1-6 Time.-- Tuesday night, April 4, A

Place.-Upper Room, Jerusalem. Exposition.-L "I Have Given You

an Example," 12-30.

"Know ye what I have done to cou?" They did not 'know; it some time before the disciples understood the full meaning of His act, and little do we understand oftentimes what it is that the Lord has done to us. What He had really done was to set them an example whereby He would remove the dirt of pride and selfseeking and self-sparing from their sin-stained souls. They were having a quarrel among themselves as to who should be accounted the greatest (Luke 22:24). Greatly did they need to be taught to take the lowely place of service rather than to seek the exalted place of honor. We call Him "Master" and "Lord" and we do well to call Him so; for "Master and Lord" He is. But if we call Him so let us not play the hypocrite, but let us sounds a little Horatio Alger. At 51

we call Him with our lips. If he, our Lord and Master, per- and President of their growing Airformed the lowliest and most dis- lines. He came out from Kent, Encagreeable service for others, for those land, at sixteen and in 27 years reachunder Him, we too must stand ready ed his present job. He was a railway to perform the lowliest services for clerk at Chapleau in 1908. He won all others. Are we ready to do it? the Military Cross for bravery in the Oh! how we rebel if men do not give First Great War, starting out as a us the honor and respect and place buck private, ending as a Major. He No. 8 Schoolhouse. Namagaweys that we think are our due. Let us now serves without cost to his counwhich has been in commission for seek rather to do service for others. try. Tall, unobstrusive, baldish, asover sixty years will be replaced this Then we shall have the right to call tronomical figures, blg Jobs, he takes Jesus "Master and Lord." But if we in stride. seek honor rather than to be humbly useful we shall have no right to call Jesus "Master and Lord." How deep an impression this incident made tion Board was set up, with its for-afrom a striking allusion to it in his know. It was all part of a nationfirst epistle (1 Pet. 5:5). The serv- wide scheme to do a tremendous job ant is not greater than his Lord, so with the least disturbance and at a every Christian should be satisfied minimum of cost to the taxpayer. with a lot as lowly as that of our There were wheels revolving within Lord. How often we see professed wheels, policies to be determined beservants of Jesus assuming a dignity fore Mr. Unwin's crew got going. Then and a greatness that our Master dis- there had to be directives to those carded. The practice of Christlike who would do the actual work in

II. I Will Come Again, 14:1-7.

In the heart.

"If everyone in Canada saves as hearts and troubled hearts. When means a big saving to the taxpayer, separation is to be succeeded by fellows in Ottawa or Montreal. eternal reunion (v. 3). He does not

almost entirely on the Home Front - 6 is one of the mountain peaks of decision and clarity of purpose but on the continued efforts of everyone Scripture. It tells us the way to God: an absence of any bedlam, a distribuin Canada. This is a challenge to Jesus Himself is the Way. We get tion of ration cards so vast as to every Canadian housewife. restaur- to God through Him, and in no other stultify the imagination unless one ant and hotel owner for it is their way. That way is open to all (chs. was on the scene. job to see that this fat is saved out 10:9; 6:37). How Jesus is "The Way." As you know the No. 2 book was -from the dripping of steaks and 2:13, 18; Heb. 10:19, 20. (2) Matt. to "come and get it." Some of us g chops, beef and pork and lamb roasts. 11.27; Jno. 17:3. (3) Heb. 1:1-3. He just hate to put ourselves out and the chicken and turkey, ducks and geese is not only "The Way" but "The administration realized that. They -must come fat for glycerine so urg- Truth," also: He is "Truth" incar- realized also that Canadians do not ently needed to make explosives for nate. Other messengers of God teach have to be Gestapoe'd into anything. shells and bombs and depth charges the truth: Jesus IS "The Truth." If, and are amenable to reason. And why to win the war-and that adds up to then, we are to know the truth, we shouldn't they be, with a war on? If deadly proportions for Hitler and Co. must know Him (Col. 2:3; Jno. 17: we want to play rummy in the back Individually, we may look at the 3). He is also "The Life": He not of John Black's real estate office, the one of the simplest war aids asked then, is the formula for all people. not afraid of this demand. All men



RATIONING

We who think in terms of 50 chickens and four cows can hardly conceive the magnitude of the task in planning and distributing the millions "This rationing affects about

day," quietly said in the places decided on were conveni-L. B. Unwin. Canada's rationing wouldn't think of things like that out chief, in his Mon- our way. Do you know I was even treal office. Just a little on how the tables were to be arrangbackground of Mr. ed to handle people quickly.

these wartime jobs are being effi iently handled.

rather make Him in our lives what Mr. Unwin is vice-president in charge of finance for the Canadian Pacific,

Local Boards in National Set-up You wondered why your Local Raupon the mind of Peter is evident time inactivity. Now you probably humility in service brings blessedness cities and towns from Sydney, N.S., to Victoria, B.C.

Just imagine the confusion-not to The 14th chapter of John is the even think of your own feelings, if richest vein in the most remarkable you had come in from the farm on gold mine in the world-the Bible. In blustery day and some inefficient, The first clause of v. I is the keynote if patriotic volunteer worker got your to the chapter, especially of vs. 1-27, card all balled up. But all this had V. 27 ends as v. I begins, "Let not been taken care of while you sat out your heart be troubled," and all in the winter around the pot-bellied between might fitly be entitled stove. The Distributing Chief ap-"Thoughts for the comfort and en- pointed by your own Local Ration pend upon the speedy responde to couragement of believers during the Board had definite instructions on phsence of their Lord." The remain- every tiny phase of the operation, and der of v. 1 contains Jesus' infatlible so did the other volunteer workers | 25 prescription for heart trouble: the who are doing, or did, something one who truly believes in God and which is their contribution to the believes in Jesus Christ will never be war effort. Just think of it: all these troubled in heart (Isa. 26:3). We can folks working without remuneration. take our choice between believing That's the home front for you. It

fat in a week, it will produce the number of specific, comforting Mr. Unwin told of the different sets glycerine required for the gun powder thoughts follow. The first is that of conditions which had to be providto smash Adolph, Benito and Tojo. heaven, the Father's house, is a large ed for in distribution for urban and There is enough explosive hidden in place, with room enough for us all, as rural centres. That was worked out ten pounds of waste fat to fire forty- well as for Jesus. The second is that beforehand, with Iceway, given the Jesus is coming back personally to local distributing chief because he take us to that place: the temporary knew local conditions better than the

> The Story Bekind Ration Books send for us; He comes Himself. Any- Do you know that the King's one who has learned to interpret Printer started delivering ration books | 225 Scripture by Scripture can easily to the administration between Janusatisfy himself that the coming here ary 20th and 26th at the rate of a spoken of is the personal Second Com- million n day, with the distribution, ing of Christ by a careful compari- Dominion-wide, set for February 19th son of v. 2 with I Thes. 4: 16, 17. The to March 1st. You know yourself Return of our Lord has ever been what was in each book. They were "The Blessed Hope" of believers in cartons of 1,500 books each, handed (Titus 2:13). Jesus here speaks of it in 50's. There had to be provision. I to banish heart troubles; and when was told, for additional sheets in this passage, he closes with, "Con- underground soft coal miners and diafort one unother with these words." beties. Just imagine the detail in-III. The Way to the Father, 4-6. | volved, and still in this set of Mon-The third comforting thought is treal offices with its clatter of typethat they knew the place where He writers and ringing of 'phones there was going, and how to get there. V. was radiating all over Canada, with

able to us in such an understandable lands.

which were handed in before you got painted just as factually as I ten and coffee which were jerked out want to criticize methods, that's from children's books. Each and democratic privilege. So hop to it scrupulous person get their hands on I hope. them.

Volunteer Workers Dollar Savers

Mr. Unwin told of the vast number of volunteer workers necessary to put the job over. Reports coming to his office, analyzed and bird's-eye-viewed Picks Up, at 70 for his benefit, show that Canadians responded and saved the nation mil- For Red Cross lions of dollars which can be converted to tanks, planes, guns and other instruments of war. "The success of. the whole scheme will depend," he said "upon the resourcefulness and on the hard work which everyone contributes." They rely on that, here in this Montreal headquarters of consumer rationing.

As an outsider looking in Y felt they had evolved a system which aimed at simplicity combined with effective control. I didn't think I had

why and wherefore of rationing. The necessity is plain logic and doesn't take any undue reasoning.

looks to me that turn of cards from ration book No. 1. personal and collective economy is impaired by service during the First

m new one; and the green sheets for make it from on the spot. If you-or I a fervent patriot. "Canada is my every book, card or sheet has to be you feel the urge. But at least you accounted for to avoid letting any un- are getting a little of the background,

Articles by Mr. Greenblat.

West Coast War Veteran Makes Street Salvage His Great Opportunity

VANCOUVER. (CP)-Richard Mc-Laren 70, is playing a personal role in the war effort. His job is "picking up." From morning 'til night, seven days a week, for the past five years he has walked Vancouver streets gleaning from sidewalks, gut ters and waste-bins bits of tinfoil and pieces of old rubber. Through his efthese people with questions on the forts the Canadian Red Cross salvage depot has benefitted by 908 pounds of tinfoil and 279 pounds of rubber. had to figure out such things as re- the picture of Canada's war-time dustry now if his health had not been

Great War. Nevertheless he remains country and I love it," he says. "This is the best way I can help her now."

"Lots of people have tried to stop me salvaging the streets, but when ask them what they're doing for the var effort they leave me alone."

Born in Ontario, Mr. McLaren has lived in Vancouver for six years. Overseas he was a stretcher bearer in the First Great War and on returning resumed his trade of carpentry. "Td like to salute Hitler with a rifleright between the eyes!" he declared.

WEST INDIES CHILDREN

HALIFAX (CP) - Infant welfare rlinics have been established in Basseterree, Leeward (West Indies) Islands. The children are medically examined, weighed and records are kept of their progress. ,



ADVERTISE or be Forgotten!

"I have nothing to sell, so why advertise?" asks many a man who ordinarily seeks business through advertising, consistently and generously applied. The answer is obvious to those on the firing line. It

Keep advertising your name, your brand of goods, your service----even if you have not one item of the goods in stock; even if the raw materials are mavailable, even if there is a temporary decline in demand. In short, keep yourself among those present. Keep your customers conscious of your existence and the fact that you are doing at the old stand whatever business is to be done .----

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