

The Editor's Corner

THE PRESS AND THE ADVERTISER

(No. 4 of a series of articles prepared for C.W.N.A. member papers by B. H. Mortlock, associate editor of the Brampton Conservator.)

The relationship between the newspaper and its advertisers is as important to the newspaper reader as it is to the publisher. New papers are sometimes unfairly accused of being subservient to the advertisers who provide the revenues upon which the newspaper exists. This erroneous impression has been gathered because the average person knows that the newspaper must have advertising to exist, and therefore if he happens to be of a suspicious turn of mind, he concludes that the advertiser must set the policy of the newspaper.

Not only is such a suggestion untrue, but it is unfair both to the newspaper and to the advertiser. Practically every publisher will tell you that few merchants ever attempt to dictate the policy of the newspaper. They may express opposition to some stand the newspaper has taken, but few would go so far as to threaten the newspaper with withdrawal of business, if that policy was not changed to conform with the wishes of the advertiser. The successful merchant is usually successful because he is an honourable man, and few would stoop to the level of threatening a newspaper because its publisher had different ideas on a given question than the advertiser.

The relationship between the advertiser and the newspaper is similar to that which exists between a merchant and his customer, only in this case the publisher is the merchant and the advertiser the customer. The advertiser purchases space in the newspaper because he has a story to tell the readers of the paper. He uses advertising as a legitimate means of drawing custom to his store. If the newspaper continues to provide the service required and adequate returns for the investment, the merchant continues to advertise. When he feels he is not getting that value he ceases to advertise. That too is the relationship which exists between any other merchant and his customer. So long as the customer feels he is getting good value and service from the store, he continues to be a customer. When value and service cease he takes his trade elsewhere.

That, very simply, is the relationship between the publisher and the advertiser. Any suggestion that the policy of the newspaper is dictated by the advertiser is a slander on both newspaper and merchant. Best proof that the advertisers do not dictate policy is the fact that it would be almost impossible to find a group of merchants in any community whose ideas could be so identical that they could formulate the policy of any newspaper.

HOW DOES THE BUDGET AFFECT YOU?

Important news for Canadians in every walk of life was contained in the budget speech of Hon. J. L. Ilsley, Canadian Minister of Finance, delivered before the House two weeks ago. With estimated Dominion expenditures for the next fiscal year climbing near the two billion dollar mark, the Finance Minister explained that it was imperative to raise more money thru taxation, both direct and indirect, and a staff of economic experts has been busy for months drawing up the new scale of taxes.

In order to see how the new budget affects the ordinary man, we'll take the case of Mr. X, who earns \$1250 a year. If unmarried, his income and defence tax last year amounted to \$72.50—\$75.00 defence tax at 3%, and \$35.00 income tax. This year his payment more than doubles to \$162.50, which includes defence tax of 7%, amounting to \$87.50 and income tax of 15%, amounting to \$75.00. If he is married, his defence tax jumps from \$25. (2%) to \$62.50 (5%). Allowance for children has been increased from \$8 a child to \$20, so that if Mr. X has two children, his tax this year will be \$225.00 compared with \$8. last year.

In all cases, the tax has more than doubled, which gives a fair indication of all taxes in the lower income brackets. If Mr. X drives a car, he now pays 3c a gallon more for gasoline. This is the first time the Dominion Government has invaded this field, and farmers will note that there is no rebate allowed to them as in the case of provincial gas tax.

A 20% tax on theatre tickets means that it will cost him an extra nickel when he goes to the Grand Opera House, while if he visits the races in Toronto, he will note a 5% tax on any wagers he makes. The sugar tax is up from 1c to 2c a pound, and taxes have been increased on such commodities as cosmetics, playing cards, soft drinks and glucose.

Increased taxes are noted on beer and wine, while a 10% tax has been placed on railway, bus and airplane tickets. The excise rate on automobiles has been slightly raised, tending to further discourage the purchase of new cars by the consumer. Long distance telephone calls will be subject to a 10% tax in place of the 6% rate now in effect.

Another place where Mr. X may note the effects of the budget is if he is planning to build a new home. The 8% sales tax exemption on building materials has been removed, and this will substantially increase the cost of his building.

BACK TO WORK

Last week we took advantage of the weather for a vacation trip to the western part of this great province of ours. Leaving Monday morning, we drove to North Bay, where we spent the first night, and on to Sault Ste. Marie for the second night. It was the first time we had ventured north of Brucebridge, and it was a real education to get a glimpse of some of the more remote sections of Ontario. Never have we seen so many unpainted buildings as abound along the highway between Sault Ste. Marie and the Soo. It is not an altogether pleasant sight, to contrast the bleak, rocky north-west with our own prosperous farms in central Ontario, and we don't imagine that many of our readers would want to exchange their life for that in this district.

From Sault Ste. Marie we proceeded by the steamer Harmonic to Fort William—a day and night trip on Lake Superior. This cruise is extremely popular in the summer, but at this time of year, the boats are mostly hauling freight, and we were numbered among a mere handful of passengers. Once thru the locks at the Soo, the boat heads for open lake, and for most of the trip, there is no land in sight. In our cabin at night, we peered thru the port-hole into the inky blackness of the night, and we couldn't help but think how different this peaceful stretch of water was to the submarine-infested waters of the Atlantic, where dread of a Nazi U-boat is ever-present.

Early in the morning, we looked out of our cabin window, for our first glimpse of the Twin Cities of Fort Arthur and Fort William, with their gleaming white grain elevators. Like many another Ontario town, the housing problem in these cities is acute. An influx of workers to the Canada Car and Pounding Plant has taxed existing housing facilities to the limit, and it is next to impossible to rent a house of any description. Leaving by train on Sunday night, we arrived home Tuesday morning, with another edition of the Herald on lap. We enjoyed our vacation, but even more we enjoyed getting back home and into the swing of work again.

QUEEN'S CANADIAN FUND

London Bridge is falling down.
My fair lady!
Be it said to your renown
That you wore your fairest gown.
Your brightest smile, and stayed in town.
When London Bridge was falling down—
My fair lady!
— Mary Winter, in the Chicago Tribune.

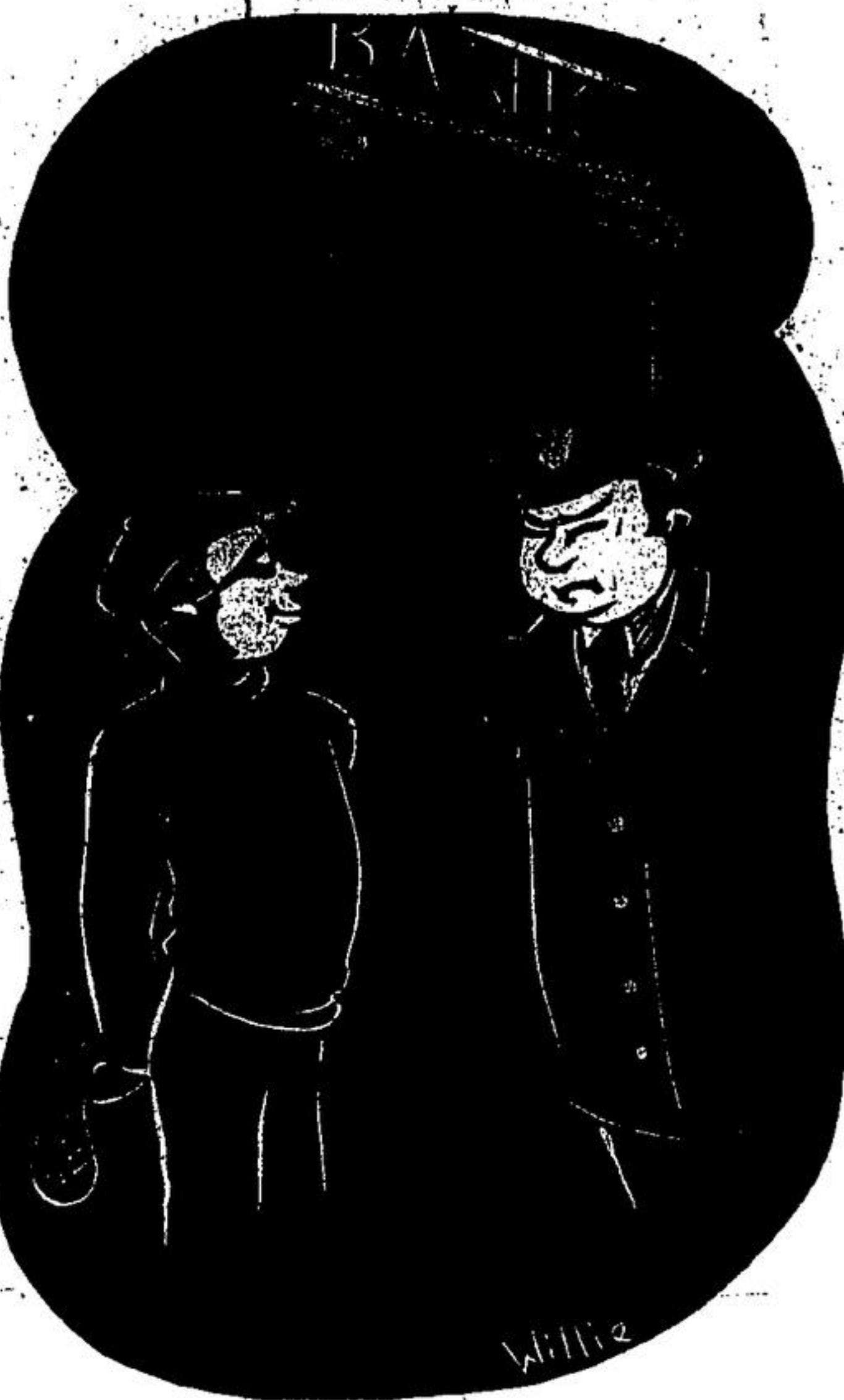
We Canadians will not easily forget the month of May, 1939. We were hosts, then and proud of the privilege, to the two people who stood as a symbol, at once of Canada's nationhood and of her place in the British Commonwealth. From the first, we were honored by the visit; but as it proceeded we were, above all, captivated by the visitors. What might have been a coldly official ceremony became in fact a heart-stirring display of loyalty and love, evoked most of all by the graciousness and charm that radiated from Her Majesty.

We assured her a thousand times of our fealty and devotion. We showed them in every way we could think of, as long as she was with us, and when the time came for the departure, and the school-children of Halifax sang "Better 'o'ed ye canna be—will ye no' come back again?" We would have asked nothing better than to make some great and costly gesture, to prove our chivalrous eagerness to serve the Queen.

Within six months our loyalty was put to the test, and we can proudly say it was not found wanting—the more proudly, that we did not see them as clearly as we do now that it is Canada itself that we are fighting for. And now in the midst of our war effort there is a direct appeal to our chivalry, made by the Queen herself—an appeal precisely on behalf of the weak, the helpless, the unprotected, whom chivalry delights to succour—who are to be helped by the Queen's Canadian Fund for Air Raid Victims.

If there is one thing that has impressed us in this war it has been the mass heroism of the English civilians. The parents separated from their children, who are put under the care of strangers—the men and women returning from work to find their homes wiped out and all their possessions destroyed—the long and desperate hours in factories, followed by nights of fighting fires or disturbed sleep in field shelters—all this misery and anguish have been beading now for months on a nation of men and women sustained only by an iron will to victory. And it is in our case, as well as their own, that they are suffering; but for an accident of geography it might be on us that bombs are raining down and destruction spreading on our cities and our homes. We may well be thankful for our immunity; we should be callously selfish if we did not sympathize with their distress. To alleviate that distress, as far as it is in our power, is the object of the Queen's Canadian Fund for Air Raid Victims.

The Herald War Victory Fund is associated with the Toronto Evening Telegram Fund which in turn is an adjunct of the Queen's Canadian Fund, directed by the Royal Trust Company, Montreal.



"Officer.— If a tall, dark, mysterious-looking chap comes around asking for "Shorty" Smith, tell him I got tired waiting and went home."

RUNNING OUT

It is said that German generals are taking over the Italian army. Apparently either Italy is running out of generals or the generals are running out of Italy.

— Galt Reporter

CAN PLANT TREES

Every farmer could plant at least 500 trees. That can be done some day after a rain when the land is not in a fit condition to work.

— Farmer's Advocate.

MINUTE MINIATURES

Brief backgrounds in the careers of Canada's Captains of War.



COLONEL HUBERT STETHEM
Director of Internment Operations

Col. Hubert Stethem is director of Internment Operations for the Dominion of Canada, and as such might be described as having been selected to sit out the war atop a hornet's nest which is continually throwing out new sections, increasing its lively, stinging population.

Col. Stethem is responsible for the supervision and coordination of internment operations. The Department of National Defence is responsible for establishing and maintaining the internment stations or camps, and for providing guards, rations, clothing for the persons interned and generally for the internal discipline and administration of the camps and stations. If it weren't so serious, the internment business. Every officer in every army in the world receives instructions that



"THE FINEST FORM IN WHICH TOBACCO CAN BE SMOKED."

If separated from his unit it is his duty to try his hardest to get back to it by any means necessary as soon as possible. It is the recognized duty of every officer interned in the enemy's hands to try continually to escape. From voluminous writings, notably "The Escaping Club," "The Tunnelers of Holmünden," and "Oase Birds," written about the last world war, one realizes that this duty is also the one redeeming enthusiasm of life in internment camps.

Who shall be interned is up to the Minister of Justice, who acts on the findings of the Royal Canadian Mounted Police. In the case of internment handed over to Canada by the United Kingdom, Canada has no responsibility as to who they are or why interned, but merely acts as keeper. Reference in the international code concerning war prisoners is the International Red Cross Committee at Geneva, Switzerland, and refutation is the force that has established the code.

Col. Stethem is a Kingston man, educated at Bishops College School, Lennoxville, Montreal High School, tutored to make his matriculation at the age of 15. He joined his father's textile business in Montreal, was accepted as a bugler in the Victoria Rifles 'at 14, and Subaltern in the Duke of York's Royal Canadian Hussars at 18. Militia Major at 22 he decided on a military career, took the Royal Military College Long Course, gained his permanent commission in the Royal Canadian Dragoons.

He was stationed at Cavalry Barracks in St. John, Quebec, and in 1913 was A.D.C. to Sir Ian Hamilton, British Inspector General of Overseas Forces, on his tour of Canada. Just before the war of 1914 broke out, Stethem married Miss Vera Carson of Kingston, sister of Sir Frederick Carson, currently in charge of the clearing up operations which follow the bombings in Great Britain.

Col. Stethem went overseas with the First Division, served in France till wounded late in 1915 and was sent back to Canada to convalesce. He then helped organize the 77th Battalion at Ottawa, and was afterward sent to New Brunswick where General Sir Hugh Havelock McLean, M.P. was establishing his Province as military District number 7. Stethem was made Provost Marshal to the Polish army organizing in Canada and the United States under the French Government. He then joined the C.E.F. for the expedition to Russia to assist General Kolchak around Vladivostok, returning to Canada in May 1919. After a year in the hospital he did seven years of regimental duty, then joined the staff of R.M.C. By 1932 he was Administrative Officer of the College. In October, 1937, after thirty-five years and a day serving his country, he went on retirement, settled down in Kingston, went into business, took active part in the affairs of the community.

September 2nd, 1939, saw Stethem already in Ottawa, assistant to General Faneau, and on the General's departure on October 16, 1940, succeeded him as Director General of Internment Operations. As a retired regular army officer disqualified for service overseas, he was very glad to be able to handle a big job in the present conflict, but no one could call it a pleasant post.

TOMMY CHURCH WANTS AIR RIFLES ABOLISHED

T. L. Church, M.P., wants air-rifles abolished, citing as proof of their danger a Toronto woman who lost an eye when a shot from one of these weapons went through a street window. Mr. Church is perfectly right. The air rifle is not a toy but a dangerous weapon, and especially dangerous because invariably it is carried by a thoughtless boy.

Teacher: "Robert, what are you going to do when you grow up?"
Robert: "I'm going to be a grandfather and just sit around telling everybody how cold the winters were when I was a boy."

TENDERS FOR COAL AND COKE

Sealed tenders addressed to the undersigned and endorsed "Tender for Coal," will be received until 3 P.M. (E.D.S.T.) Thursday, May 23, 1941, for the supply of coal and coke for the Dominion Buildings throughout the Province of Ontario.

Forms of tender with specifications and conditions attached can be obtained from the Purchasing Agent, Department of Public Works, Ottawa, and the Supervising Architect, 36 Adelaide St. East, Toronto, Ontario. Tenders should be made on the forms supplied by the Department and in accordance with departmental specifications and conditions attached thereto.

When the amount of a tender exceeds the sum of \$5,000.00—whether it be for one building only or more—the tenderers must attach to their tender a certified cheque on a chartered bank in Canada, made payable to the order of the Honourable the Minister of Public Works, equal to 10 per cent of the amount of the tender, or Bearer Bonds of the Dominion of Canada or of the Canadian National Railway Company and its constituent Companies unconditionally guaranteed as to principal and interest by the Dominion of Canada, or the aforementioned bonds and a certified cheque, if required to make up an odd amount. The Department also reserves the right to demand from any successful tenderer a security deposit in the form of a certified cheque or bond as above, equal to 10 per cent of the amount of his bid to guarantee the proper fulfillment of the contract.

By order,
J. M. SOMERVILLE,
Secretary,
Department of Public Works,
Ottawa, April 26, 1941.

Canada's third Victory Loan of the present war will be offered to the public starting June 2nd.

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Gray Coach Lines
TIME TABLE
Effective Sunday, October 6th
(Eastern Standard Time)

LEAVE GEORGETOWN

Eastbound to Toronto	
f 6:14 a.m.	4:08 p.m.
9:18 a.m.	6:48 p.m.
11:48 p.m.	9:13 p.m.
o 2:23 p.m.	
Westbound to London	
9:36 a.m.	6:00 p.m.
x 12:06 p.m.	8:15 p.m.
2:06 p.m.	10:35 p.m.
ay 4:06 p.m.	12:15 p.m.
a—Except Sun. and Hol.	
b—Sun. and Hol. only	
c—Saturdays only.	
d—Except Sat., Sun. and Hol.	
e—Sat., Sun. and Hol.	
f—Daily except Sun.	
x—To Kitchener.	
y—To Stratford.	
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C. N. R.
TIME TABLE
Standard Time
Going East

Passenger	6:16 a.m.
Passenger and Mail	10:03 a.m.
Passenger and Mail	6:45 p.m.
Passenger, Sunday only	8:31 p.m.
Passenger, daily	9:41 p.m.
Toronto and beyond	

Going West

Passenger and Mail	8:34 a.m.
Passenger Saturday only	1:16 p.m.
Passenger daily except Saturday and Sunday	6:09 p.m.
Passenger and Mail	6:45 p.m.
Passenger, Sundays only	11:30 p.m.

Going North

Passenger and Mail	8:45 a.m.
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Going South

Passenger and Mail	6:50 p.m.
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Depot Ticket Office—Phone 30w