

"As We See It"
By J. A. Strong

PERHAPS, due to the use of radio for advertising purposes more so than to any other agency, we consumers of the twentieth century, have become accustomed to being entertained by programs, daily, or call it what you like, along with an invitation to purchase almost everything from corn plaster to corn flakes and from tooth paste to headache pills. In spite of the entertainment which we have become accustomed to associate with these different articles we still use some of them, and in other cases we still refuse to even consider purchasing of their products, although we may really like their programs. We do not doubt for a moment that this publicity, which has become the fashion, has increased the sale of those particular articles that have been given the publicity, in fact if it had failed to do so the advertising would have been discontinued long ago. However, when it comes to selling Dominion of Canada Victory Bonds, somehow we don't get the idea of using somewhat similar tactics to put them across. If we haven't the wherewithal to invest in some of those bonds no amount of entertainment is going to help us finance them. On the other hand, if we have some spare money and read or listen to the war news three days and as a result have some idea of the need of more tools to finish the job, we shouldn't require any entertainment to help us make up our minds to invest to the limit of our resources in this present Victory Loan. Perhaps some of the publicity given in connection with this recent loan has been donated, however, we imagine that most of it has been paid for and it must have cost the Dominion quite a good deal to advertise this loan. No doubt it will be considered money well spent and yet somehow we would have liked to think of Canadians all across the Dominion lining up to purchase these bonds without having the Government going to all that expense of publicity and of entertainment. We may have to do without a great deal of it yet before this all-out war is won.

FROM TIME to time we hear considerable criticism regarding the expense of putting on the Victory Loan Drive. Recently we noticed the figures in regard to the expense of putting on the last loan and as it was the first time that we had noticed them we thought them interesting. The first Victory Loan which you may recall was put on last June was put on at a cost of thirty over a million. We would think that a very satisfactory situation and could scarcely be considered excessive.

NO DOUBT all of us, at one time or another, have had to do without something that we wanted badly because of the lack of funds to purchase the desired article. It may have been 10 gallons of gas that we wanted for some trip, or again it may have been a new set of tires that we thought we needed. Today the tables have turned and we find that while we may have the cash on hand to get this, that, or the other thing, they are not to be had. It started off with just a few articles that were scarce and we are all familiar with the regulations in regard to the sale of sugar for instance because of its scarcity. Now the number of scarce articles is increased because of the situation in the Pacific and of the East Indies in particular. They supplied us with tin, rubber, rope and spices among other things, and it is going to be difficult to get these items any other place. It is a peculiar situation, we used to think that the possession of wealth was an ideal aim for most of us because of the fact that wealth would purchase almost anything that we desired. However, today the possession of wealth has taken a new angle and we find that so many goods that we want are not to be had at any price. Money itself won't take the place of those goods. It wouldn't make very good seasoning for instance, and it won't take the place of spice in cookies.

THIS 1942 IDEA of cutting out unnecessary frills seems to be spreading. In one of the exchanges we notice an announcement by one of the leading grocery stores in that weekly's home town. The store is going on a strictly cash and carry basis. It so happens that we are familiar with that firm's story and remember when the business was started. We would imagine that the store gets about half of its trade from country customers and the other half from the town folk. They are cutting out deliveries altogether in town and explain this by stating that the country folk come in and get their supplies, pay the same price for them as do the town folk and that the country folk take them home with them. The town folk purchase their supplies in small quantities and expect them to be delivered. They suggest that the small son with the sleigh or wagon go for the groceries for his own folk and where there is a scarcity of small boys make use of the neighbors. This firm has always been successful and it will be interesting to note the success or failure of this new venture. Of course we have often noticed an attempt to put this idea into practice, however, it has so often failed because of a lack of back-bone on the part of the firm attempting the innovation. Right now looks like a real time to try it out and it should be successful.

"MYSTERY OF PEARL HARBOR"
3 SPECIAL PICTURE PAGES
with text in Pictorial Review with this Sunday's (March 1) issue of The Detroit Sunday Times. Included among illustrations will be a full color picture of the USS Arizona in flames after the Pearl Harbor attack; full color portraits of Rear Admiral Kimmel and Major General Short, plus other illustrations. Be sure to get The Detroit Sunday Times this week and every week.



T. L. LESLIE, vice-chairman of the Second Victory Loan Committee, also acting as a canvasser in the current campaign.



"IN OUR MAIL BAG"

February 21, 1942.
Mr. Editor:
Kindly allow me space in your paper to require why we should be asked to put our clocks on an hour ahead of standard time, which has stood for almost two thousand years, without question, when it is detrimental to the basic industry of Canada.
Our country is at war, and the farmers have been asked to do their utmost to feed our army, that we be able to win the war. We are anxious to do so, as we realize that our all the clock be put on an hour, that means, rise in the morning at four o'clock instead of five.
The first we have to do, is to turn on the electric lights and hustle the fire along. The wood and coal costs money, and the electricity bill has to be paid. The cows have formed a habit for milking time; you advance that time an hour, and you interfere with the flow of milk, and get less.
In the summer-time, when the dairy herd is on pasture, at four o'clock in the morning, you will find practically everyone of them lying down chewing their cud, thus converting the fodder into milk, you interfere with their quiet, peaceful habit and the flow is less, much worse when we come to the milking time around 5 o'clock p.m. when the flies are at their worst, which is terrible for the cows to stand, and worse for the milk. If you have to resort to fly-tox and such things, they cost money.

The chickens do not want their feed until almost daylight. You would not buy our fruits, cherries, currants, or berries if you knew they were picked with the dew on them, because they spoil in the jars. The haying and harvest is a pain in the neck, for you are ready to rake and draw in, and the dew is on the grass and grain, because the sun is not up to dry them off ready for the day's work.
Our farms are so depleted of man power that it is about all we can do, to perform the duties laid upon us at the present time, and we are asked to do more.
Will you kindly tell me, what are the advantages of advanced time to the city and town people, other than for the sports to enjoy themselves. If so, kindly let us know, we want to cooperate if it is for the greatest good to the largest amount of people, without grinding the very last grain that is in us.
Fellow farmers, is what I say not true? If so, aren't we land owners and own Canada! Have we nothing to do but submit to an injustice to our industry and to us? Then why not speak kindly, but firmly to those who are paid to make laws for our country. We are not arts or peasants, but sons and daughters of the pioneers who cleared our homes out of the forest, and deeded them to us.
We have tried faithfully to hold them, and if we don't assume our ownership, they may soon slip away from us.
Why can't we join forces, put our shoulders to the wheel as our people for we are told that every kingdom divided against itself is brought to dissolution; and every city or house divided against itself shall not stand. Together we stand; divided we fall.
KANADA FOREVER.



W. A. WILSON.

W. A. Wilson, ex-recrue of Esquimaux, and a member of the 1942 Esquimaux Township Council, combines the duties of vice-chairman and canvasser in the campaign for sale of Second Victory Loan bonds in the Georgetown district.

News items are always appreciated for the Herald. Send them in early in the week, and help make your hometown newspaper as new as possible.

Save Gas!
LEAVE YOUR CAR AT HOME
GO BY BUS
BUSES LEAVE GEORGETOWN

For Toronto		
7:08 a.m.	8:18 a.m.	11:30 a.m.
2:23 p.m.	4:33 p.m.	6:50 p.m.
For London		
8:50 a.m.	2:30 p.m.	6:50 p.m.
s—Sun. and Hol.		
b—Daily ex. Sunday		
(Eastern Daylight Saving Time)		
Tickets and information at		
W. H. LONG		
Phone 19 — Georgetown		

GRAY COACH LINES



STOP THIS MENACE

THE MENACE of a hateful way of life casts its shadow across our homes. Victory Bonds will raise up a shield against it.
So buy Victory Bonds to the limit. We cannot be half-hearted while this danger threatens our very shores. Let us go full out now and give such vigor to our country's effort as to speed the day of victory.

This is the least we can do—to lend our money for our country's defence. Buy a share in victory today—buy Victory Bonds.

HOW TO BUY—Give your order to the Victory Loan salesman who calls on you. Or place it in the hands of any branch of any bank, or give it to any trust company. Or send it to your local Victory Loan Headquarters. Or you can authorize your employer to start a regular payroll savings plan for you. Bonds may be bought in denominations of \$50, \$100, \$500, \$1,000, and larger. Salesman, bank, trust company or your local Victory Loan Headquarters will be glad to give you every assistance in making out your order form.

Come On Canada!
BUY The New VICTORY BONDS
National War Finance Committee, Ottawa, Canada