

.. With the Army ..

Mingled exultation and regret were felt by Army men, crowded on the scene of a cliff near Sarcee Camp. Alberta, one night recently as whispered word spread through the darkness that Canadian forces had landed in Sicily. For the most part, there was jubilation, as these crouched defenders waited for the attack of an assault force during the mock battle. One or two cost-blessed faces, however, showed regret. These were men returned from overseas and their comments at having missed the great show were bitter.

"For three years I waited," said one, "to see the boys in getting a chance to see gold steel through those blasted British and here I am playing soldier."

The mock battle was a demonstration put on for 1,600 Reserve Army Soldiers at Camp Sarcee by members of the Officers' School of Instruction at nearby Currie Barracks. It highlighted the first week in camp and for the men from all parts of the province attending the annual training session it provided an excellent picture of the fighting formula used by Canadian troops.

The fact that the show coincided with opening of the second front in Sicily lent an atmosphere of grim

reality to proceedings.

The Canada-U.S.A. border at Detroit and Windsor has been re-opened to Canadian troops. It was closed following the extensive race riots which occurred in Detroit not long ago.

Here's a new slant on "man-bites-dog."

When Capt. J. T. Freeman, gas officer of the Reserve Army Camp at Sarcee, Alberta, took up his residence in one of the huts, he found the territory already occupied. And the incumbents, a family of slunks, were prepared to wage war to the finish.

First effort made by the odiferous carriers was, of course, a gas barrage, which they released through the floor of Capt. Freeman's hut. A dauntless warrior himself, the Captain determined not to give an inch. He donned his respirator, found it worked against the pervading aroma of slunks, and bedded down for the night, proving also that one can sleep with a respirator on.

Next morning, however, victory belonged to the aromatic rodents. Captain Freeman moved out.

With a husband and six brothers in

the Army, Kathleen Wilson, daughter of Mr. and Mrs. Charles Mace of Hamilton, found her job as stenographer in a Hamilton electrical store rather dull stuff, so she enlisted in the Canadian Women's Army Corps, and signed the colour unanimously.

Pte. Wilson was married to Signum R. O. Wilson, R. O. Sign. He went overseas the next July, and it was only five months later that Kathleen enlisted in the C.W.A.C.

Five brothers of Kathleen Wilson are overseas with the Canadian Army. Another is in service with the Royal Canadian Navy, and a seventh brother, Charles Mace, recently had honourable discharge from the Navy. Pte. Wilson's father is a veteran of the South African War and the Great War.

Marriage of an unofficially estimated \$500 Canadian soldiers overseas to English and Scottish girls has created a next-of-kin problem for authorities at National Defence Headquarters in Ottawa. It means that they have changed the address of their next-of-kin from their Canadian folks to that of their British wives with addresses in the United Kingdom. Dependent's allowance is forwarded to the new recipients by a treasury officer at Canadian Military Headquarters overseas.

If a soldier who has married since proceeding overseas becomes a casualty his wife as immediate next-of-kin will be notified as a matter of routine, but

Records now advise that the soldier's former next-of-kin, that is, his mother or father in Canada, will also be notified.

Casualty lists are issued only after confirmation has been received that next-of-kin have been officially notified. The Canadian home town of the casualty as usually shown on the list is assumed to be the same as the home town of his next-of-kin. If, however, his next-of-kin (wife) is in the United Kingdom, his Canadian next-of-kin and address will also be shown.

PLACING MORE CONFIDENCE IN PAID ADVERTISING

Few tributes to advertising have been more impressive than that paid by the Hon. O. D. Howe, Minister of Munitions and Supply. Mr. Howe confessed that the form of rationing for commercial vehicles was so complicated that it was beyond his powers to explain and that advertising would be used to clarify it.

Such a statement from such a source is another indication that advertising, instead of being headed for the heap of war casualties, is pulling its weight in the war effort. Marketing's pages during the war years mirror the part played by advertising in this conflict. It is an illuminating record. Advertising has stimulated war production beyond measure. It has lifted civilian morale repeatedly. It has

enabled Ministers and administrators to clarify complicated measures and intricate regulations. It has unraveled many a knot and been the key to the exit from many a maze. Professors may not like it but Ministers of the Crown and their administrators are coming almost to dote on it. Gradually they are placing more confidence in the potency of paid advertising than in "free publicity."

War-time advertising has brought consumers to the point where they look to it for guidance and help. Housewives are clipping advertisements and keeping them for reference. It is teaching them more about economical cooking and meal planning, the use and repair of domestic appliances and house furnishings, than they ever learned from the "Women's Page." Householders have been enlightened about plumbing and heating and ventilation, about the upkeep of automobiles and tires. Even farmers are learning to take care of their field equipment, and retailers have been educated in economics of operation.

Advertising during the war has re-established itself as a tremendously educational force. If the charge be true that sometimes it has induced people to spend more money than they should, advertising has amply atoned for its over-enthusiasm by its unforgettable lessons, since September, 1939, on how to buy the most with the least expenditure.

IMPROVED UNIFORM INTERNATIONAL SUNDAY SCHOOL LESSON

By HAROLD L. LINDGREN, D. D., of the Board of Christian Education, U. S. C. A.

Lesson for August 1

LESSON TEXT—Exodus 5:2-21; 6:1-12; 7:1-13.

GOD BELIEVES HIS PEOPLE

LESSON TEXT—Exodus 5:2-21; 6:1-12; 7:1-13.

Why doesn't God do something? People are quick to ask such a question in a time of crisis. Today they want to know why God permits the war to go on. In the day of our lesson Moses wanted to know why God did not deliver His people from Egypt. He and Aaron had been appointed of God to lead them out, but their first efforts only met with failure and increased persecutions.

The complaint of Moses, and the response of God make an instructive story for our consideration and guidance. It will answer our questions.

I. Moses Said, "Thou Hast Not Delivered Thy People" (Exod. 5:2, 23).

When the efforts of Moses brought heavier burdens on the people they blamed him and Aaron for making their situation worse. This sorrow and shame made them doubt God's calling and commission. How quickly men are discouraged in their purpose to serve God.

The people were wrong in their attitude. They should have been patient. They ought not to have assumed that the loss of the first skirmish meant the loss of the whole campaign.

Are we not just like them? The new minister or the recently elected Sunday school superintendent makes a mistake and instead of helping him to pick up the pieces and start over, we decide that he just will not do, that we must have a change.

Even though the people were wrong, however, the man of God should not have lost his faith and accused God of failure to keep His promise. He was supposed to have learned the lesson of patience in the long years on the backside of the desert. Had he forgotten the experience of the burning bush?

II. God Said, "I Am Jehovah, Thou Shalt See What I Will Do" (Exod. 6:1-7).

In other words, Moses was to remember that he was dealing with the Eternal One, unchangeable, and always true to His word and able to make His will come to pass.

So often men in dealing with God think of Him in terms of their own weakness and failure. What we need is to have a Godlike conception of God, not a manlike idea of Him. God is the infinite and Eternal One with whom we have no right to quarrel, and whose dealings with us are too high for us to judge (Ps. 139:1-8).

God's covenant with His people was established (v. 4). He had heard their cry (v. 5) and His deliverance was sure (v. 6). The only thing Moses had to do was to wait and see God work.

That word "wait" is a little one. It seems to call for no effort, to be easy of fulfillment; yet it seems to be the hardest thing for a human being to do. Men who carry the burden of active warfare with ease and with honor become discouraged and sick when they must sit in a prisoner's concentration camp and wait for deliverance.

Christians who can speak and work for God when things are active and moving become querulous and despondent when they have to wait for something to happen, or when they are laid aside for a time.

His promise is sure. That is not just a religious sentiment. It is a fact, and it is proved by history. Note that in the case of Moses—

III. History Said, "It Came to Pass the Selfsame Day" (Exod. 12:51).

Moses had to take God's word, for "the selfsame day," which we read here came later. It came in God's own time, after He had, through Moses, humiliated and broken the hard will of Pharaoh. Then He gave His people the great memorial feast of the Passover, teaching them the needed lesson that redemption is by the shedding of blood.

In that night Jehovah did bring the children of Israel out of the land of Egypt. That deliverance was as certain the day He made the first promise to Abraham (v. 3, and Gen. 12:1-3) hundreds of years before, as it was now that it had been accomplished.

History is really God's story, revealing His outworking of His plan for mankind. The torn and blotted pages are man's handiwork. Sin and unbelief have caused Him to hinder the work of God, but God is not defeated, and in the midst of man's self-created chaos, He proceeds quietly to work out His own purpose.

The many prophecies of Scripture which have been fulfilled not only prove its divine inspiration, but demonstrate its dependability. Every promise of God is "yea and amen" in Christ (II Cor. 1:20, 21). We can count on that!

VOTE WEDNESDAY, AUGUST 4 FOR LOWER TAXES - BETTER INCOMES A SECURE FUTURE

The people of Ontario have much to gain from the Progressive Conservative programme, outlined by the Leader, George Drew, on July 8th after months of consultation with farmers, merchants, drovers and all classes of citizens all over the Province.

The Progressive Conservative Government will:

- 1 Establish county committees of leading farmers to plan production and distribution of farm products to meet domestic and foreign demands on a profitable basis—to assure for the farmers a fairer share of the national income.
- 2 Eliminate speculation in livestock by converting stock yards into a province-wide publicly owned service.
- 3 Relieve farmers and all home owners of one-half the school taxes.
- 4 Revise the whole provincial tax system to stimulate home improvements and house building.
- 5 To provide for every child all the education that can be usefully absorbed.
- 6 Introduce such vocational training in schools as will imbue farmers' children with pride in and love for agriculture as a basic and honourable calling; and fit them to make it in their own life time a more gainful occupation than it has been in the past.
- 7 Educate the rising generation to earn their own living and make their own way.
- 8 Improve the health of children by furnishing them with adequate medical and dental care.
- 9 Increase mothers' allowances and old age pensions.
- 10 Reduce the cost of electric power to farms and homes.

The rural population, which in more senses than one have their feet on the ground, will approve the note of authority and confidence which animates the Progressive Conservative platform. The farmers will welcome the advent of a strong aggressive administration to Queen's Park—an administration which will employ the most advanced economic and scientific methods to develop and utilize the agricultural, mining, forest, and other natural resources of the Province, to build up a strong provincial economy, furnish steady employment to men and women and establish social security for all classes.

The Progressive Conservative Programme affirms that the moral, spiritual and material welfare of Ontario will be best assured under British democratic institutions and within the British Commonwealth of Nations and Empire.

THE ISSUE IS NOW IN YOUR HANDS... VOTE FOR

- (1) The Progressive Conservative Candidate—(No Party in the history of this Province ever attracted a more representative group of candidates). The Party is pledged to carry out every commitment given in the Drew 22-Point Programme. Drew has faith in Ontario, faith in its people, faith in the future. Only Drew can win.
- (2) We want and need a change—vote for a change—but weigh the facts. Don't vote for a party whose aims you have never studied or who would destroy individual property rights and everything else you hold dear. Drew's programme is clear and sound. Don't cast a vote that will set Ontario back 100 years. Vote to assure George Drew a strong working majority in the Legislature.

Take the necessary time off on Wednesday, 4th of August, and mark your ballot for the Progressive Conservative Candidate.

MAKE ONTARIO STRONG



AND AVOID ANOTHER COSTLY ELECTION

Published by Progressive Conservative Party of Ontario