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**It's Up To Us!**

*Invest*  
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"It is up to us to see that the wheels of our war industry are kept turning to maximum capacity, to accept the sacrifices and readjustments that are necessary to feed the war machine and to do so ungrudgingly, to find the money to finance our effort and to give it with both hands, to sink our petty differences and present a united home front to our enemies."—**JAMES S. DUNCAN, President and General Manager.**

*"Help Finish The Job"*

**(MASSEY-HARRIS CO. LIMITED)**

**Brantford Roofing — FOR 36 YEARS FAMOUS FOR QUALITY PRODUCTS**



● Brantford Roofing Products bring added safety and comfort to thousands of Canadian homes. Today, Brantford Roofs constructed many years ago are still resisting the elements as dependably as the day they were built. Vital protective features are combined with distinctive beauty to give you outstanding value in Brantford Roofing. When you build or repair, ensure years of satisfaction with Brantford Roofing.

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**Brantford Roofs**  
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BRANTFORD, ONTARIO  
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A good lawn is impossible without a good Lawn Mower. Let us show you a NEW ENGLAND, the strongest, lightest running, low priced ball-bearing Mower we know of.

**Lawn Rakes, Dandelion Rakes, Turf Edgers**  
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**UNEXCELLED!**  
**PIONEER AND Q.O.C.**  
**CHICK STARTER FOR 1941**  
—QUALITY AND PRICE—  
**ALSO PEAT MOSS**  
Use Pioneer "HEALTH FLUSH" and prevent Diarrhoea

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"OLD COMPANY" ANTHRACITE  
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**CEMENT — LIME**  
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**In Juan Fernandez Isle**

A long-lost relative of the tobacco plant, a sort of missing link which may help scientists to improve further the modern nicotiana breed, has been found in the Juan Fernandez islands, a University of California official has announced, but it will take a special one-man expedition to get it.

Dr. T. Harper Goodspeed, director of the university's botanical garden, said a lone Chilean collector working under his direction had located the plant growing from a cliff on Mas Afuera, one of the islands.

But the collector could not reach the plant. With a rope ladder he dragged down a few leaves and stems and they were rushed to Berkeley where they were identified as a specimen of the long-sought tobacco relative.

Dr. Goodspeed announced he would send a collector to the islands again in search of seed from the plant and perhaps to collect other valuable seeds.

**Warning Against Boom Revival**

Warning against a revival of a "boom psychology" that opens the throttle wide without thought of the future, Lewis H. Brown, president of Johns-Manville corporation, called upon leaders of the building industry to prepare to take up the slack that will follow the present spending program for defense.

Recalling as a precedent the 1931 conference on home ownership and home building called in Washington by the government, Brown suggested that today a fresh opportunity exists to demonstrate a similar kind of real co-operation between government, labor and building industry in attacking some of the problems which must be solved to make possible the "rebuilding of America."

Facing one of the greatest opportunities in its history and now aided by the government's large expenditures on construction work incident to the national defense program, the building industry still has many problems to solve, Brown said.

**Making New Window Cleaner**

Few of us realize the part that clean windows play in our home and community life. They bring sunshine and air to the family within, and joy to the passers-by who can not resist a glance at their sparkling brightness. Windows that shine, a gay potted flower, and the humbly of cottages takes on an aspect of happiness.

It is not easy to keep the outside of our window panes clear and shining. A dash of rain, and their brightness is gone. However, the inside of the window is simple enough to clean. Usually nothing more than clear warm water with a small amount of fine-quality household ammonia added is necessary. This is especially effective if there is a film of grease on the window pane, as there might be on kitchen windows.

**RADIO SPOTLIGHT**

**DJING WITH DAVE**

First Canadian to join the parade of stars from the United States to participate in the War Savings Committee Concert series and the subsequent concerts in aid of the War Loan is Percy Faith, Toronto-born arranger-conductor, now a headliner from the Chicago studios of NBC.

Percy Faith will return to his hometown to take charge of the fourth concert in Massey Hall, which is to be broadcast coast to coast over the network of the CBC Friday, May 23rd, at 10.00. Today he ranks among the leading maestros of modern music entertainment in America. His brilliant arrangements were heard first in CBC presentations from Canadian studios in such internationally known programs as Music By Faith, Streamline and Bands Across the Sea. This top notch program will be heard in this part of Canada from CKOC.

One of the best quiz shows in Canada is the Young Canada On Parade program from CKOC on Friday nights at 7.30—when the youngsters have a fling at answering the puzzlers. Heard from its originating station, and through CKTB, St. Catharines; CKPC, Brantford; and CKCL in Toronto, children from each of these communities participate in the program—and many bright ones have turned up.

Tune in on this show and see if you are as smart as little Mary or Willie—and, too, there's a prize for the smart ones in the listening audience.

Swing fans who like their jazz neat, but not raucous, get a break this week when the Cats 'n' Jammers, WOR's in-the-grove show with Erskine Butterfield, acquires more time on the air and a new pot. Cats 'n' Jammers are now heard every Sunday from 7 to 7.30 p.m. (instead of Fridays from 1.45 to 11 p.m.)

Augmenting the torrid talents of pianist Butterfield will be Helena Horn, blue singer from Cafe Society Downtown, who will be on the new Cats 'n' Jammers session every week. Although she is only twenty-three Miss Horn has been singing the blues for over seven years.

The Chase and Sanborn branch office in Los Angeles took great pride in a letter they received from a patron two weeks or so ago. It said that the writer had been using the firm's coffee in his home for many years and hadn't missed one of those Sunday night shows since May, 1937. Now, it continued, the writer was opening a coffee shoppe at his own airport (Montebello, Calif.) and would like to use the coffee there, too. The hearing branch chief asked the writer's name, and learned it was—Edgar Bergen!

Old timers will have their innings in a new Crosby picture that is being readied. Bing will sing such songs as Wait Till the Sun Shines Nelly—By the Light of the Silvery Moon—and that venerable tear jerker, Waitin' at the Church. Bing has a soft spot in his heart for the songs of yesterday, and it was largely at his insistence that the film was made.

Trivia: Believe it or not, but such tough fellows as Jack Dempsey, Max Baer and Lou Nova are all victims of "Mike Fright" when they go, in a radio studio... American news commentator Elmer Davis will go to England for first-hand look at proceedings... Artie Shaw has another mad on and will retire for a while... Songstress Dolly Dawn will take over George Hall's orchy.

Exploring the beauties of nature or the effect of a new word on their beloved public, it's all the same to the erudite unconventional, Woodhouse and Hawkins. Now they are exploring a form of life new to them—life in the East. The famous comedy team from Winnipeg has arrived in Toronto and taken up residence in a house which already assumes the air of breezy hospitality known only in the great open spaces. The boys have made themselves indispensable in the new summer show, "Marching in Springtime", and they will add zip to the air waves each Monday at 8.00 p.m. EDST.

Note for the ladies—a program with a lot of interest and charm, is Salute to the Bride heard from CKOC each weekday morning at 11.30. News of weddings, engagements, and other items of interest to the ladies, are featured on this half hour chat with Jean Gillard. Then, too, there's a well-filled cedar chest that you, you, or you may win by just sending in your name. It's something you should get in on.

Walter Compton's Double or Nothing show from the WOR-Mutual network is one of the fastest paced question and answer shows on the air, being heard Friday night at 8.00 o'clock from the American network.

That bushy-haired cigar-puffing vaudeville and screen comic, Jay C. Flippen helps pace the comedy in this program.

The irrepressible Beatrice Kay and jaunty Joe E. Howard co-stars of the Gay Nineties Review, join in taking the Columbia network audience back to the turn of the century with music, song and comedy.

This pleasing review is heard over WOR Mondays at 8.30.

Al Taylor has a simple but effective method of picking out the tunes he plays in WBBN's early-morning "Sun Greeting Club" heard shortly after 6.00 o'clock.

"If it's a dull day, I pick out peppy music," explains Al. "If it's a bright, cheerful day, I might choose sentimental music.

I fix it up some way or other—and the rest of the day takes care of itself."

**WANTED!**  
**MEN TO FIGHT**  
**FOR FREEDOM!**



**Get into the battle against Hitlerism—Enlist Now!**

This is Canada's fight—and YOU are Canada. Everything for which you have worked and planned—your life, your home—are threatened by the fiendish attacks of the Huns and though we toil in the factories to produce weapons with which to crush them, these weapons are useless without MEN.

The Canadian Active Army requires men for Artillery, Engineers, Signals, Armoured Cars, Tanks, Infantry, Transport and Supply, Medical, Ordnance and other branches of the Service. The Army is prepared to teach many trades, and to train you to efficiently handle Canada's weapons of war.

Go to your nearest District Recruiting Office. Find out about these Units; how they work, what they do. See just where you'll fit in. See where any particular skill you possess can best be utilized. Then join up for ACTION.

Apply to Nearest District Recruiting Office  
OR  
Any Local Armoury

**DEPARTMENT OF NATIONAL DEFENCE**  
**CANADA**

*You are needed NOW!*  
for  
**ACTIVE SERVICE**

**RATES OF PAY IN THE RANKS**

\$1.30 per Day with Board, Lodging, Clothing, Medical and Dental care provided. EXTRA: (1) Rates varying from 25¢ to 75¢ per day for skilled tradesmen while employed. (2) Dependent Allowances in Cash: \$35 to wife, \$12 each per month for 2 children — only 3 dependents per soldier.

**The UNEMPLOYMENT INSURANCE PLAN**

*To the Employer...*

Contributions to the Unemployment Insurance Fund become payable as from July 1st, 1941.

Contributions are made by the employer and the employee, and are paid by the purchase of Unemployment Insurance stamps by the employer from the Post Offices.

The employee's contributions are deducted from his wages by the employer.

Stamps will be affixed to a special book, called the Insurance Book, by the employer. The book is the employee's record of contributions, and when he becomes unemployed it forms the record from which insurance benefits may be paid. Full details will be sent to you when you have returned the postcard attached to a form which is now in the mails.

The plan of procedure has been adopted after consultation with employer and employee associations and is one which has been based upon thirty years' experience in Great Britain.

The Dominion Government adds 20% to the combined employer-employee contributions, and in addition, pays the administration costs which include the operation of a National Employment Service for the convenience of employers and employees.

Contributions are payable by all persons while in employment and by their employers, with the exceptions listed in the panel below.

The first duty of every employer will be to REGISTER WITH THE COMMISSION by completing the postcard attached to a form which is now in the mails, and obtaining and issuing insurance books for all his employees. If there is doubt as to whether employees, or any of them, are in your employ, or any of them, you return surable, ask for instructions when you return the postal card. If you do not receive a form through the mail go to the nearest Post Office and ask for one. All employers must complete registration prior to June 14th, 1941.

The Commission feels that it can be assured of the full cooperation of all employers. Nevertheless, attention is drawn to the fact that registration is compulsory and any failure to register is an infraction of the law and is subject to penalties.

THE UNEMPLOYMENT INSURANCE COMMISSION,  
OTTAWA, CANADA

**Employers, all of Whose Employees are in One or More of the Employments Listed Below, Need Not Register**

1. Agriculture, horticulture and forestry.
2. Fishing.
3. Lumbering and logging, exclusive of wood-processing mills and plants where continuous in operation.
4. Hunting and trapping.
5. Transportation by water, or by air, and stevedoring.
6. Domestic service in a private home.
7. Employment in a hospital or charitable institution not carried on for gain.
8. Teaching, including teachers of music and dancing.
9. Members of the armed forces or policemen in the public service.
10. Service in the Government of Canada unless brought in by special regulations.
11. Service in the Government of any province unless the government of a province agrees to you being insured.
12. Service under any municipal authority if said authority certifies that employment is permanent in character.
13. Service paid by commission, or fee, or share of profits, if this is not the main means of livelihood and if the employee is not under a contract of service giving the employer control over how and when the service shall be performed.
14. At a rate of remuneration exceeding \$2,000 in a year. (All tradesmen employed in the building construction industry are to be insured.)
15. Casual employment, otherwise than for the employer's regular business.
16. Subsidiary employment, not the main means of livelihood.
17. When the employed person is in the service of his or her husband or wife.
18. Where no wages are paid and the employee is the child of the employer.
19. Where wages are paid for playing any game.
20. Any employment where ordinarily employed (a) for less than four hours a day, or (b) by more than one employer but less than four hours a day for any one of them, or (c) if only available for employment in insurable employment for not more than two days in any week.

**THE UNEMPLOYMENT INSURANCE COMMISSION**  
OTTAWA, CANADA

**Help Your Country to Victory! ENLIST NOW!**