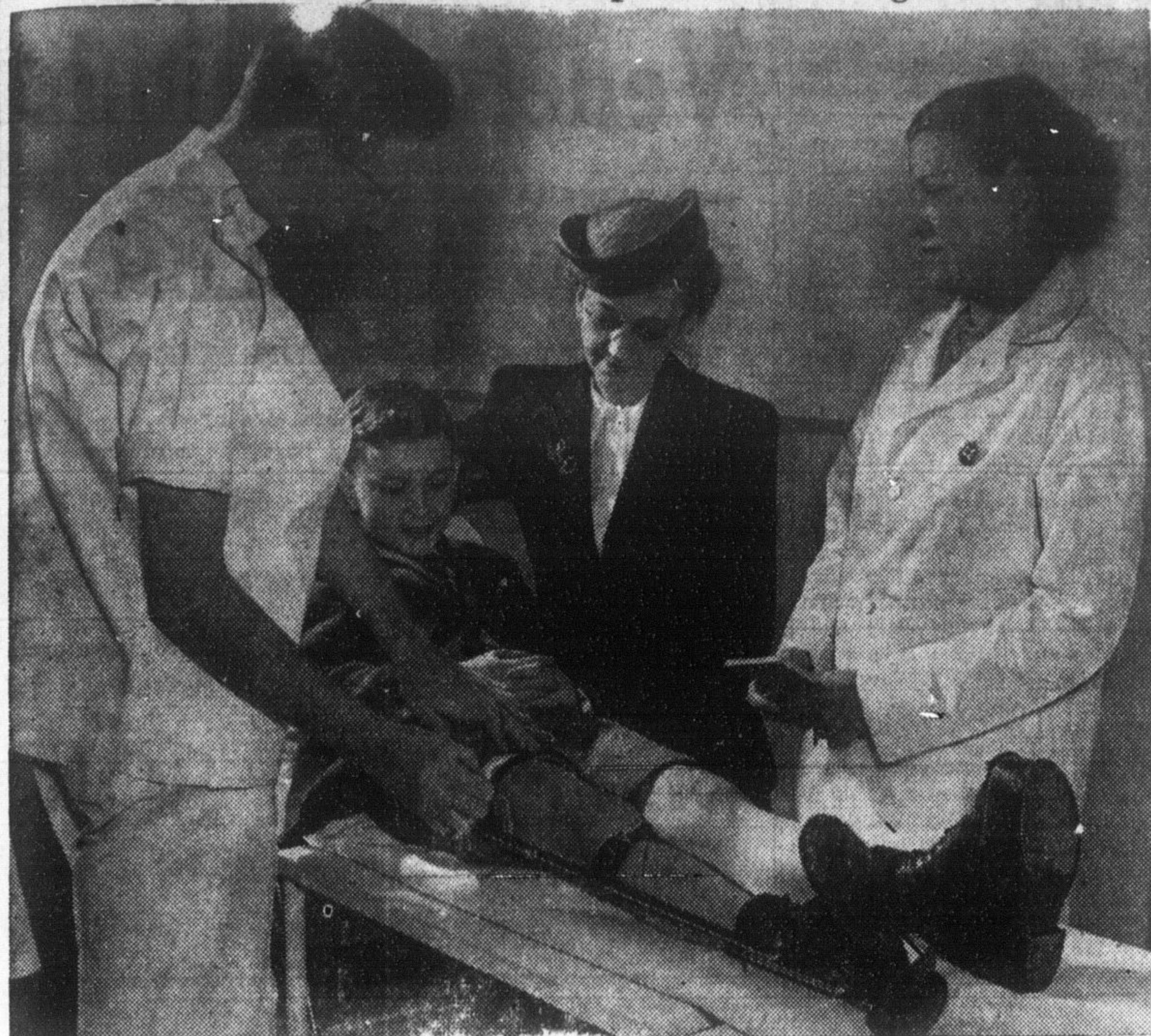


Only Specialized Clinics Capable of Curing Children



"Timmy", Ottawa crippled boy, chosen as the living symbol of the Easter Seal Campaign now under way has his leg braces checked in an orthopaedic clinic. His mother, and the Society for Crippled Children nurse, Zelma Creedon stands by. The cure of crippled children is specialized work. It demands specialized and thoroughly experienced orthopaedic diagnosis and corrective methods. To enable crippled children throughout the province to have this service the Ontario Society for Crippled Children operates a score or more traveling clinics yearly in every part of the province. All nurses are specially trained in orthopaedic work. During the present Easter Seal Campaign, it is hoped to raise \$225,000.00 to fight crippling conditions amongst Ontario's estimated 11,000 crippled children.

WHAT'S IN IT FOR ME?

By Joseph Lister Rutledge

Somehow the title grates a little on our finer sensibilities. It seems to imply a selfishness that few of us are prepared to admit. As a matter of fact it is a perfectly reasonable question in a democracy that is supposed to have the interests of all at heart. We live in an enterprise economy, which should mean that benefits are as equitably distributed as may be, subject to the natural ability and effort of the individual. If management is free to pursue the larger interests of its undertaking, the worker must be equally free to get his reasonable share of those benefits.

If everyone asks "What is there in it for me?" and honestly tries to get the right answer, then, as a country, we will continue to be sound and healthy and progressive. The difficulty in assuring that we have this honest answer is the difficulty of relating our relatively small personal stake to the totals represented by the efforts of millions of people like ourselves. We recognize also that for our work there must be factories and tools and that someone other than ourselves must pay for them and must earn wages for their investment as we earn wages for our work.

In our question, "What is there in it for me?" we think in terms of the reward for our individual effort, but in our arguments we too often impose this small amount against the more spectacular figure of total profits. So we often get ourselves confused. Profits in 1947, after deducting taxes, were \$121 million more than in 1939. But that is not quite a fair picture, for these profits were made in an industry that was using two billion more dollars than it did in 1939—three times as much capital investment.

Still we ask our reasonable question, "What is there in it for me?" Certainly the return for money should not be more than the return for work. Very well then. In 1947 salaries and wages were \$6,235 million. Profits distributed as dividends were \$408 millions.

Year in and year out we workers have received fifteen times more for our work than the investors have received for their dollars that made the work possible.

That's what there's in it for us.

ADVERTISING PAYS DIVIDENDS

Importance of retailers advertising in their weekly newspapers was emphasized by Nelson McFarland of Long Branch, Ont., at recent Ontario Retail Hardware Association convention in Toronto.

"We are definitely sold on advertising in our store and have run the gamut of advertising experience and experimentation," he told the hard-headed hardwaremen, according to a report in Hardware and Metal. "It is our considered opinion that the best medium for reaching large masses over an extended area is the local weekly newspaper. We have the misfortune of being located at the end of the business section and only by consistent and dynamic advertising have we maintained a high sales volume."

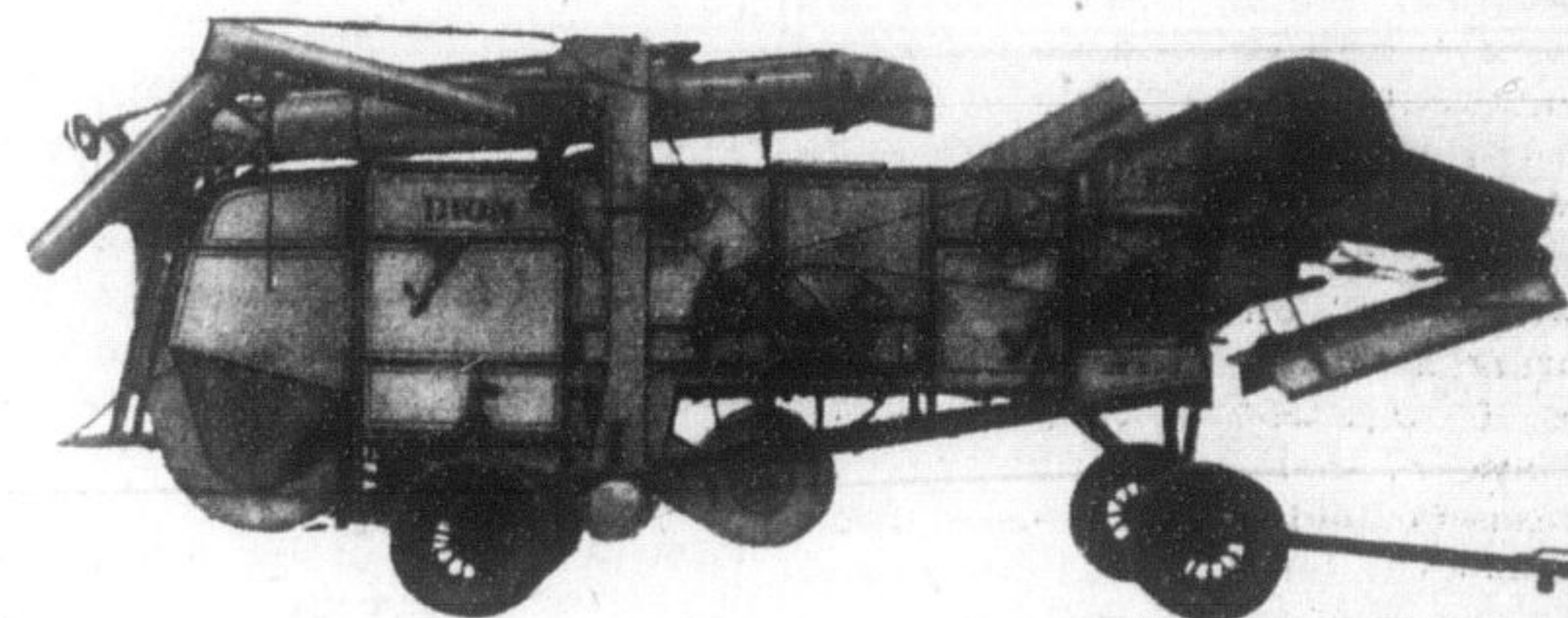
"Many of us are small retailers operating in small local areas where they have these small weekly newspapers. These papers are close to the community, they are friendly and intimate, and subscribers read them from cover to cover. Your ad cannot help but make a terrific impression."

GET
Your **COAL** Now

Prompt Deliveries on Anthracite, Furnace, Stove
Nut, Pea, Stoker Coal and Briquettes
CEMENT — FERTILIZER

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Guarantee Delivery Sizes 22x32 — 22x38 — 28x48
The Greatest Machine Ever Built

Also two White Machines 24x42, one on rubber other on
steel, fully equipped, same condition as
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AGENTS

BLANSHARD BROS.

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(Intended for Last Week)

Let's get caught up on what's been happening in the Cub Pack during the past few weeks.

Enthusiasm for the inter-Six competition has reached a new high since our trophy, the big painted bone, was first presented to the Blue Six a few weeks ago. For the next two weeks the Blue Six and the Brown Six tied for first place, so a relay race was run off between these two Sixes to decide which was to have the trophy. The Brown Six won by a very slight margin. The week after that Gray Six took the honors, and this week the trophy again went to the Blue Six.

On Monday night the Pack was pleased to welcome two new leaders, Keith Symons and Doug Hill. These boys are both former Scouts and Cubs, so we're sure they will be a real help to us.

Work for the different tests is progressing at a good pace. The Senior boys are working hard on their Signalling, while the Junior boys are now concentrating on knots. Several of the Tenderpads have already passed their skipping, which is one of the toughest tests of all.

J. HOEY & Son

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CONCRETE AND
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FARM MACHINERY
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MILKERS

BLOCKS

CEMENT and
CINDER BLOCKS

ALL SIZES

B. SALES

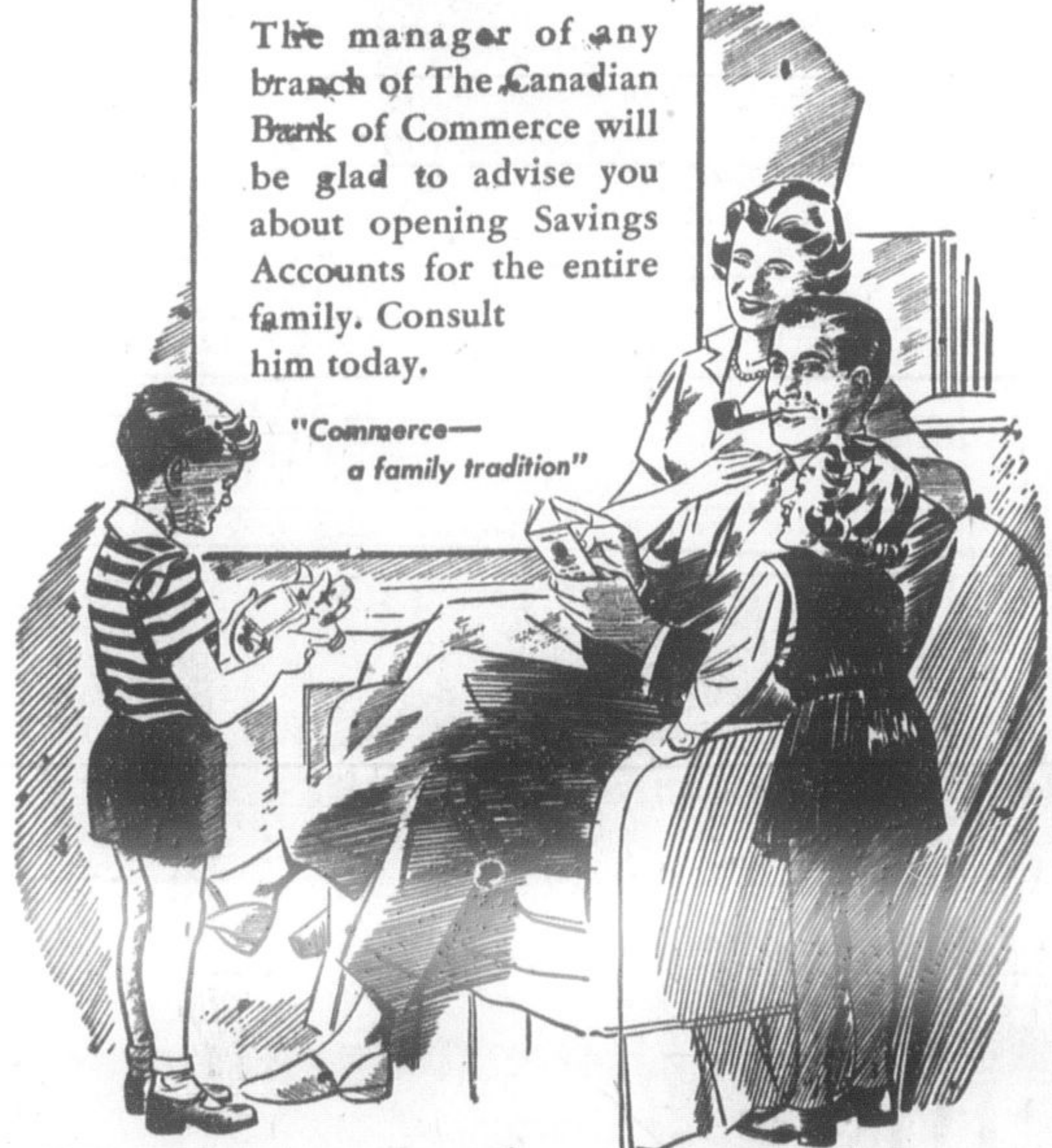
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For J. Cooke, Aidershot

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Every dollar you deposit in this Bank can be a step further toward security and greater happiness for the family. Out of savings will come important things in your family life... good education for your children... travel... as well as security for all.

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Ladies!!

- FREE -

IN THIS STORE ON

Thurs. - Fri. - Sat.
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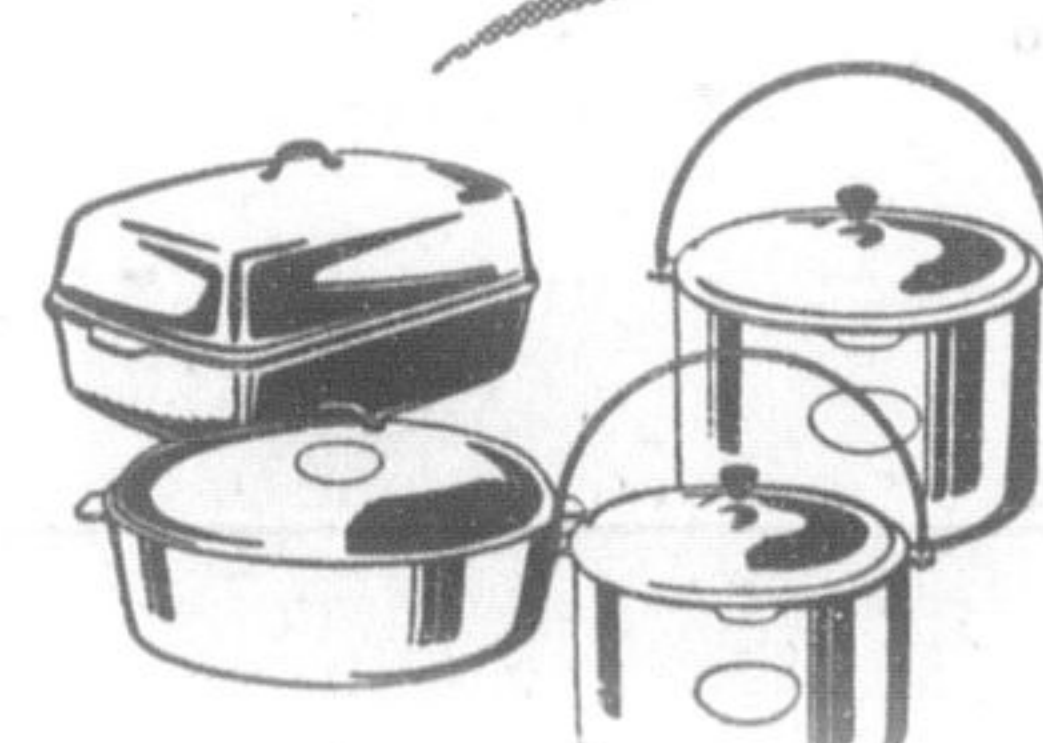
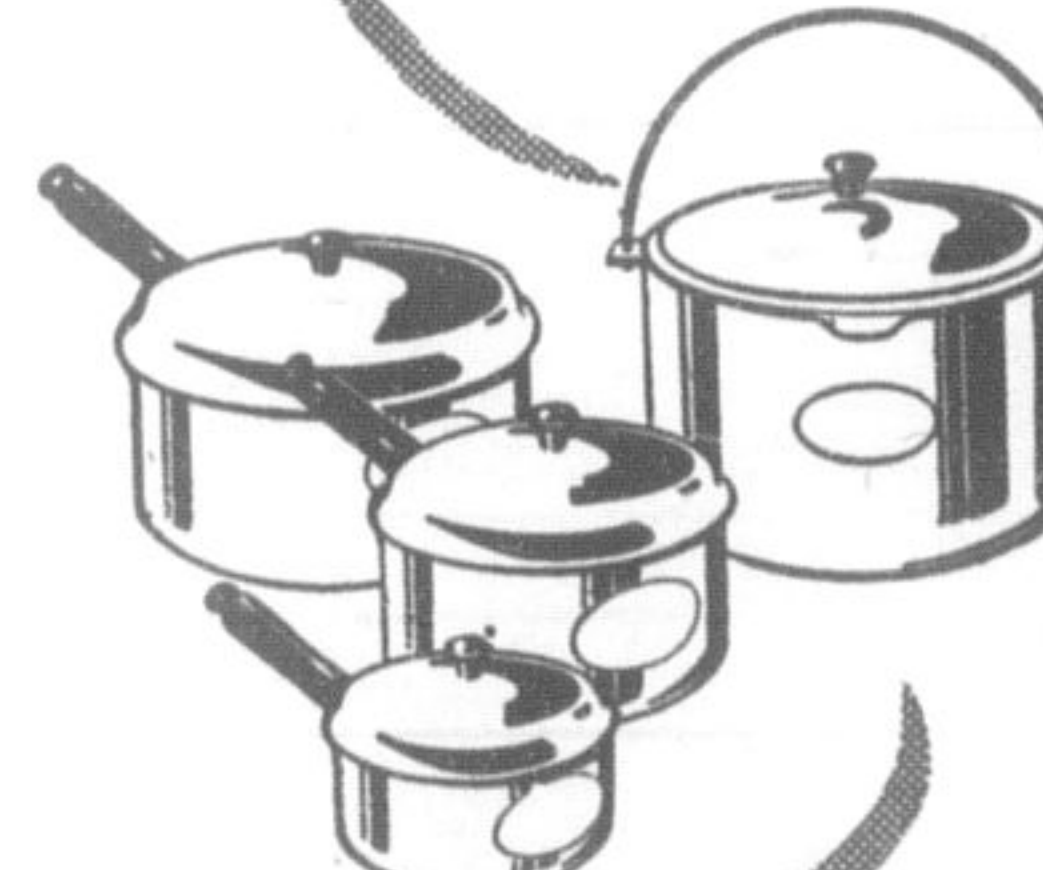
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