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—THE PLAN IN A NUTSHELL—

Each week there will appear in the advertisements on this page the names and address of people residing in Timmins and District.

Simply locate your name in one of the advertisements, clip out the advertisement and present it to the store in which your name appears and receive.

Two War Savings Stamps FREE! (Each Person Whose Name Appears Will Receive Two War Savings Stamps)

Canada Has Declared War on the Home Front

It is War Against an Enemy as Ruthless as Hitler, Says
Writer for Weekly Newspapers. Plan to Have Twelve
Million Canadians on the March Against Canada's Foe.

(This is the first of a series of several articles dealing with the War-time Prices and Trade Board and the operation of the price ceiling law which went into effect on December 1, written for the weekly press of Canada by Bruce M. Pearce, editor of the Simcoe Reformer.)

Canada has declared war—this time on the home front!

It is war against an enemy as ruthless and implacable as Hitler.

The resulting combat will be felt in every city, town and village in the Dominion, in every township and back concession in the most remote parts of the country.

Another army is on the march—this time an army of twelve million Canadians—on the march against a foe that would wreck Canada's economy and deal her contribution to Empire a blow as deadly as a major defeat by the Nazis.

The war is declared, as of December 1, 1941, against spiralling prices, against the haunting spectre of inflation.

Cause of the war is too much money in consumers' hands for the available supply of goods.

Weapons For New War
Weapons in this gigantic struggle will not be guns, planes, tanks and bombs. They will consist of vigilance, self-abnegation, compromise and the Golden Rule.

We have just come from General Headquarters where we heard the General Staff map out the plan of campaign in a masterly way, a plan for which no blue-print existed, an attack over a No Man's Land hitherto untrod.

The Commanders are resolute in their determination that the plan will succeed, not just for a sortie but for attainment of the final objective. It must succeed, they aver, or we are licked in more ways than one.

Every last Canadian is being recruited for this fight-to-a-finish. There will be no uniforms, no brass band, no tinsel or glamour in this battle. Just a niche in the civilian army that is pointing to win the greatest battle on the home front.

The enemy is no phantom, but a real and potent figure. He may easily discerned in the rising price of nearly every commodity being sold in Canada, which, until Ottawa took a hand, threatened to get completely out of control, as seen in the 16 per cent increase in cost of living since the war against Hitlerism began.

The declaration of war establishes an absolute ceiling on prices of all kinds, with a very few exceptions, as they existed during the basic period, September 15th to October 11th, 1941. The exceptions are for inevitable seasonal fluctuations as in the case of fruits and vegetables. The clarion call comes to all Canadians to ensure that this ceiling will not be punctured.

Gordon, Officer Commanding
Headquarters staff in this war is the Wartime Prices and Trade Board at Ottawa. Officer Commanding the army is Donald Gordon, dynamic 40-year-old Scotsman, who is directing an assault such as no country in the world has hitherto attempted. There are other Scotsmen on the Staff. There are keen young business men, some of them under 40 years of age. They are top-flight business, industrial and agricultural leaders. High-ranking civil servants, too, are members of the General Staff, the men who will be Coordinators and Administrators of price control.

Their Officer Commanding has communicated to his adjutants much of his own enthusiasm for the battle and confidence in the outcome. He declares that Canada's contribution to the downfall of Hitler will be the greatest of any nation if this home-front battle succeeds. "And succeed it will," determined Scotsman. Retail price ceilings must and will be maintained.

Lieutenants-Colonel in the field leading Canada's new army on the battle-front will be thirteen prominent Canadians for as many battle zones across the country. They are regional Prices and Supply Representatives appointed to their commands by Headquarters. Each will have his own staff of Majors and Captains to carry out inspection and enforcement and to arbitrate disputes. They will have their Divisional Headquarters in strategic centres across Canada, where they can wage unrelenting warfare against the common foe throughout the territory assigned to them. Each province will have one such Headquarters, except for Ontario and Quebec which, owing to their greater population, will have respectively four and two offices. Headquarters staffs heading up the home-front battle will aggregate more than one thousand men and women. The total may rise to 2,000 as the battle develops.

Lieutenants in the new army are the thousands of retailers, hundreds of wholesalers and innumerable manufacturers across the country. They must expect smaller profits, they will have to reduce overhead, cut down on varieties of production and economize all along the line. A new era of co-operation will be ushered into commercial transactions in Canada, with each party being expected to bear his fair share of the "squeeze" resulting from the price ceiling. The retailer may be hardest hit for the moment, but all must share the burden equally in the long run.

Consumer Will Decide Outcome
But in the final analysis it will be the private in the ranks, the average Canadian man and woman, the consumer, who will decide the outcome of this herculean struggle. In the van, leading the frontal and flank attack, will be the millions of housewives who do most of the buying for Canadian homes. They can make or break price control. Their sincere co-operation and unremitting vigilance are indispensable to the campaign's success. Every household must needs get along with smaller quantities and fewer varieties of goods of all kinds, consumable and otherwise. Indeed rationing may be an inevitable concomitant of the master-plan of attack.

Not easily ours will be the verdict. Replete with obstacles, pitfalls, is the

HEAD PRICE OFFICES



Photo—Public Information
Picture shows, from left to right: Mrs. G. H. Rennie of Toronto; Mr. James Stewart, Administrator of Services and Mr. A. T. Smith of North Bay. Mr. Rennie and Mr. Smith are opening regional offices of the Wartime Prices and Trade Board in Toronto and North Bay, as Prices and Supply Representatives. Mr. Rennie has extensive experience in merchandise administration and in Toronto financial circles. Mr. Smith is well known in Northern Ontario as a successful dealer in men's clothing and furnishings. They are shown discussing administrative details with the Canadian Administrator of Services at a week-end meeting in Ottawa.

similar type—so low that this Hospital's efficient operating method has been cited as an example on many occasions when hospitalization costs have been under discussion.

In the Hospital for Sick Children less than five per cent. of the patients are in private wards. These are the only ones able to pay the full cost of their care. This means that 414 of the 434 beds are in Public Wards where the cost per patient is approximately \$1.25 per day more than the combined income from parents (or their municipalities) plus the Government grant.

That is why each year, at Christmas time, the Hospital appeals to the charity of generous citizens and business firms for donations to meet its unavoidable deficit. This year, over \$92,000.00 must be raised.

No help is received from the Toronto Federation for Community Service as patients are taken from all over the Province, The Hospital for Sick Children.

Gifts should be mailed to the Appeal Box, 67 College Street, Toronto.

There is dire necessity behind this appeal for help—little children depend on it for their chance for health.

Very Little Damage in Accident Thursday Night

Very little damage was caused in a minor traffic accident on Thursday night of last week. The accident was investigated by the police who didn't prefer any charges.

George Gagnon, 119 Poplar Avenue, was travelling north of Park Road in a delivery truck and as he made a left turn onto James Street, he became involved in a minor collision with a car being driven east on James Street by Ross McQuillen, 215 Elm Street, North. The two cars met at the centre of the intersection and the truck scratched the left front fender and bent the bumper while the car dented the right rear fender slightly.

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English Mothers to be Put on Diet on Plan Used Here

Expert Impressed by System at Hospital for Sick Children at Toronto.

During his recent visit to Canada Sir Wilson Jameson, chief medical officer of the British Ministry of Health, stated that immediately upon his return to England he would be putting all expectant mothers in Britain on the diet which has been worked out by The Hospital for Sick Children in Toronto.

Sir Wilson said that he had learned much in the few days of his visit to Canada about "things which I hope to take back and put into immediate operation."

"Here is one example of what I mean, having to do with the all-important subject of nutrition, which will, I am confident, assist us to win the war. Work has been going on here, in which, by perfect simple adjustments in the diet of expectant mothers, you have reduced what we have hitherto considered to be unmanageable deaths of infants under one month of age."

"The work has been done here through your magnificent children's hospital. I'm going to put it into effect at home. I'm going to go back and do it at once. I'm sure that this extremely valuable work being done in Toronto will be of great help to us. We've done what we could but we didn't think of this."

Some idea of the immense value and wide scope of the work of The Hospital for Sick Children may be formed by considering the fact that during the past year alone, over 9,000 sick and crippled children were given treatment in the Public Wards, while the Out-Patient Department handled over 73,000 visits from suffering little ones.

Unlike most other hospitals, this great institution has no large group of Private Ward beds from which to draw extra revenue which can be applied to Public Ward service. At present 414 of the 434 beds are in the Public Wards.

In these Public Wards, over 80 doctors give their services without charge. The time donated free by this group of doctors, which includes many of Canada's leading child specialists, has been estimated on a conservative basis to be worth at least \$200,000.00 per year if fees were charged. Their skill, acquired through many years of active work with the most difficult type of "problem" cases, cannot be measured in dollars and cents—it is priceless.

The Hospital for Sick Children is operated for but one main purpose—to give the children of those in humble circumstances the same chance for health and happiness as the children of parents who can afford the full cost of hospital care and medical attention.

And, to be effective, medical treatment and hospital care must be given at the time when it is most needed. There can be no second chance for many neglected children. Chronic disease, life-long disfigurement, deformity, made permanent, and DEATH—these are the undesired penalties which neglect inflicts on such little ones.

That is why, regardless of race, creed or financial circumstances, children from every part of Ontario are given medical and hospital treatment up to—and often beyond—the normal capacity of The Hospital for Sick Children.

Operating costs are among the lowest in North America for institutions of

BUSHMEN WANTED

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**ABITIBI POWER & PAPER
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AT ONCE
Cutters and General Bushmen
Cutters—16' Pulpwood—4 1/2 to 10c per piece
Board charge 95c per day.
General Labour—\$2.10 per day and Free Board
(\$54.60 per 26-day month).

**After December 15th
Teamsters and Loaders**
Teamsters—\$2.45 per day and Free Board
(\$63.70 per 26-day month).
Loaders—\$2.20 per day and Free Board
(\$57.20 per 26-day month).

FARES
One way will be allowed those who work two (2) continuous months.
Both ways will be allowed those who work four (4) continuous months.

SERVICE BONUS
In addition to wages and earnings, Day Workers and Piece Workers, after working three (3) continuous months, are eligible for and will be paid a Service Bonus of \$5.00 per calendar month, for each month worked in camp from the date of employment

Good Timber - Good Food and Lots of it
Van at regular retail prices
Good camp conditions—including single beds, springs and mattresses, radio, reading room, drying room, baths in all camps and in most camps electric lights—crockery dishes, flannelette sheets, etc.
For further particulars see your Local Government Employment Office or report to the Company Offices at Iroquois Falls, Smooth Rock Falls, Timmins, or any of the Camps of the Abitibi Company.