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Notes and Comments

Please Pass the Butter

You would like to have more butter no doubt, but do not get down hearted about the report that butter production is down in western Ontario as compared with a year ago, for on the other hand central and eastern Ontario have done slightly better than last year.

It is quite evident that it will be a long time before we will be able to ask for more butter on the table than we are now getting, since the coupons are not likely to be increased. Scarcity of feed will make it hard for the farmers to maintain the butter stocks now in the country, so just withhold your request of, "please pass the butter."

Farm Co-Operative Forges Ahead

Those who are opposed to the farmers' co-operative companies in Ontario will not see any comfort in the figures recently put out by the United Farmers' Co-Operative Company for the past year which shows a turnover of more than \$17,000,000, its patronage dividends exceeding \$70,000, and more than \$37,000 to be paid to the Government for income and excess profit taxes.

The thirtieth annual shareholders' meeting will be held in Toronto this week, and one can imagine their gloom when told that the turnover in the past year was 2 1/2 million dollars above any year in the Company's history and that out of net earnings a total of \$17,515 will be paid in interest to those who own shares.

Is Your Church on Fire?

Not long ago it was a privilege to hear a great American preacher. He had the gift of humour and the art of illustrating his argument by some simple story such as this. The village church was in danger of being burned to the ground. The volunteer fire brigade was working bravely to save as much as possible. One of the fire-fighters, who was putting his last ounce of energy and determination into the effort, was a man who had treated the church with the most casual indifference. The minister, happening along, said to him, "George, this is the first time I have seen you at church." And George said, "This is the first time it has been on fire." I wonder if there are not men and women in great numbers who have no antagonism to the church but who are standing outside its doors just because it is not on fire.

The early church of the first century was on fire to such a degree under the leadership of the great Apostle Paul—the first and greatest of all missionaries—that it spread across the then-known world. But there were times and places in which the fire died down and the church languished in complacency and ease.

SUNDAY SCHOOL LESSON

THE SIN OF COVETOUSNESS Golden Text—Thou shalt not covet, anything that is thy neighbour's. Exod.20:17

The Lesson as a Whole In this, the Tenth and last Commandment, all unlawful desire is forbidden. This goes to the very roots of sin—for every sin comes self-will—the wish to be or have other than what God has designed. In reference to this commandment, in the authorized version of the New Testament three different words are used—covetousness, lust and concupiscence. They are all synonymous for unlawful desire. Paul tells us that so far as his outward life was concerned before his conversion, he walked in obedience to the requirements of the law, so that he was as "touching the righteousness which is in the law, blameless." The one commandment which made him realize the sinfulness of his own heart was the Tenth—and no one could

know by observing his behaviour that he was guilty of violating it.

He was alive, in the sense that he did not realize he was under sentence of death as a law violator. But when awakened to see how this commandment applied, he knew that he was, so far as the law was concerned, a dead man. Surely every honest person must make such an acknowledgment. Which of us has not known lust in some form or another?

Verse by Verse Exod.20:17—"Thou shalt not covet." The commandment is one, though the Romanists have endeavored to divide it by making one part to refer to things in general and the other, to looking lustfully upon the wife of another. But the prohibition of evil desire refers to anything or person to which one is not legally entitled. To covet ought that belongs to another is to violate this part of the sacred code. Who can face such an ordinance as this and claim to be guiltless? It is the ministry of condemnation to the entire human race, for to offend in

Colleagues Banquet While Host in Bed

Last week York County Councillors held their annual warden's banquet which is an occasion to honor the first citizen of the county. Since the war started these banquets which were held annually in the King Edward Hotel to accommodate several hundred guests, have been cut down and only a few friends outside the county councillors are invited. It is now held in the county chambers.

The banquet this year was the strangest on record, in that the host of the evening, Warden Stanley Osborne was not present, due to illness. Did you ever go out to tea when your host was ill in bed? Well, that's about what the boys of the county council had to do. You see, even though the affair was smalled down, it was not easy to cancel the function. The councillors wanted to say a lot of nice things about the sitting warden and this was positively the last chance since he will not be the warden when the councillors meet in body again. Consequently the banquet went on, and the warden lay in bed dreaming about all the things that would be taking place down in the famous hall or seat of the York County Council.

What City Executive Learns Riding With Rural Mailman

A fine service was recently rendered to national advertisers, governments, country-town merchants, the public generally, and to advertising agencies in particular, when an executive of a large manufacturing firm in Toronto took a holiday in the country and reported his findings on how country people get their news. And where they read their news is precisely where they look at the advertisements, both national and local.

Our information in the matter comes from "Marketing," a weekly newspaper for Canadian advertisers and sales executives. Weekly editors will be particularly interested in the report.

The "ad" man pitched in stooking grain and after getting "a bunch of aching muscles" he toured the rural routes with the mail man and got an eye-opener on what rural people in Ontario actually read. Here are some extracts of his report:

"Judging by this section of the rural community I would say that any advertiser who wished to reach the greatest number of farm readers must use the local paper." And he goes on to tell how they come down to the mail boxes to meet the mail man on the day the weekly paper is delivered. Then he quotes figures on circulations actually obtained on his two weeks' visit. Here they are:

- 67 per cent of boxes received the local weekly; 51 per cent received a leading farm paper; 20 per cent received a second farm paper; 13 per cent received a small city paper; 5 per cent received big city dailies; 3 per cent received one national magazine.

He found, too, that many farm homes are not served by radio and many who have them use battery sets through which they get farm and market reports and then shut them off to save batteries. Other pertinent and interesting observations on farm life were contained in his illuminating survey but the above is sufficient for the purpose of our editorial on the question which appears in this issue.

one point is to be guilty of all.

Luke 12:13—"Master, speak to my brother, that he divide the inheritance with me." The request of this man seemed innocent enough. He felt he was being cheated out of that to which he was rightfully entitled. But his very concern indicated how his covetous heart was set upon the accumulation of things which, after all, could never satisfy.

Verse 14—"Who made me a judge or a divider over you? Jesus did not come to adjudicate in family quarrels or neighborhood feuds. He came not to judge the world, but to save it. He therefore refused to have to do with petty quarrels over temporal issues, when eternal issues hung in the balance.

Verse 15—"Beware of covetousness." He looked into the heart of man and saw what was lurking in there. Back of the request was covetousness, the desire to possess more than had been meted out to him. This gave to men a false view of life. They needed to learn that true living does not consist in the accumulation of goods. "Things" are powerless to give lasting peace. Verse 16—"The ground of a certain rich man." In order to enforce the truth He taught, Jesus related his story. It was doubtless an actual fact of which He told them, not simply an imaginary tale. The rich are often more covetous than the poor.

Verse 17—"What shall I do, because I have no room where to bestow my fruits?" It did not even occur to this man that he might share his bountiful harvest with those in poverty of whom there were many all about him. His only concern was for himself, so he would hoard up for himself, for his own future enjoyment.

Verse 18—"I will... build greater, and there... bestow... my goods." Actuated by selfishness, he was prepared to take any trouble so that he might keep his own pleasure the bounty that Providence had bestowed upon him.

Verse 19—"I will say to my soul... take thine ease, eat, drink, and be merry." Apparently there was not one thought of his indebtedness to God for all these good things, nor one particle of concern for those who were bereft of that which he might have shared with them.

Verse 20—"Thou fool, this night thy soul shall be required of thee." Thus spoke the voice of the God he had ignored and forgotten. In the stillness of the night, calling him away from a world in which he lived only for a self-gratification out into a dark eternity, here he could never again enjoy the fruits he had hoarded.

Verse 21—"So is he that layeth

up treasure for himself, and is not rich toward God." The Lord had pictured most graphically, in a manner none could misunderstand, the present folly and the eternal future of those who follow the dictates of their covetous hearts and spend their lives adding to their own possessions, determined to be wealthy, but who pay no attention to what is of far greater importance, the laying up of treasure in heaven.

Verse 22—"Take no thought for your life... neither for the body." It is really anxious thought concerning which we are admonished. Our Lord did not call upon us to be improvident and careless in the handling of that which is committed to us. But we are not to worry or be unduly concerned about these temporal things, since He knows all our needs and can be depended on to meet them as they arise. It is wrong to be covetous and selfish. It is right to be thrifty and saving. It is right to make proper provision for our old age and for those dependent upon us. It is wrong to seek to be rich and to accumulate vast sums which we can never hope to use and which we can never use, and which will only witness against us in the day of judgment.

Verse 23—"The life is more than meat, and the body is more than raiment." We are to put first things first. If our lives are yielded to God and our bodies devoted to His service, He will take care of the rest. All necessary things will be provided if we trust in Him implicitly and seek to do His will. He knows what we need and He is never neglectful of His children, nor forgetful of His promises.

Verse 24—"Consider the ravens." Our Lord drew His illustrations from the common things of life that were well known to His hearers. Everywhere in Palestine the ravens could be seen feeding upon that which God through nature, so abundantly provided. He who thus cared for them could be depended upon to provide for those who put their trust in Him therefore the folly of worry and anxiety.

Verse 25—"Which of you with taking thought... As before, it is not careful planning that our Lord forbids, but rather anxious thought. No matter how one may worry, he cannot add to his stature. Why, then, allow himself to be agitated in regard to his future? Better far to trust and wait.

The Heart of the Lesson The covetous man is an idolater who, whatever his profession otherwise, is a worshiper of the great god SELF. He thinks of himself first last and all the time. He is never satisfied. He always craves more than he possesses, hoping that each

BACK TO ANKARA



Saffet Arikan, Turkish ambassador to Germany, returned to Ankara recently to report on conditions in the Reich. Turkey's entry into the war in the near future is predicted in some quarters.



A WEEKLY EDITOR LOOKS AT Ottawa

Written specially for the weekly newspapers of Canada (By Jim Greenblatt)

Patriotic Canadians everywhere are visiting blood clinics regularly. In this connection it is now disclosed that Canadian blood serum is being used in Italy, helping to save the lives of wounded Canadian, British and American soldiers.

The navy has done it again. For years a discovery for seasickness has been sought. Quietly but with war science speeding it, Navy medical researchers went at the problem from stem to stern, finally came up with the answer. Then, in Toronto one day, susceptibles fed a certain pink capsule failed to get seasick. A contract has been let for mass production. It is said to be 75% effective, also in cases of airsickness. They are taken by mouth one to two hours before sailing or in rough weather, will be effective for eight hours and can be repeated. Now the overall efficiency of ships will be kept at a maximum, come storm, come calm.

A committee from government food production branches is now closeted and busy drafting Canada's farm program for 1944, to be placed before a joint meeting of Dominion and Provincial agricultural authorities which will meet in the capital early in December. While there may be changes in the quantities of some types of food, little change is contemplated in the overall picture. Maximum production on the essential will be needed, of course. The Meat Board points out Canada's total supply of meats is enough to fill requirements under our rationing system.

The Bureau of Statistics gives us some figures on farm living costs, the index number rising from 121.2 for April to 121.9 for August. Food prices increased 1.8 points, fuel 1.3, household equipment 0.3 and miscellaneous 0.7. Clothing prices went down 0.3, health maintenance remained unchanged. While the eastern regional farm living cost index rose 0.5 per cent, out west it went to 0.6.

War has enlivened the meat appetites of Canadians, judging by the official estimates of the 1942 consumption of all meats in the Dominion as 135.2 lbs. per head of population, compared to 116.6 in 1935. Our domestic consumption is a staggering figure for 1942, including 734,823,000 lbs. of beef; 571,992,000 lbs. of pork; 60,961,000 lbs. of mutton and lamb and over a hundred million lbs. of lard. There were 30,075,000 lbs. of tongue, liver and heart, plenty of vitamins.

Previously set at a maximum of 45 years, a new National Defence order for those who volunteer for active service with the Canadian army, "will be restricted to those who have obtained their 18th birthday, but not their 38th birthday," providing they measure up to physical standards (considered fit for fighting services). There are some exceptional circumstances, only when a shortage exists in the type of men having special trade or technical qualifications.

The Postmaster General has issued an explanation in connection with mail service to Canadians fighting in Sicily and Italy. There were delays on mail going by surface, due to three reasons: security reasons in England, waiting for convoy, length of journey. One steamer carrying 300 bags of mail for Canadians was damaged by enemy action, delayed three weeks. The average elapsed time, surface mails, posted in Canada for delivery in the U. K. is 28 days, and between there and the Mediterranean theatre, 21 days. The present situation is better. All surface letters are sent direct from New York to North Africa by U. S. ships. It is expected after the United States Christmas rush has subsided parcels will also go that way instead of being transferred from England by convoy. "Blue" air letters, however, since the middle of July have been promptly delivered to Italian bases.

National S.O.S. from Department of Labour: Men who are not needed as farm workers this winter are urgently needed in other essential industries and can be placed. Here's the lowdown: Men will return to the farm again when they are required there: they will be paid regular wages for whatever job they accept and transportation will be paid if a distance has to be travelled. Workers from the farm, postponed under Military call-up as farmers will continue thus if they leave the farm for essential employment for the winter. Answer the home front call, see your nearest National Selective Service office.

Send The Tribune to absent friends.

RATIONING INFORMATION

Typical questions consumers have asked the Wartime Prices and Trade Board this week are answered by the Central Ontario Consumer Branch Committee.

Q.—I purchased a two pound carton of honey and had to surrender three coupons. I complained to the manager of the store, but was told I was wrong. Would you please advise me correctly. A.—You were correct... when purchasing a two pound carton of honey two "D" coupons should be surrendered... as you gave us the name and address of your dealer we are investigating.

Q.—I usually pay 25c. to have leather lifts put on my shoes. A few weeks ago I was charged 35c. and more recently 45c. for the same thing at the same dealer. Can this repair shop raise prices in this manner? A.—They certainly cannot... if 25c. is the price he cannot raise it... the price for such service is based on the price charged by this shop during the basic period—Sept. 15 to Oct. 11, 1941. Thank you for reporting this infraction to us... we will pass it along for investigation.

Q.—I have not used my tea ration coupons all summer in order to include tea in my Christmas parcel to relatives in England. I am now told I cannot do this. A.—You have been incorrectly informed... it is permissible to send gifts of rationed commodities such as tea to your relatives if purchased with coupons from the sender's own ration book.

Q.—On November 4th I bought 3 tins of strained apple sauce for the baby and did not surrender any coupons. This week I bought 2 tins of the same brand and had to give one coupon. Which is right. A.—The merchant who collected your "D" coupons is entirely correct... you should receive two tins of this baby food for one "D" coupon. The other grocer will be notified immediately that he must collect coupons for this product.

Q.—Last Saturday I paid 10c. per pound for Parsnips. Was I charged too much? A.—Yes, you certainly were... the maximum retail price for parsnips is 7 1/2c. per pound. Thank you for giving us the name of your dealer... everyone who reports such infractions of the price ceiling does their part in the battle against inflation.

This and that: a little sign on both sides of a truck can save a driver lots of trouble... what is needed, as you know, is his name and place where he lives... Chick hatchings in 1943 have been about 34 per cent above 1942: this normally would bring an increase of egg production in 1944 of 13 per cent over 1943, but feed difficulties are expected to reduce this figure to about 10 per cent... estimates of late fruit crops with exception of grapes somewhat improved since September, with apples now estimated at 4,255,100 barrels, up 4.5 per cent, due to heavier pack in Nova Scotia and Ontario... 13,934 establishments reporting to Bureau of Statistics at Sept. 1, were employing 1,570,536 men and women... estimated consumption of fluid milk for all Canada in 1943 is more than 9 per cent higher than the previous year.

In addition to his store will give that peace and satisfaction which he has never yet gotten. True satisfaction is the portion only of those who have learned, like Paul, to be content with such things as it has pleased God to entrust them with.

THE OLD HOME TOWN By STANLEY

