The Press And The Advertiser

The relationship between the newspaper and its advertisers is as important to the newspaper reader as it is to the publisher. Newspapers are sometimes unfairly accused of being subservient to the advertisers who provide the revenue upon which the newspaper exists. This erroneous impression has been gathered because the average person knows that the newspaper must have advertising to exist, and therefore if he happens to be of a suspicious turn of mind, he concludes that the advertiser must set the policy of the newspaper.

Not only is such a suggestion untrue, but it is unfair both to the newspaper and to the advertiser. Practically every publisher will tell you that few merchants ever attempt to dictate the policy of the newspaper. They may express opposition to some stand the newspaper has taken, but few would go so far as to threaten the newspaper with withdrawal of business, if that policy was not changed to conform with the wishes of the advertiser. The successful merchant is usually successful because he is an honourable man, and few would stoop to the level of threatening a newspaper because its publisher had different ideas on a given question than the advertiser.

The relationship between the advertiser and the newspaper is similar to that which exists between a merchant and his customer, only in this case the publisher is the merchant and the advertiser the customer. The advertiser purchases space in the newspaper because he has a story to tell the readers of the paper. He uses advertising as a legitimate means of drawing custom to his store. If the newspaper continues to provide the service required and adequate returns for the investment, the merchant continues to advertise. When he feels he is not getting that value he ceases to advertise. That too is the relationship which exists between any other merchant and his customer. So long as the customer feels he is getting good value and service from the store, he continues to be a customer. When value and service cease he takes his trade elsewhere.

That, very simply, is the relationship between the publisher and the advertiser. Any suggestion that the policy of the newspaper is dictated by the advertiser is a slander on both newspaper and merchant. Best proof that the advertisers do not dictate policy is the fact that it would be almost impossible to find a group of merchants in any community whose ideas could be so identical that they could formulate the policy of any newspaper.

"These are sombre days for us all. The freedom which is our heritage is in mortal danger. The angry flood of war is spreading relentlessly in a thousand torrents to tens of thousands of homes. But we shall surely stem the tide." — Earl of Athlone, Governor-General of Canada.

CHURCH NOTES

AT THE ANGLICAN CHURCH

INSTRUCTION

In accordance with the plan for all Anglican children in Diocese of Niagara, attending public school to be given religious instruction in their respective churches the children of Jarvis and Nanticoke attend church on the Feast of the Ascension, Thursday, May 22nd. Jarvis from 9. A.M. to 12 noon and Nanticoke from 1.30 P.M. to 4. P.M.

Two services will be open to the public, Jarvis, 10 A.M. Holy Communion, Nanticoke, 2.30 P.M. Evensong.

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SPECIAL PREACHER

On Whitsunday, June 1st, the Venerable G. F. Scovil, M.A., D.D., Archdeacon of Wellington, and Rector of St. George's Church, Guelph, will be the special preacher at the services in Christ Church, Nanticoke, and St. Paul's, Jarvis.

The Archdeacon will dedicate a beautiful Litany Desk which has been presented to Christ Church, Nanticoke, by Mr. Ira Evans.

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SYNOD

The meeting of the Synod of the Diocese of Niagara is being held in Hamilton from May 19th, to 21st.

The preacher at the opening Synod Service was the Right Rev. L. R. Sherman, D.D., Bishop of Calgary.

Those attending the Synod from St. Paul's Church, Jarvis, and Christ Church, Nanticoke, are, Dr. T. H. Lewis, Mr. W. Machell, Jarvis, Mr. Ashton Evans, and the Rector, the Rev. L. Douglas Brown.

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W.A.

The Junior Auxiliary met at the home of Mrs. T. H. Peacock on Tuesday afternoon, May 20th. Mrs. Peacock and Mrs. Ross Dosser, were in charge of the meeting. The various reports were given, and a chapter in the Study Book was given by Miss Dorothy Myke.

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W.A.

The Broadway branch of the Woman's Auxiliary met at the home of Mrs. J. Gutcher on Wednesday afternoon at 2 o'clock.

The president, Mrs. W. McNeilly occupied the chair, and called for the various reports.

The hostess served delicious refreshments and a hearty vote of thanks was extended to her.

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LAYMEN'S BANQUET

Most of the parishes in Haldimand Deanery were well represented at the Laymen's Banquet held in the I.O.O.F. Hall, Dunnville on Tuesday evening May 13th. The hosts for the occasion were the congregations of Byng, Port Maitland and South Cayuga.

After the banquet a short programme put on by the children was enjoyed.

In introducing the main speaker of the evening, the Very Rev. R. H. Waterman, Dean of Christ's Church, Cathedral, Hamilton, Mr. Dunlop of Dunnville said that the name Waterman had become famous in the Ottawa Valley.

The key note of the Dean's Address was "Loyalty, Sacrifice, and the Church." He said, "this is a period in which increased sacrifice will and must become the dominant factor in our daily lives. This is already in evidence throughout Canada and at a meeting to certain recently contributions to certain church work for the first three months of this year were $88,000.00 as against $18,000.00 for the same period of 1940, and just from the same Anglican people. Considering the great debt we owe our Mother Church in England, it behoves us to show our response by carrying some of the load for her, in this England's hour of trial and tribulation.

It is well at all times for us to remember our great heritage handed down to us through the centuries, through the Church of Engalnd, right from the first century. Some would have us believe that the Church of England commenced with the reign of Henry the 8th, but historical facts are conclusive, evidence, that the Church of England existed in the first century, when St. Paul preached the Gospel in the uttermost parts of the earth and which at that time included England. The Apostle Paul was probably responsible for having carried Christianity to England and the ceremony of Laying on of Hands by the Bishop, in our beautiful service of Confirmation, has come down to our present day in unbroken line from the first century.

The name Ebor appears in English history as early as 208, from the Latin name Eborocum and in 347, the British Church of England had a Bishop of York, and the Archbishop of York to-day still uses that name "Ebor." Records show that there was a Synod of Hertford in 673 with the Bishop of Canterbury as head of the One Church of England. In other words we had a Church Synod over 1300 years ago, and we still carry out that democratic institution and which meets this week in our own Diocese in Hamilton.

The first English King, Canute, reigned in 1036 and there is absolute evidence of a Church Synod 600 years before the first English Parliament. Magna Charter in the year 1215 and the first clause states "That the church of England shall be free and hold all her privileges inviolate" etc. It is therefore impossible that the Church of England started with the reign of Henry 8th.

It is well that we should all know and remember these facts, the Dean said, with thinking of this great Church of England, to which you and I have the privilege to belong.

It is with sorrow we learn that over 500 of our Churches in London alone have either been destroyed and damaged since this present war began, and when we consider the great work that the Mother Church in England has done for her daughter land has done for her daughter Church in Canada, we should not be found wanting when the work of reconstruction will be undertaken in England. It is our duty to assume some of that load now, and thus relieve the Mother Church from some of the assistance she has given to us for over two hundred years.

We have few churches in Canada over the hundred year mark, but in England they are quite common over the 900 year mark - just think, the 900th Anniversary!

We should think of the contribution we Anglicans can make to the future of Canada - think of the value of the Creeds - The Apostles' Creed for example - what a great contribution it would be to our National Life for all church people to live that creed in their daily lives. "I believe in God the Father Almighty, and in Jesus Christ His only Son, etc.

Then there is our form of worship and the great value of that beautiful book "Our Book of Common Prayer." We should all be familiar with its every part - It is the guide to all worship, and it has come down to us through the centuries - We must realize what the Church of England has been in the past to do our part effectively in the future.

The Dean closed his address with a quotation from an address by the Rev. C. W. Gordon, better known as "Ralph Connor," when ministering to one of the large Presbyterian Churches in Winnipeg. "The Creeds of Christendom." Quote. "Of all the Churches, the Church of England is easily the oldest, over 1800 years. It is true that for a period the Church came under the influence of the Church of Rome, but in spite of that fact, all Christian teaching has sprung from the one Church of England."

—O—

AT THE UNITED CHURCH

The prophetic function of every Minister's avocation demands that he strive to interpret to his congregation the events which are transpiring from day to day. On Empire Sunday, May 25th, Rev. S. B. East will try to answer the question "Is the Anglo-Saxon Race God's Agent or is Germany?" The present world crisis demands clear and well grounded conviction on this and kindred matters.

The choir has prepared a special anthem, Dr. Thomas Clark's "Daughter of Zion, Awake!" There will be other special Empire Day features in the service.

At the 7. o'clock service the subject under consideration will be that announced for last Sunday night, "The Potatoe's Message Concerning God's Providence." Common things will teach profound truth to those having eyes to see and ears to hear.

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Mrs. W. J. Bailey, President, presided at a well attended meeting of the Woman's Missionary Society of Wesley United Church, Tuesday afternoon at her home. Mrs. S. J. Church was pianist for the Worship Service in charge of Mrs. H. Belbeck assisted by Mrs. E. Stallwood and Miss A. Dennis. Mrs. C. Smith sang a solo.

The minutes of the April meeting were read by Mrs. N. Pond and a financial report including the Easter Thank offering was given by Miss Dennis.

During the business period the chief item under discussion was the Garden Party to be held on the spacious lawn of Mr. and Mrs. J. Duxbury the third Tuesday in June. It was decided to invite as guests the members of the Woman's Association The Fireside Group, the mothers of the Baby Band and all ladies of the congregation.

A committee of Mrs. Robinson, Mrs. Ben Johnson and Mrs. S. B. East was appointed to arrange a musical program and procure a guest speaker.

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The Young People's met on Tuesday, May 20th in the Sunday School Room. The meeting opened with quiet music followed by a hymn "Until the Hills Do I Lift Up." The Scripture was read by Frank Albright followed by a prayer led by Joe Jaques. A poem was then read by Rae Lundy "Lead On O King Eternal" was then sung. The topic, The Government of Canada, was given by Joe Jaques. Ralph Gowan read an interestiing story "The Land Down Under" meaning Australia. The worship service closed with "God That Madest Earth and Heaven."

NOTICE NEXT WEEK

On Tuesday, May 27th, there will be a social in the Sunday School. The admission fee will be a Victory Saving Stamp if possible, if not available to purchase a Victory Bond. Kindly bring your Victory Stamp for the purpose of the social. For lunch the girls will provide pie and for the refreshment change for some ice cream. The social will be conducted by the Young People.

AT THE PRESBYTERIAN CHURCH

Girls Mission Band at the Manse for Devotional on Friday May 23rd.

The Junior Mission Band on Saturday at 10 A.M.

P.M.

JOIN UP *without delay*

There's a place for YOU at the wheel of a roaring tank; behind a spitting Ack-Ack gun; astride an armoured motorcycle . . . and YOU are not the man to hang back. It's YOUR fight: the weapons are being forged; the way prepared. The call is to ACTION from the minute you step into uniform. You and your PALS are needed NOW. Canada and the Empire, your home, your loved ones, must be protected; *get into the fight.*

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.*

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.

APPLY TO NEAREST DISTRICT

RECRUITING OFFICE OR

ANY LOCAL ARMOURY

DEPARTMENT OF NATIONAL DEFENCE

CANADA

At The Churches

ST. PAUL'S CHURCH, JARVIS
Rev. L. D. Brown, Rector
Sunday, May 25th, 1941
Sunday After Ascension Day
10.00 A.M.—Sunday School
11.15 A.M. — Litany
Sermon — The Rector
Ascension Day, May 22nd — Instruction for Anglican children 9 A.M. to 12 noon. 10. A.M. Holy Communion. Open to all.

CHRIST CHURCH, NANTICOKE
10.00 A.M.—Holy Communion
Sermon — The Rector
11.00 A.M. — Sunday School
Ascension Day, May 22nd — Instruction for children. 1.30 P.M.
4. P.M.

BROADWAY
3.00 P.M. — Evensong
Sermon — The Rector

WESLEY UNITED CHURCH
Jarvis, Ontario
Rev. Samuel Barrington East, Minister
11. A.M. — Morning Service
7.00 P.M. — Evening Service

GARNET UNITED CHURCH
1.30 P.M. — Sunday School.
2.30 P.M. — Worship Service.

PRESBYTERIAN CHURCHES
Rev. W. H. Fuller, Th.B, Minister
Sunday, May 25th, 1941
Knox, Jarvis—
10.00 A.M. — Sunday School
11.00 A.M. — Morning Worship
7.00 P.M. — Evening Worship
Chalmers, Walpole —
2.00 P.M. — Sunday School
3.00 P.M. — Public Worship

PHYSICIANS

DR. E. M. JONES
PHYSICIAN AND SURGEON
Office Hours:—9 to 10 A.M.
2 to 4 P.M.
PHONE 7-4
OFFICE—MAIN STREET, JARVIS

DR. T. TWEEDIE
PHYSICIAN & SURGEON
Hours—9-10 2-4 7-8
Office in Enid Residence
PHONE 46 :—: JARVIS

PROFESSIONAL C

ROSS L. CLAPP
Optometrist & Optician
18½ Norfolk St., South
SIMCOE, ONT.
Phones: 30 W. : 30 J

DAVID E. KELL
Barrister, Solicitor, Notary
Money to Loan on first
at current rate
Office: 12 East Street
PHONE 72
SIMCOE, ONTARIO

NORMAN C. COM
BARRISTER, SOLICITOR
Phone 165. Opposite
Hagersville, Ontario
JARVIS PUBLIC LIBRARY
FRIDAYS FROM 2.30 to
or by appointment

STANLEY E. HO
BARRISTER, ETC.
HAGERSVILLE, ONTARIO
Telephones: Hagersville
Office—7
Residence—19

ARRELL & ARR
BARRISTERS, ETC.
Harrison Arrell, K.C.
the County of Haldimand
A. H. Arrell, B.A.
Caledonia Office—Cal
Co. Block.
Cayuga Office—Talbot Street

INSURANCE
FIRE — LIFE —
WIND — ACCI
SICKNESS, ETC.
Wilfred J. McC
— Representing —
SUN LIFE ASSURANCE
OF CANADA
Phones: Office 93; R
HAGERSVILLE

IVAN W. H
Licensed
Funeral Di
FURNITU
Phone R
Phone 3
JARVIS

RED CROSS NOTICE

The Nanticoke Red Cross are leaving Victory Bags in every home in the Nanticoke district. You will see on this bag a list of articles that can be used for salvage. We are asking you to bring them to Fred Pratten's barn by May 24th, then this material will be sorted and sold and all proceeds given to the Red Cross to help in their War Work.

The next dates that we would like you to bring in any salvage you have will be up to the 20th of every month. There will be someone to look after this salvage every Wednesday night if you care to bring anything you have.

LESS SILK

Inquiry into the silk-stocking situation suggests that there is at Ottawa an appreciation of the need for covering feminine legs, except possibly for sportswear, with decency and charm. The government, while looking to the day when the exchange required for the purchase of raw silk, which is not a domestic product, may be saved entirely or at least lowered. Possibly Mr. Ilsley seeks to avoid domestic strife and tears, or even civilizing that nothing is more likely to maintain feminine morale than continued ability of the nation to permit women to buy and wear nice-looking stockings.

—O—

There is not the least flower but seems to hold up its head and to look pleasantly, in the secret sense of the goodness of its heavenly Maker. —South

Choose a 17 Jewel **BULOVA**
Now at the lowest price ever...latest models...only
$29.75

DAVID BANKS
JEWELLER
JARVIS, ONT.

With Spring comes increased driving and increased risk
SEE THAT YOU ARE AMPLY PROTECTED
FOR LOW COST INSURANCE
SEE
GEORGE W. WALKER
PHONE 51, JARVIS
ALL LINES OF INSURANCE

NOTICE

This is to inform the public that I have been granted a license under the authority of the Dominion Department of Agriculture to operate a REGISTERED EGG GRADING STATION UNDER THE NEW REGULATIONS RESPECTING THE GRADING, AND MARKING OF EGGS.

Top Market Price Paid For Eggs At All Times
— PROMPT SERVICE —
ORVIL C. DELL
PHONE 2-4 Jarvis, Ont.

It solved our **PROBLEM**

A DURO Pressure Water System will do the same for you, if that problem be lack of running water and sanitary conveniences in your home.

Outside pumps and toilets belong to the past. In every home running water should be available at the turn of a faucet. Likewise, a modern Emco Bathroom is necessary for the health and happiness of your family. A modern

Duro Water Supply System

will furnish the water and make it possible to install an Emco Bathroom.

The Duro Special System, capacity 250 gals. per hour, complete with 25 gal. Galvanized Tank and 25 or 60 cycle Motor costs only..... $ 86.00

For a lovely bathroom, as illustrated, the EMCO Built-in Bath, Shower, Toilet and Lavatory with trimmings costs only..... $137.00
(Soil and iron pipe and fittings extra)

Other Complete Bathroom equipment as low as.. $84.50

Duro Water Supply Systems are styled for dependable lifelong service. Thousands of satisfied users prove their worth. They can be purchased under our Easy Payment Plan.

FOR SALE BY—
W. J. ELLIOTT
241

EMPIRE BRASS MFG. CO., LIMITED
London Hamilton Toronto Sudbury
Winnipeg Vancouver

DURO WATER SYSTEMS

SERVICE OF WEEKLIES

(Hamilton Spectator)

The Canadian Weekly Newspaper Association, Ontario-Quebec division has conducted its two-day convention in Hamilton with the election of officers for the ensuing year. Congratulations to Mr. Frank MacIntyre of the Dundalk Herald, on his elevation to the presidency and also on his success in winning the Joseph Clark Memorial Trophy awarded to the best all-round newspaper in centres of 1,500 population or less, and the special prize for job-printing, which he passed on to another competitor. Many names affectionately familiar to the profession appear in the list of awards, testifying to faithful service and good workmanship. We trust the delegates have enjoyed their visit to our city and will take away a favourable impression. May their influence increase and their circulation grow along with the communities they represent.

To the busy editorial department of the larger city daily the comparatively leisurely life of the weekly newspaper office presents itself in an alluring light. But these worthy gentlemen who watch over the destinies of a more restricted clientele may say that any ideas of that kind are nothing but delusions. Most certainly, the weekly editor has his troubles like all the rest of us, and puts in a crowded week catering to the varied requirements of his customers. He finds it just as difficult to please all twelve customers just as much prejudice and misunderstanding; while enjoying just as many compensations, in the way of appreciation and praise to counterbalance criticism and blame. Week in, week out he faithfully labours at his task, come what may, giving the news—good and bad—commenting as his knowledge, judgment and experience suggest. His highest reward is the consciousness of loyal service to town, country and Empire.

Who can estimate at its true worth the value of the weekly newspaper, not merely to its own immediate territory, but to the general progress of civilization? In a way, these conventions of newspaper men are a minor parliament, where popular representatives meet and discuss local and world affairs, exchange opinions and go back to their desks with a wider horizon and broader viewpoint. Hamilton is proud to have been the host to the members of the association and wishes them all another full year of usefulness and success in their respective fields.

—O—

JOINS ONTARIO TRAVEL BUREAU

F. C. McCall Named Assistant Director; Formerly in Welfare Department.

Appointment of Tom C. McCall, well-known Simcoe man, and former news editor of the Reformer, to the post of Assistant Director of the Ontario Travel and Publicity Bureau was announced at Queen's Park last week.

Mr. McCall has been for slightly more than two years General Secretary of the Department of Public Welfare, first under the Hon. Eric W. Cross and latterly under the Hon N. O. Hipel. During that time he has rendered able service to the Government first in administering problems connected with unemployment relief, the British child evacuee scheme and latterly as chairman of a committee to carry out the war emergency plan of placing high school boys on Ontario farms.

In his new position Mr. McCall will be assistant to Mr. Douglas Oliver, Director of the Ontario Travel and Publicity Bureau, and will have an important role in administering the program of stimulating tourist travel in the province of Ontario during the coming summer. His many friends in this community will wish him success in his new office.

—O—

TO BE PAID 5c PER NAME

Under oath to seek truthful answers from millions of Canadians, nearly 17,000 census enumerators will set out on their appointed rounds on June 2nd to take the ten-year count of the Dominion's people and their resources. Nine bulky forms will be used.

They deal with population, housing merchandising and service establishments, general farm agriculture, fruits and vegetables, abandoned or idle farms, animals, animal products, fruit, gardens and so forth not on farms.

There also is a supplemental schedule for the blind and deaf mutes and an individual form to be left for those who may be out of reach when the enumerator calls. Before he starts the enumerator will receive detailed instructions from census commissioners. For each living person he records he will receive an allowance of five cents. At every tenth house visited he will make detailed enquiries as to length of residence, rentals, repairs, equipment and mortgages, and will be rewarded with eight cents for each form completed in this category.

—O—

KEEP SCALES CLEAN AND WELL LUBRICATED

Farmers can save much of the expense incurred in conenction with the repair and replacement of scales in weighing machines by the practice of cleanliness and frequent lubrication. Scales, say officials of the Weights and Measures Branch, Dominion Department of Trade and Commerce, should be cleaned once a week and all essential parts lubricated at least once a month

Before the beginning of the busy season in cheese factories and creameries, it is advisable to have all weighing apparatus inspected, if it has not already been done, by the nearest inspector of the Weights and Measures, before starting operations.

—O—

Flowers are love's truest language. —Park Benjamin

AT THE ANGLICAN CHURCH

(intended for last issue)

ASCENSION DAY

Permission has been granted by the Department of Education for children of various churches to attend Church on Holy Days. The Feast of the Ascension is being observed a holiday. From 9. A.M. to Noon the Anglican children attending the public school only will attend instruction given by the Rector in St. Paul's Church, Jarvis. There will be also a celebration of the Holy Communion at 10 A.M. Open to all adults.

In Christ Church, Nanticoke, instruction will be given from 1.30 P.M. to 4. P.M. Service at 3. P.M. will be open to adults.

—O—

TORCH DAY PROGRAM IMPRESSIVE PART OF LOAN CAMPAIGN

"I hereby declare my belief in Almighty God, and reaffirm my loyalty and allegiance to His Majesty, the King, and further declare my support of British institutions.

"I pledge myself and my all to hold the torch on high, and to march shoulder to shoulder with the Motherland and the Empire in our righteous cause through victory and enduring peace."

Hundreds of local citizens will make the above pledge on the occasion of a Torch Day program which is planned in connection with the forthcoming Victory Loan.

One of the features of the public-City campaign in connection with the War Loan will be the delivery of a metal torch, bearing the inscription, "Part of The Tools - Canadas' Victory Loaan, 1941." to Prime Minister Winston Churchill of Great Britain. The torch, with an escort consisting of a representative of the navy, army and air force will be flown by a huge four-motored bomber from Victoria, B.C., across Canada and then across the Atlantic to Great Britain. The presentation to Prime Minister Churchill will be made on July 1. Dominion Day.

The trip across Canada will be by stages, the bomber stopping at every major city where there is an airport large enough. Each stop will be the occasion of a local ceremony, enabling the mayor of each city in its area to the next and each provincial premier to pass it along to the neighbouring province on the east.

The torch will make its first public appearance at a dedication ceremony in Victoria, B.C., on Victoria Day, May 24th.

WESTERN CANADA Special Bargain EXCURSIONS
FROM ALL STATIONS IN EASTERN CANADA
GOING DAILY—May 17 - 28, 1941, Inclusive
Return Limit: 45 days

TICKETS GOOD IN —
COACHES at fares approximately 1½¢ per mile.
TOURIST Sleeping Cars at fares approximately 1½¢ per mile.
STANDARD Sleeping Cars at fares approximately 1½¢ per mile.
Cost of Accommodation in Sleeping Cars Additional.

BAGGAGE checked, Stopover at All Points enroute.
Tickets, Sleeping Car Reservations, and all information from any Agent
ASK FOR HAND BILL
T-137

CANADIAN NATIONAL

THE EIGHTH DECENNIAL

Census of Canada

June 2, 1941

THE Census is the stock-taking of the nation — of its men, women, and children; its agriculture, trade, and industry; its housing, and general social condition. By it, all Governments, — Dominion, Provincial and Municipal—are enabled to work more effectively and economically in the interest of every resident of the Dominion.

IN these days of increasing Government responsibilities, no Government can give the best service unless it has detailed and accurate knowledge of the people and their varying circumstances. That is why we request the co-operation of all Canadian citizens in the taking of the Census. When the Government's Enumerator calls at your door, receive him courteously and give him all the information for which he asks.

Remember that he is in your service. Accuracy and despatch in your replies will promote good administration in your country, now under stress of war and facing crucial post-war reconstruction.

ALL INFORMATION SUPPLIED HELD STRICTLY CONFIDENTIAL

You can place absolute trust in the official Enumerator, who is sworn to secrecy. *All the information which you provide will be held in strictest confidence both by him and the Dominion Bureau of Statistics, and can never be used against you by any tax-collecting, military, or other agency, or in any court of law.*

It is *compulsory by law* to answer the questions, but you will be assisting your Government in these difficult times by giving the information *readily and accurately* in the spirit of good citizenship.

Issued by authority of The Honourable JAMES A. MacKINNON, M.P., *Minister.*

DOMINION BUREAU OF STATISTICS - DEPT. OF TRADE AND COMMERCE

A VICTORIA JANUARY IDYLL

Vancouver Island's reputation as Canada's Evergreen Playground is upheld by this idyllic scene photographed January 6th at Victoria, B.C. The lamb is a real one, only six days old. It was born January 1 on the farm of E. J. T. Woodward, near Victoria. The pretty little lady is Sally, two-and-a-half-year-old daughter and only child of Commander R. A. ("Tony") Wright, R.C.N., and Mrs. Wright, Esquimalt. The flowers were picked in the gardens of the Empress Hotel. Canadians and Americans are visiting Victoria in large numbers this winter, the ideal weather permitting them to enjoy winter golf, tennis, fishing, riding and hiking under splendid conditions.