

## SPECIAL NOTICE

In order to comply with the Government's wishes the firms whose names appear below have decided:

**To Make 2 Deliveries Daily**  
(In order to conserve gas)

**To insist on payment of all bills by the 10th of the month following purchase**  
(As requested by the Federal Government)

OVERWAITEA LTD.  
LINZEY & INGRAM, LTD.  
RANCE & HARDY  
THRIFT CASH & CARRY  
YAMANAKA GROCERY  
MUSSALLEM'S ECONOMY STORE  
SUNRISE COMPANY LTD.  
DEJONG'S CASH & CARRY  
SAV-MOR GROCERY  
TOM LEE AND SON  
PRINCE RUPERT FISHERMEN'S  
CO-OPERATIVE ASS'N  
JOHNSON'S GROCERY

## A. MacKenzie Furniture Ltd.

"A Good Place to Buy"

CHRISTMAS GIFTS

COFFEE TABLES—Walnut, at	\$12.00
MAGAZINE-RADIO TABLES—at	\$11.75
SMOKERS—With Cabinet, Ash Tray, at	\$12.75
Other Assorted Tables with Magazine Racks—from	\$8.50
END TABLES—Walnut finish	\$2.35

Buy Early and Lay Away.

Phone 775

327 Third Ave.

## CHRISTMAS CARDS

Our Selection of Cards is now complete.  
We have relation, local scenes and Ordinary Cards.

Xmas Cards	5c, 10c and 15c
Xmas Cards, boxed	25c, 40c, 50c, 60c, and \$1.00.
Xmas Ribbon	10c
Xmas Ribbon Cellophane	15c
Xmas Fancy Paper, 4 sheets	15c
Assorted Seals, Tags and Cards, 100 for	10c
200 for	20c
Xmas Tie-Ons, pkt.	5c
Xmas Cord	10c
1942 Calendar, local scenes	40c

## Ormes Ltd.

The Pioneer Druggists

THE REXALL STORE PHONES 81 AND 82

Open Daily from 8 a.m. till 10 p.m.

Sundays and Holidays from 12 - 2 p.m. and 7 - 9 p.m.

### DRESSMAKER

Mrs. Nakatani  
Ladies' and Children's  
Alterations  
Phone Blk. 529, 522 Fulton St.  
Satisfaction Guaranteed  
Cleaning and Pressing

### J. H. BULGER

Optometrist

Opposite Post Office

When You Want a Reliable, Comfortable, Dependable

TAXI  
Service

PHONE 13

24-Hour Service at Regular Rates

### CANADA'S GREAT BATTLE AGAINST INFLATION

(Continued from Page One)

movement will have begun to stop price increases. It will go on through countless nights and days—until the war's last real shot is fired.

#### Economic Blitzkrieg

But, while the aim is to set up a siege against inflation, preparations in Ottawa are as for a blitzkrieg. At headquarters here the general staff has worked far into the night laying the ground for a nation-wide assault that will involve every home, every hamlet, every farm, every corner grocery, every quick lunch counter, every little hairdressing salon.

For from that date no one will be able to charge or pay more for any goods or essential services than the highest prices that prevailed in the four weeks, September 15 to October 11. If prices have gone up since, they must come down.

Viewed close-up here, that is what makes the task seem such a colossal one, made possible only by everyone's honesty and co-operation. The board is not simply setting one price or set of prices down the line for all Canada, or for one province, or city by city, or even street by street. Prices will vary from store to store as they always did. They will vary between high and low priced stores, between the big popular emporium and the specialty shop, between various types of restaurant.

Butter, for example, may show a range of several cents between the chain store, the department store, the corner grocery and the little delicatessen that stays open to 10 at night to oblige Mrs. Jones who suddenly discovers she hasn't a bite for breakfast. But the price charged by each must be on the level of the basic period mentioned; less if each likes, but definitely no more.

Thus there is to be no great levelling, it is explained, no setting of one price, but rather an anchoring of the price level generally as of the basic period. Thus competition will be preserved and, within limits of what he may charge, the efficient, alert manufacturer will still seek to gain your custom by value at a profit.

#### No Cheating or Chiseling

Every establishment in Canada, 300,000 or more, will be licensed to do business under this price control plan. They will be big intricate businesses and they will be hole-in-the-wall stores. They will all have to conform. Licences may be taken away and businesses closed up for cheating or chiseling. Offenders may be severely punished. But how will they be checked or caught? All the policing in the world could not keep watch on 300,000 big and little businesses from North Sydney to Prince Rupert, from the Niagara peninsula to Fort Churchill, who might seek to cheat or chisel on prices.

For one thing, trust the Canadian housewife. Competition will still prevail and she'll know, from buying experience, how prices should run. And the firms of integrity, big or small, which will not cheat, will serve as a general brake on their weaker or greedier fellows.

But—and here is the genius of the plan which Donald Gordon is driving towards the zero hour—control is not being imposed arbitrarily by the government. True, the law says that prices must stay at or go back to a certain level. But business is being asked to work it out.

You find here in Ottawa that the ball has been tossed back to business, and business men are working out their own plays. Business men in every industry and grouping, manufacturers, wholesalers, retailers, are intent on devising methods that will meet the needs of the hour. Business might have gone on strike, thrown up its hands, said, "We can't keep the price down," but honestly, loyally, even with enthusiasm, business men are forging their own shackles for their own salvation.

Thus in democratic fashion, Canada is fashioning a type of total control undreamed of in the days when Hitler was only a noise in Europe.

But let us go back a bit. The Wartime Prices and Trade Board is not a new thing. It was set up in Canada within a day of the outbreak of war. It was composed of five ranking civil servants who were trade experts, with Hector McKinnon, noted tariff authority, a man of the highest integrity, as chairman.

#### Success So Far

This Board functioned splendidly for the first two war years. Sitting constantly and serving faithfully, it worked rather to see that supplies of raw materials were maintained than to crack down on prices, though it did work to keep prices of certain commodities from rising sharply, and with success.

You will recall how it tackled the sugar "shortage" after the outbreak of war and how it arranged for a steady wool supply. Other commodities—coal, butter, hides and leather, farm feeds—were also kept on an even keel. A few administrators were appointed—for sugar, wool, coal, hides and leather, rents—and for periods prices were controlled for wool, bread and butter, and rents were permanently fixed.

But prices generally were "appeased" not "blitzed." "A selective control" was exerted on certain commodities—as is still the United States policy; there was no attempt to establish an "overall ceiling" which is the essence of the present policy.

Thus for two years, while the cost of living rose, wages increased, prices went slowly but steadily up, the Board held to the even tenor of its way. Then in September costs and prices began to move in a vicious spiral towards infinity. The time had come for drastic action.

Announcement of action came on October 18, when in a radio broadcast the Prime Minister declared that wages and prices would be pegged in an all-out fight to halt inflation. Such a thing in such fashion had never been attempted in a democratic country before. Could it be done? Could the tide be stopped? How, in a democracy, could the ten million and one transactions of daily business be channeled and checked? Easily enough in a dictatorship like Germany, which can decree the shape of a haircut and see it enforced—by the Gestapo! But, in a country like Canada of a thousand trading freedoms—how?

#### Head of Board

Two or three weeks passed in a search for a formula by the Board. Then Donald Gordon, the virile Scots-Canadian banker, who had made such a success of another war necessity, Foreign Exchange Control, was drafted for the job of organizing and launching the new price control set-up. What a task! He had to build a national organization from the ground up. Without precedent, he had to create new checks on all business. He had to fashion, for Canadians, a new world. He had to devise a control that would curb equally the great corporate merchant and the pushcart peddler.

It was a job to make a man quail. But Gordon, big physically, cheerful, dynamic and inspiring, ruthless when necessary, tackled it and is putting it across. Some business men told him it couldn't be done. He said, "Boys, it's got to be done." And they went out cheerfully to do it. That, as I said, is the secret of the success that is being achieved over the impossible. Business men, the idea sold to them by Gordon, are working it out with him.

Ottawa headquarters is athrob with an energy that is reaching out into the highways and byways of the Dominion's business. A great organization is being built up almost overnight. In little more

than a month the miracle will have been achieved, the creation of an organization as remarkable in its way as the Empire Training Plan. Truly this country, under war's stress, has shown a titanic capacity to improvise.

Donald Gordon is chairman of a board of general strategy which has grown from five to eleven members, senior civil servants having been added from the various government departments involved. While it decides policy and hammers out regulations, his is the Churchill role of over all inspiring, directing and executing. Around this headquarters nucleus has grown, gradually but quickly in brief time, the big varied, widespread, deep-reaching business administration necessary to put the plan into effect.

Don't ask anyone how it has been done. But it has been done. One by one, eight crisp, eager men have been added to Mr. Gordon's staff as executive assistants, to share his load.

#### The Administration

Day by day a corps of administrators has been built up. They are the direct supervisors of the various branches of business: manufacturing, merchandising, wholesale and retail; food, clothing, shoes, jewellery and the like. Administrators under the old board included a judge, a lawyer, a banker, a chartered accountant—with technical advisers to help them work things out. The new administrators are top-ranking business men who know all the answers, men versed in the costs, practices, channels and devices of their own particular trades.

These men, most of them executives or technicians of business, were drafted. All the instincts, training, background, of most of



## Suit Specials

We Have 24 Suits to Clear This Week Only at

**\$19.50**

All Sizes, in Different Patterns — Worsteds.

No Refund — No Alterations — Sale Final!

## ACME CLOTHING STORE

THIRD AVENUE AND SIXTH STREET

than a month the miracle will have been achieved, the creation of an organization as remarkable in its way as the Empire Training Plan. Truly this country, under war's stress, has shown a titanic capacity to improvise.

Donald Gordon is chairman of a board of general strategy which has grown from five to eleven members, senior civil servants having been added from the various government departments involved. While it decides policy and hammers out regulations, his is the Churchill role of over all inspiring, directing and executing. Around this headquarters nucleus has grown, gradually but quickly in brief time, the big varied, widespread, deep-reaching business administration necessary to put the plan into effect.

Don't ask anyone how it has been done. But it has been done. One by one, eight crisp, eager men have been added to Mr. Gordon's staff as executive assistants, to share his load.

Day by day a corps of administrators has been built up. They are the direct supervisors of the various branches of business: manufacturing, merchandising, wholesale and retail; food, clothing, shoes, jewellery and the like. Administrators under the old board included a judge, a lawyer, a banker, a chartered accountant—with technical advisers to help them work things out. The new administrators are top-ranking business men who know all the answers, men versed in the costs, practices, channels and devices of their own particular trades.

These men, most of them executives or technicians of business, were drafted. All the instincts, training, background, of most of

them were against control. Many saw only failure, grief, chaos ahead. But the country's need, the public good and Gordon's magnetism enlisted them. Now he has won their enthusiasm and devotion. Now they are working, through their industrial and trade associations, to put across a co-operative system of price control in the firm belief that it cannot, must not, will not fail.

This price control will be an integrated, shared, co-operative scheme that will go right down through from producer through manufacturer, wholesaler and retailer to consumer. Each must bear his share of what is called the "squeeze." This is to be achieved, as far as possible, by voluntary unselfish give-and-take which the various businesses are seeking to work out among themselves.

Every day to Ottawa have come representatives of many business or trade groups to work out with the administrators the details of price control. One day saw representatives of the Ontario Milk Producers, the flour millers, the bakers, here to listen to administrators outline objectives and thresh out with them ways and means of getting that price down.

Prices must come down! That is the dictum which faces everyone all along the line. But how will they be brought down is left largely to the initiative, enterprise and efficiency of a business or group. "Frills" like the packaging of bread, for example, may be cut out to bring the cost of a loaf down. Or there may be cuts made in delivery or the multiplicity of certain goods made or sold. Economies will be sought here, overlapping eliminated there. It is said that business groups will develop a greater brotherhood than

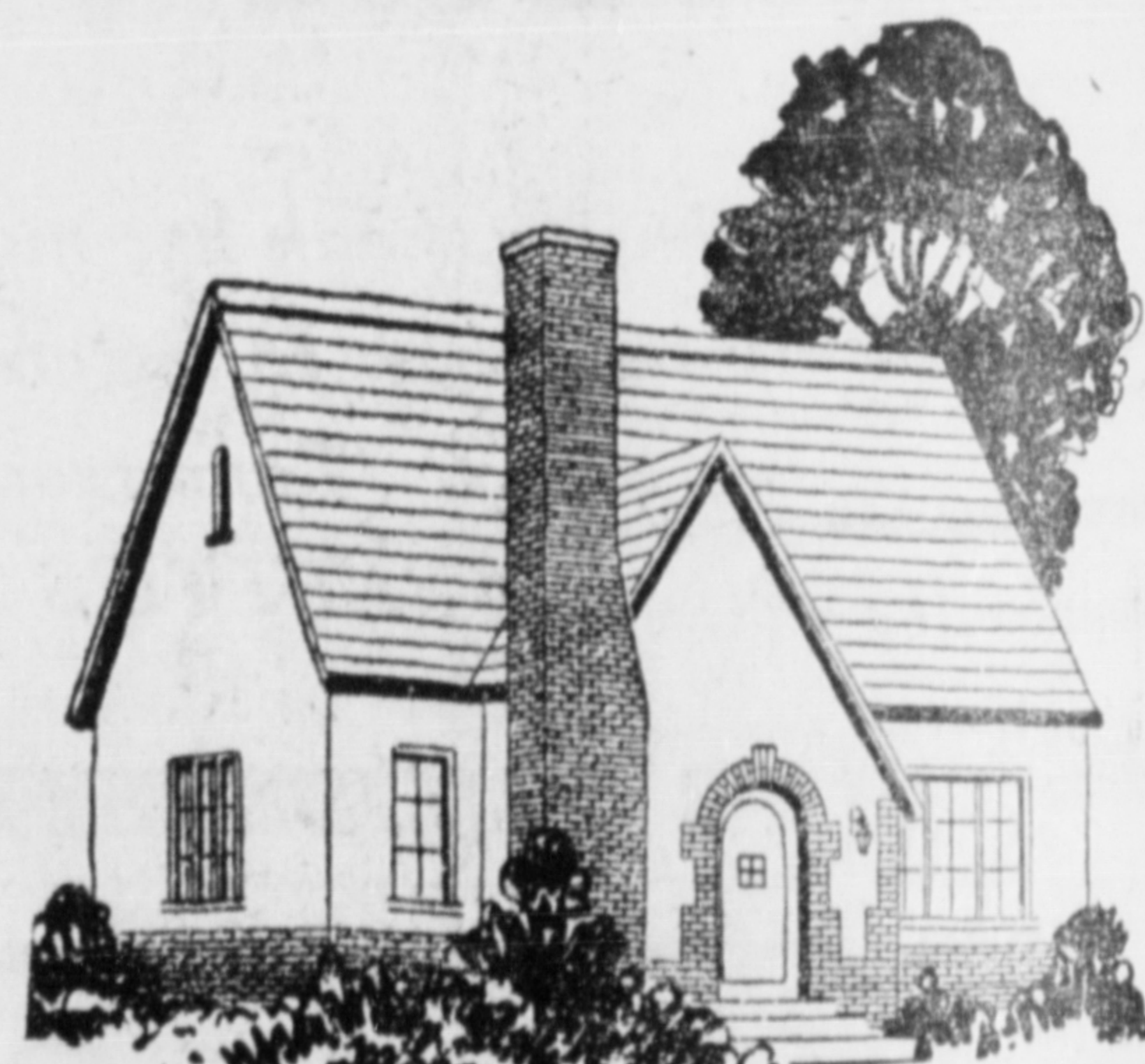
in the past as a result of the inter-dependence. A spirit of working for the common good will place the old rivalries.

#### Everybody's Fight

Some commodities, like clothing and textiles, have administrators for the various interests and a co-ordinator, and in this case, deputy co-ordinator, to iron out snags. In the case of food, Hon. G. Taggart, minister of agriculture for Saskatchewan, came to Ottawa to act as administrator. But within a week he was made co-ordinator with a group of administrators for fish, flour, milk, bakeries and so on, working with him to handle the various lines. Thus the administration has grown, expanding daily, to meet the widespread necessities of a blanket blitzkrieg against the common enemy—inflation.

Thirteen regional offices have been appointed and offices opened in Vancouver, Edmonton, Regina, Winnipeg, North Bay, London, Toronto, Brockville, Montreal, Quebec, St. John, Halifax and Charlottetown so that control can work intimately with business everywhere, and some 46 sub-offices in approximately "every other town of 10,000" people. These offices will be attached to inspectors and supervisors necessary to a check of the control; it works out in every cash register.

Such is a hint of the new world to which Canadians have awakened—a world with a price collar such as they have never known. They won't see it—but it will be there, a great national attempt to harness costs, bridge prices and curb a dreadful intangible called inflation. That is the purpose of the big blitz set for today. It is everybody's fight.



## GURVICH CONTRACTORS

Houses Moved To Any Location

BASEMENTS AND FOUNDATIONS

EXCAVATED AND ERECTED

DUMP TRUCKS AND COVERED VANS

For Hire

By The Day Or By Contract

Rock and Soil For Sale When Available

OFFICE: EXCHANGE BLOCK

PHONE 32



## Toyland Where?

at the  
Variety Store

TOYS, TOYS FOR  
GIRLS AND BOYS

When you think and talk in your dream, don't forget the PUZZLES AND GAMES... BILLFOLDS AND PURSES for the doctors and the nurses... Socks, Handkerchiefs and Ties to fill your gifts with joy.

Come, Come to the  
Variety Store

"Where Your Dimes Are Little Dollars"  
MAIL ORDERS CAREFULLY  
SELECTED  
330 3rd Ave. W. Ph. Red 120  
P. O. Box 757