

### Man in the Moon

That was some gale we had on Sunday. Reminds me of the old days when sidewalks were turned upside down and roofs stripped bare.

Jake says he intended to buy a home for himself but what's the use if it's going to be blown away?

They tell me buying a house is the beginning of trouble. No sooner do you get the house than some glamorous girl wants to share it with you and then other troubles follow.

Mussolini was right after all. When Italy entered the war Il Duce assured Greece that that country had nothing to fear from him. Evidently she did not.

Haile Selassie, chosen of God, Lion of Judah, Emperor of Ethiopia, black as the ace of spades, is back in his own country after resting in England for a number of years and again cultivating the lionine attributes. He may yet spring on the invaders and rend them asunder.

"Preparedness through production" is a recent slogan in United States. "Preparedness by lending" will probably be the next.

No Jake, you dare not say a word about the price of mutton. First thing we know the editor will get another letter about "Pity the Poor Farmer." Yet I sympathize with you at having to pay thirty cents a pound. I don't. I eat weiners instead.

Buy a war saving certificate, buy a bond, donate to the Red Cross, give to the United Services, pay your taxes. Oh well! The war can't last very long.

# WHAT IS IT COSTING to keep the Nazi heel out of Canada ?



*"History will record many strange and mighty events of this year. Among the strangest will be this: That Canada—numerically a small nation of a dozen million souls in North America—suddenly found herself occupying a strategic position of supreme importance in a conflict that would deeply affect the whole of mankind.*

*"Canada abruptly became almost the keystone upon which depended the whole arch of democracy and freedom throughout the whole world."*

SIR NORMAN ANGELL

### TODAY'S STOCKS

(Courtesy S. D. Johnston Co.)

#### Vancouver

- Big Missouri, .04 1/2.
- Balorne, 10.00.
- Cariboo Quartz, 2.65.
- Dentonio, .01A.
- Fairview, .01.
- Gold Belt, .18.
- Noble Five, .00 1/2 A.
- Fund Orelle, 1.70.
- Pioneer, 2.10.
- Premier, .92.
- Privateer, .48.
- Reves Macdonald, .15.
- Rejo, .11.
- Relief Arlington, .02 3/4.
- Salmon Gold, .02 1/8.
- Sagep Creek, .81.
- Cariboo Hudson, .01A.

#### Oils

- A. P. Con., .08 1/2.
- Calmont, .23.
- C. & E., 1.32.
- Home, 2.25.
- Pacalta, .05A.
- Royal Canadian, 11 1/2.
- Okalta, .65.
- Mercury, .04 1/2.
- Prairie Royalties, .07 1/2.

#### Toronto

- Aldermac, .14.
- Beattie, 1.15.
- Central Pat., 1.80.
- Con. Smelters, 37.00 1/4.
- East Malartic, 2.70.
- Fernland, .05.
- Francoeur, .42.
- Gods Lake, .31.
- Hardrock, .93.
- Int. Nickel, 35.00.
- Kerr Addison, 3.65.
- Little Long Lac, 1.95.
- McLeod Cockshutt, 2.08.
- Madsen Red Lake, 59 1/2.
- McKenzie Red Lake, 1.15.
- Moneta, .51.
- Noranda, 55.00 1/4.
- Pickle Crow, 2.80.
- Preston East Dome, 3.20.
- San Antonio, 2.45.
- Sherritt Gordon, .80.
- Uchi, .32.
- Bouscadillac, .02 3/4.
- Mosher, .06.
- Oklend, .07 1/2.
- Smelters Gold, .01.

#### What are we doing to keep the Nazi Heel out of Canada?

We are marshalling every resource in manpower, material and money. Huge new plants to make war equipment are under construction and others are projected. In all existing plants, production has been stepped up to the limits of efficiency. 1941 will see vast expansion in our war effort.

#### What is this effort costing the people of Canada?

The cost of Canada's war effort is running at the rate of over One Billion Dollars per year and will steadily increase. We must remember that Canada's contribution to victory is planned deliberately and definitely on the basis of the maximum war effort of which Canada is capable.

#### What about our Army?

We now have more than 165,000 men on Active Service and thousands of others in training.

#### What about our Air Force?

A year ago the R.C.A.F. had a personnel of 4,500. Now it has more than 35,000, without counting the thousands from overseas who are training under the British Commonwealth Air Training Plan.

#### What about the Air Training Plan?

There are already over 50 flying fields and schools in operation. There will be 83 by September, 1941. The Air Training Plan over three years will cost \$600,000,000, of which Canada's share will be \$350,000,000.

#### What about the Navy?

When war was declared, Canada had 15 fighting vessels. Today we have 180 of various types. Within a year, another 150 will be added to strengthen and enlarge the Empire's life-line through which flows the ever-growing supply of vital war material. The ship construction programme is costing \$80,000,000 and is giving employment now, to 17,000 men.

#### What about Motorized Equipment?

Canada leads in the production of motorized military equipment. This industry has been geared up to a production capacity of about 600 units per day of the various types of automotive equipment necessary for mechanized warfare. Contracts awarded for motorized equipment total \$127,000,000.

#### What are we doing about Munitions?

The construction and financing of new plants in Canada on behalf of the Canadian and British governments for the manufacture of tanks, planes, guns, explosives, shells, and other war equipment is costing over \$280,000,000; including \$87,000,000 for chemical and explosive plants, \$31,000,000 for shell plants, and \$96,000,000 for armament plants.

#### How do Canadians provide this money for our War Effort?

They contribute through taxes of various kinds... they subscribe to War Loans... they purchase War Savings Certificates regularly. We all are in the "financial forces"—ours is the responsibility of seeing to it that our fighting forces have the adequate and vital supplies and equipment to bring about victory.

#### Must Canadians be prepared to sacrifice?

Yes. The Prime Minister stated in his New Year's message that the task in 1941 "is going to demand more effort and more sacrifice".

No one need go without necessities, but you are urged to forego the purchase of unnecessary articles—no matter how small the cost—no matter how well you are able to pay for them—which take labour and material away from the great task of providing goods needed to win the war.

#### How can you help Canada's War Effort?

Be sure to make provision to pay your Income Tax—payment is made easier by the new instalment plan. But be prepared to do more—budget your earnings to make sure that you will have money available to buy War Savings Certificates and to subscribe for War Loan Bonds. You will help Canada—you will help yourself.

Minister of Finance

FEBRUARY has been set aside as WAR SAVINGS PLEDGE MONTH, when a national drive will be made, through employers, banks, post offices, canvassers, teachers, and other agencies, to obtain definite pledges of regular weekly savings from the entire population of Canada.

# WORK-SAVE-LEND - for Victory

### HELP FOR KIDNEYS OR MONEY BACK

Gin Pills are sold on a "satisfaction or money back basis". If you're not entirely satisfied with their help your money will be refunded.



Regular size, 40 Pills Large size, 80 Pills (In the U.S. ask for "Gino Pills")