

Winged Victory 1943 Model



Youth, riding the skies of
the spitting wings, is help-
ing to bring about Victory.
Again, Peek Frean's
amous English Biscuits and
tasteful, tasty Vita-Weas
asp-bread will be back.

Peek Frean
BISCUITS
LONDON, ENGLAND

YDAY FOR MOSQUITOS
S. Supplies of citronella
cut off when Japan seized
Eastern tropics.

DRIVE UPON SQUANDERING

Gnome No Longer Points to
Evils of Extravagance in
Britain.

By ALLAN NICKLESON
Canadian Press Staff Writer

LONDON, Oct. 27 (C)—No one
would have considered it possi-
ble, but the Squander Bug, an
ubiquitous villain who looks like
he Devil, has become a na-
tional pet in Britain.

To say the least, it's disturb-
ing to a select committee on
thrift which strove to reveal the
Squander Bug in his true, fifth-
columnist role. So, the Bog's
character will be changed to
make him more menacing in the
hope he will really rate as a
slimy creature instead of a war-
timemascot.

Designed as a symbolic tem-
pter towards frivolous spending,
this paunchy hobgoblin with the
short horns and forked tail
wormed himself into the hearts
of the people. Children love him,
he amuses the elders and is
the subject of music-hall jokes.

No one admits publicly to
parenthood of Squander Bug,
Pal. Known to be at large in
whose body is covered with
swastika markings. He was a
Usually found in the company
joint effort, placed at the dis-

posal of the National Savings
Committee, representative of
some of Britain's best advertis-
ing brains which assists govern-
ment departments in publicity.

"The Bug is something that
must be despised and trampled
on," a savings official said.
Hence the impending change in
his appearance."

In newspaper advertisements,
posters and on billboards
throughout the country, the Bug
appears as always tempting peo-
ple to spend their money fool-
ishly, and on luxuries and other
non-essentials, when they should
invest it in Savings Certifi-
cates to aid the war effort.

A handbag, the savings com-
mittee claims, is the diabolical
fellow's favorite breeding ground.
Nice crisp banknotes make him
ravenous and the public is asked
to starve him through turn-
ing extra money into War Sav-
ings Stamps.

Posters Police-Style

When the Bug first appeared
he spelled his name as one word
Squanderbug, alias Hitler's
name for emphasis came later.
He was sought out then as a
foul fellow with posters print-
ed in police-style as:

"Wanted for Sabotage: The
Squanderbug, alias Hitler's
Pal. Known to be at large in
certain parts of the Kingdom.
first three years of war. This is
equivalent to 6,000 times around
the world.

ing leer and a flattering man-
ner. Wanted also for the crime
of Shoppers' Disease.

It was last November that
Sir Harold Mackintosh, then
vice-chairman now chairman of
the National Savings Committee,
sought a new idea to underline
the necessity of savings. In par-
ticular he aimed at reaching
the class of people who now
earn more money than they did
before the war, such as many of
those in munition work. The
sharp-toothed Bug emerged as
the answer.

As a villain, the Bug hit the
skids this summer. In a Lon-
don stage hit he was the theme
of a gag that never failed to
rock the house. That was when
a straight man emerged as a
Dickensian character and a
"stooge" planted in a box seat
cried "You look like the Squan-
der Bug."

A London newspaper cartoon
had readers chuckling. Under
the heading "Scotched" it show-
ed a bedraggled, perplexed
Squander Bug leaning against a
wall for support with the ex-
planation: "he lost his morale
in Dundee."

GREAT OCEAN CONVOYS

British ocean convoys totalled
125,000,000 ship-miles in the
first three years of war. This is
equivalent to 6,000 times around
the world.

Canada at War 25 Years Ago

Oct. 26, 1918 — The 3rd and
4th British armies extended
their advance beyond the Oise
and the Scheldt rivers taking
7,000 prisoners. Allies opened
an offensive on a wide front in
North Italy.

NOTED KITCHEN CLOSED

VALETTA (C)—Malta's famous
"Victory kitchens" — communal
kitchens where all classes of
the population were served dur-
ing the siege have been closed.

FOR SALE

FRESH SHRIMPS

Daily 4 o'clock.

Boat "Mars." Lipsett's Dock

CALL

LEO OYER

High Class Decorating
and Paperhanging
Red 395 867 Borden St.

"THE BLOODIEST PORTION OF THIS WAR... LIES AHEAD OF US"—Churchill



Do you honestly believe you're doing your full share?

Perhaps you can truthfully tell yourself that you are doing all you can to
help win this war . . . all day . . . every day.

But if you are one of the many Canadian women who have not yet found
a vital place in the Victory plan, here is your opportunity to play a full and
thrilling part. The toughest battles are still to be fought and now, more than
ever, women are needed in the Navy, Army and Air Force. The men are
needed in the front line.

In the uniform of your country you'll share that feeling of pride that comes
with doing your utmost. You owe it to your country . . . and to your menfolk
. . . to help win the war and win it quickly.

Women are Urgently Needed!
Enlist Now!

WRCNS

Women's Royal Canadian Naval Service

CWAC

Canadian Women's Army Corps

RCAF

Royal Canadian Air Force

NATIONAL



SELECTIVE

SERVICE

A WORD OF CAUTION

TO MEN OF MILITARY AGE AND TO THEIR EMPLOYERS

National Selective Service Civilian Regulations authorize the
Minister of Labour to require that male employees furnish
their employers with evidence that they have not failed to
comply with National Selective Service Mobilization
Regulations (i.e., the Military Call-Up).

It is intended that an order will be issued shortly, requiring
employers to carry out the necessary check on their male
employees, and to report any men who do not produce the
required evidence of compliance.

The check up will cover every male employee who has
reached the age of 18 years and six months and has not
reached his 38th birthday. The man will have to show
evidence in one of the following forms:—

(a) A man discharged from the Armed
Forces following service during the
present war should have his discharge
certificate. A discharged man who has
not a certificate should apply for one in
the following manner:—

Army—District Officer Commanding,
Military District in which
discharge took place.

Air—Records Office, R.C.A.F. Head-
quarters, No. 5 Temporary
Building, Ottawa, Ont.

Navy—Secretary of Naval Board,
Ottawa, Ont.

(b) A man who has responded to a direction
from a Registrar of a Divisional Mobiliza-
tion Board, to report for medical
examination under Mobilization Regu-
lations, should have either a certificate
of unfitness or an order for postpone-
ment of military training from the
Divisional Registrar. (A man entitled
to either document who has lost his
copies should immediately apply to the
Divisional Registrar who issued the
original, for a duplicate.)

(c) A man who has been rejected on appli-
cation for voluntary enlistment in the
Army since the beginning of the war,
should have a certificate showing that
he was rejected through medical un-
fitness. (If a man entitled to such a
certificate does not possess it, he should
apply to the District Military Head-
quarters of the District in which he
applied for enlistment, in order to pro-
cure the necessary form.)

(d) A man in the designated classes who has
not reached his 38th birthday, who was
married as at July 15th, 1940, or who,

having been married before that date,
is a widower with children, must be
prepared to furnish evidence, such as a
marriage certificate or birth certificate
of a child, to show that he was married
before July 15th, 1940, and that he is
now either married or is a widower
with children.

(e) A man who has reported for enrolment
in the Army under an Order—Military
Training issued under the Mobilization
Regulations and who has been rejected
should have a certificate showing he
was rejected through medical unfitness.
If a man entitled to such certificate
does not possess it, he should apply to
the District Officer Commanding the
Military District in which he was
rejected.

(f) (i) A man who is not subject to the
Mobilization Regulations because he is
an enemy alien who has not made
application for naturalization may
obtain a certificate from a registrar of
his Divisional Mobilization Board indi-
cating that the Mobilization Regu-
lations do not apply to him and such
certificates must be obtained by all
such enemy aliens.

(ii) A man who is an alien and neither
a national of Belgium, Czechoslovakia,
The Netherlands, Norway, Poland, the
United States nor Yugoslavia and has
not applied for naturalization may be
relieved of his duty under Mobilization
Regulations, but he gives up his right
to future Canadian citizenship after
the war; where such men have applied
for such relief and been granted such
status, certificates will be issued by
registrars in appropriate cases.

This caution is issued to facilitate compliance with the order
which is proposed. A reasonable interval will be allowed to
permit men to provide themselves with whatever document,
as referred to above, they may be entitled to hold.

Employers are requested to give notice of this proposal
to their male employees, to facilitate the operation of
the order when issued.

DEPARTMENT OF LABOUR

HUMPHREY MITCHELL
Minister of Labour

A. MacNAMARA
Director, National Selective Service

Meet Me At
JOHNNY'S

Johnny's
SNACK BAR
(Our Coffee is Tops)

NERVES

cause pain and symptom effects,
regardless of name, designated
as . . . trouble, dis-ease, or, dis-
order.

To correct and prevent count-
less electrical terminal effects
of cause unknown or known,
Power Companies recognize the
advantages in dividends of
money spent on maintenance of
Power Lines.

Likewise, Chiropractic is "Ser-
vice and Maintenance" of nerve
Power-Lines. Trunk "POWER"
Lines between brain-generator
and nerve terminal effects.

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Rupertia "Wave Crest" Mattress, 4-6 only,	
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Deep-Sleep Spring filled units	\$61.50
Beauty-Rest Spring filled units	\$71.00
Restmore No. 1 Spring filled units	\$61.00
Rip-Van Winkle Spring filled units	\$56.00
Slumber King Spring filled units	\$52.50

These Mattresses and spring filled sleep units are nation-
ally advertised and very dependable for real sleep and com-
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