

Ad Sense:
World War I and
World War II

World War I

ARE YOU PATRIOTIC?

EVERY one is buying a PATRIOTIC PENNANT. We have a large assortment representing every nation engaged in the war. Get one of Belguim, The Hero Nation.
YOUR CHOICE 25 CENT S.

HALLOWE'EN

JUST another week. We have all the latest novelties for this annual event. Post Cards, Witches, Pumpkins, Paper Caps, Crepe Caps, Festoons, Cat & Pumpkins Stickers.
PUT A STICKER ON YOUR LETTERS

PICTURE POST CARDS

WITHOUT a doubt, we have the best line of Picture Post Cards of this town ever stocked. These views were only recently taken. Your friends will appreciate them.
IT ADVERTISES THE TOWN
PHONE US YOUR ORDERS FOR ANY GOODS TO BE DELIVERED. PHONE 69.

PICKERING'S DRUG STORE
SUCCESSOR TO THOS. STEVENSON

Orangeville Sun, October 22, 1914

PATRIOTISM AND PRODUCTION

AGRICULTURE CONFERENCE

under the
Dominion Department of Agriculture
in co-operation with the
Ontario Department of Agriculture
will be held in

OPERA HOUSE

— AT —

ORANGEVILLE, ONT.

— ON —

FRIDAY, FEBRUARY 26th.

3. P. M. "The Duty and the Opportunity of the Canadian Farmer"

(a) in relation to farm crops.

A. R. G. Smith, New Hamburg, President, Waterloo County Board of Agriculture.

(b) in relation to live stock.

Hon. Nelson Monteith, Stratford.

Rev. Geo. W. Tebbs will preside.

7.30 P. M. In Addition to the Above Speakers

John Farrell, Forest, who has toured the British Isles and others will address the meeting.

Dr. G. H. Campbell will preside.

MUSICAL PROGRAMME

GOD SAVE THE KING

Orangeville Sun, February 11, 1915

Made in
Canada



Made in
Canada

The Songs the Soldiers are Singing

have been recorded
exclusively on

Columbia Patriotic Records

85c They include the following selec- **85c**
Each tions—all double-disc records, will
fit any machine. Each

Your King and Country Need You } **85c**
Boys in Khaki, Boys in Blue

Bravo! Territorials } **85c**
Soldiers of the King

Sons of the Sea } **85c**
Tommy Atkins

Here's to the Day (We've Got a Mailed
Fist, Too) } **85c**
The Trumpet Voice of the Motherland is
Calling

Boys of the Old Brigade } **85c**
Veteran Song

God Save the King } **85c**
Lord God Protect the Tsar

La Marseillaise } **85c**
French Regimental March

And All the National Hymns of the Allies.

If you don't know the quality of Columbia Records, we
will, for advertising purposes only, supply you with our
demonstration double-disc record for thirty cents, intro-
ducing

Maple Leaf For Ever and } **30c**
Home, Sweet Home

You can obtain these and all
other PATRIOTIC and POPULAR
COLUMBIA DOUBLE DISC RECORDS
from

ADAMSON HARDWARE CO.
ORANGEVILLE, ONT.

Orangeville Sun,
February 25, 1915

RECRUITS WANTED

Authorization for the raising from Dufferin and Halton Counties of the 164 Battalion, to be commanded by Lieut.-Col, Domville, has been announced by the Minister of Militia and Defence. This is the only Battalion that has authority to recruit in Dufferin County.

RECRUITING OFFICES HAVE BEEN OPENED AT

**Orangeville Shelburne
Grand Valley**

Where men can be medically examined and sworn in, and where they will live and be trained by competent officers during the coming winter.

A SUBSTANTIAL SUBSISTENCE ALLOWANCE

60c. a Day for Single Men and 85c. a Day for Married Men, in addition to their pay of \$1.10 a Day will be given.

So that a Single Man receives altogether \$1.70 a day, and a Married Man \$1.95 a day. Everything that is necessary for the equipment of a Soldier, including Underwear, Socks, Boots, Woolen Gloves, Razor, Brushes, etc., is provided, so that no expense is incurred in this connection.

Further particulars may be had by enquiring at the Recruiting Offices, or to

CAPT. LESTER M. GREEN, ORANGEVILLE

**Enlist With Your Own County Battalion
and Give Dufferin County Credit for Your
Service and Patriotism.**

Orangeville Sun, December 16, 1915

COME WITH US

It has been claimed and advertised that the 153rd Battalion C. E. F., has no authority to recruit in Dufferin County.

IS THIS THE TRUTH?

NO! NO!

HERE IS THE PROOF

(Copy of telegram received by Col. Craig)

Lt.-Col. J. J. Craig,

Fergus, Ont,

Your wire received. Your appointment confirmed. You are hereby authorized to recruit officers and men in the County of Wellington or any other place you designate.

(Signed)

General Sir Sam Hughes

As Col. Craig was formerly Principal of Orangeville High School and has lived in or near Dufferin for many years, he designated the County of Dufferin for one Company of 260 men.

**WE DO NOT WISH TO CLASH WITH
ANY OTHER RECRUITING OFFICERS**

THERE IS ROOM FOR ALL

**IF YOU WON'T ENLIST WITH US---
ENLIST WITH THE OTHER BATT.**

BUT

ENLIST! ENLIST ENLIST!

DON'T TALK==FIGHT

CAPT. R. J. BENNETT

Orangeville Sun,
January 5, 1916

Production and Thrift

"GAIN or no gain the cause before the farmers of Canada is as clear as it was last year—they must produce abundantly in order to meet the demands that may be made, and I believe this to be especially true in regard to live stock, the world's supply of which must be particularly affected in this vast struggle."—HON. MARTIN BURRELL, Minister of Agriculture.

THE FOLLOWING STATEMENTS ARE BASED ON REPORTS CONTAINED IN
"THE AGRICULTURAL WAR BOOK, 1916," PUBLISHED BY THE
DEPARTMENT OF AGRICULTURE, OTTAWA, ONT.

LIVE STOCK—The herds and flocks of Europe have been greatly reduced. When the war is over there will be a great demand for breeding stock. Canadian farmers should keep this in mind.

MEATS—In 1915 Great Britain imported 664,508 tons of beef, mutton and lamb, of which 364,245 tons came from **without** the Empire. Out of 430,420 tons of beef only 104,967 tons came from **within** the Empire.

The demands of the Allies for frozen beef, canned beef, bacon and ham will increase rather than diminish. Orders are coming to Canada. The decreasing tonnage space available will give Canada an advantage if we have the supplies.

DAIRYING—Home consumption of milk, butter and cheese has increased of late years. The war demands for cheese have been unlimited. The Canadian cheese exports from Montreal in 1915 were nearly \$6,500,000 over 1914. Prices at Montreal—Cheese: January 1915, 15¼ to 17 cents; January 1916, 18¼ to 18½ cents. Butter: January 1915, 24 to 28¾ cents; January 1916, 32 to 33 cents.

EGGS—Canada produced \$30,000,000 worth of eggs in 1915 and helped out Great Britain in the shortage. Shippers as well as producers have a duty and an opportunity in holding a place in that market.

WRITE TO THE DOMINION DEPARTMENT OF AGRICULTURE AND TO YOUR
PROVINCIAL DEPARTMENT FOR BULLETINS ON THESE SUBJECTS

Tens of thousands of Canada's food producers have enlisted and gone to the front. It is only fair to them that their home work shall be kept up as far as possible. The Empire needs all the food that we can produce in 1916.

PRODUCE MORE AND SAVE MORE

MAKE LABOUR EFFICIENT

SAVE MATERIALS FROM WASTE

SPEND MONEY WISELY

THE GOVERNMENT OF CANADA

4

THE DEPARTMENT OF AGRICULTURE

THE DEPARTMENT OF FINANCE

Orangeville Sun, April 27, 1916

SAVE
YOUR
MONEY

FOR THE
DOMINION WAR LOAN
TO BE ISSUED IN SEPTEMBER.

By purchasing a bond you will help
to WIN THE WAR and obtain for
yourself an investment of the highest
class yielding a most attractive rate
of interest.

DEPARTMENT OF FINANCE
OTTAWA.

Orangeville Sun, August 3, 1916

My **King** has called me
My **Country** has called me
The **Empire** has called me
Humanity has called me
My **Conscience** says "Serve"
My **Brave Comrades** call "Come"
My **Manhood** compels me to "Enlist"

I now see my way clear to offer my services to my King
and Country by enlisting in the Halton-Dufferin Battalion.

Name
Address.....
Age.....
Occupation.....
Married..... ☒ Unmarried.....

Cut this out and mail to-day in stamped envelope to:

Lieut-Col. C. R. McCULLOUGH, D. R. O.,

O. I. C. Enlistment for H. & D. Area,
HAMILTON, ONT.

Orangeville Sun, January 18, 1917

She hath done what she could

Every married man in the ranks of Canada's soldiers means that his wife gave her consent.

His the sacrifice, the danger, yes—but his also the interest of a new experience, the companionship of comrades, the inspiration of action, the thrill of the advance, and the glory of victory.

Her's the pitiful parting, the weary waiting, the fevered watching for the dreaded message, the gruelling grind of daily responsibility for those dependent upon her—and her alone.

No, No; not alone! Not alone, as long as the people whose battles her husband is fighting have a heart in their bosoms or a dollar in their pockets.

Not alone—as long as Canadian manhood and womanhood knows the meaning of the word “trust.” Not alone, as long as Generosity is the hand-maiden of Duty and Privilege.

Only an appreciation of the need is required by those of us who here at home keep the hearth fires burning. Not for some of us the supreme sacrifice, but for one and all of us at least that whole-hearted answer to the cry of patriotism that never yet has failed to go ringing around the world when the call has come.

GIVE — GIVE — GIVE as your own heart prompts you, give to the Canadian Patriotic Fund. \$6,000,000 must be raised in Ontario for the vital necessities of the great work of caring for the needy families of Ontario's men at the front.

Every case is carefully investigated, everything humanly possible is done to eliminate mistakes and prevent imposition—but to the needy is held out a helping hand, without lavishness, but with the determination to see no real want unsupplied.

You are again offered the great privilege, not of charity, but of recognition of the magnificence of Canadian Wifehood.

Remember, if the Man is a Hero, the Woman is a Martyr.

“She hath done what she could”

Ontario is being asked to assure the Canadian Patriotic Fund that it can depend on having six million dollars in 1917 for the families of Ontario's soldiers.

Four million of these dollars must be secured from individual subscriptions. If there is no Branch of the Fund in your town or county send your subscription direct to the Head Office, Canadian Patriotic Fund, Victoria street, Ottawa.



CANADIANS WANTED FOR THE ROYAL NAVY

Canadians wanted for the Royal Naval Canadian Volunteer Reserve for immediate overseas service, Only men of good character and good physique accepted.

Pay \$1.10 Minimum per day — Free Kit.
\$20.00 per Month Separation Allowance.

Experienced men from 38 to 45, and boys from 15 to 18 accepted for service in the CANADIAN NAVAL PATROLS for defence of the Coasts.

Apply to **COMMODORE ÆMILIUS JARVIS**
Naval Recruiting Officer, Ontario Area
103 Bay Street, **TORONTO**, or
Dept. of the Naval Service
OTTAWA

Orangeville Sun, January 18, 1917



THE NATION'S FUTURE Depends Upon Healthy Babies

*Properly reared children grow
up to be strong, healthy
citizens*

Many diseases to which children are susceptible, first indicate their presence in the bowels. The careful mother should watch her child's bowel movements and use

Mrs. Winslow's Soothing Syrup

It is a corrective for diarrhoea, colic and other ailments to which children are subject especially during the teething period.

It is absolutely **non-narcotic** and contains neither opium, morphine nor any of their derivatives.

Mrs. Winslow's Soothing Syrup

*Makes Cheerful,
Chubby Children*

Soothes the fretting child during the trying period of its development and thus gives rest and relief to both child and mother.

**Buy a bottle today
and keep it handy**

*Sold by all druggists in Canada and
throughout the world*

Orangeville Sun,
January 25, 1917

**MAKE YOUR DOLLARS
FIGHT
AT THE FRONT.
BUY
DOMINION OF CANADA
THREE-YEAR
WAR SAVINGS CERTIFICATES**

\$ 25.00	FOR	\$21.50
50 00	"	43.00
100.00	"	86.00

(INDIVIDUAL PURCHASES LIMITED TO \$150.)

FOR FULL PARTICULARS APPLY AT ANY BANK
OR ANY MONEY ORDER POST OFFICE

JAN. 9, 1917

FINANCE DEPARTMENT
OTTAWA

Orangeville Sun, January 25, 1917

\$25.00 FOR \$21.50

WAR SAVINGS CERTIFICATES

For every \$25.00 you buy in the Government Savings Bonds you get a \$21.50 War Savings Certificate. This is a real saving, and it is a real investment. It is a real way to help our country. It is a real way to help our boys. It is a real way to help our girls. It is a real way to help our future. It is a real way to help our country. It is a real way to help our boys. It is a real way to help our girls. It is a real way to help our future. It is a real way to help our country.



Thrift that brings Comfort instead of Sacrifice

THRIFT, the paramount national duty, applies to time as well as to money—to small personal outlay as well as to larger family expenditure. Applied to the daily shave, thrift means the use of a

GILLETTE SAFETY RAZOR

The Razor of National Service.

The Gillette reduces shaving time to five minutes or less—an actual saving of a week of working days a year! To the man who depends on the barber, it saves still more time, and from \$25 to \$50 or even more annually. This means the cost of one or several War Savings Certificates.

Moreover, there is not a man living with a beard to shave who cannot shave better with a Gillette if he will use it correctly—with the blade screwed down tight and a light Angle Stroke.

For the thousands of young men just reaching shaving age the Gillette Safety Razor is a source of good habits—not only thrift, but punctuality, personal neatness, and efficiency in little things. For yourself or your son, at home or Overseas, it is a splendid investment.

Gillette "Bulldogs", "Aristocrats" and Standard Sets cost \$5.—Pocket Editions \$5. to \$6.—Combination Sets from \$6.50 up. Send for Catalogue. 251

Gillette Safety Razor Co. of Canada, Limited,
Office and Factory: The Gillette Bldg., Montreal.

Orangeville Sun,
June 28, 1917



W A N T E D

ARTILLERY HORSES

Ages 6 to 8 years, height 15.2 to 16 hands, weight 1200 to 1350 pounds and 1500 pounds and stand 16.1 hands. Colors : Any except light grey, white or light buckskin. All horses must be sound, of good conformation, free from blemishes and broken to harness and saddle.

HORSES WILL BE INSPECTED AT
Brampton, July 3rd, 11 a. m.

Orangeville Sun, June 28, 1917

HELP WIN THE WAR

It is the duty of every subject of the Allies to help win the WAR, and they can best do it by preventing WASTE and storing up for the COMING WINTER all food products, especially those perishable foods such as fruits and vegetables.

This can be accomplished easily by using one of the NATIONAL CANNING OUTFITS. With the aid of one of these all kinds of fruits, corn, peas, tomatoes and beans can be cooked, which will keep indefinitely when properly prepared.

Our No. 1 JUNIOR NATIONAL for family use has a capacity of from 200 to 400 cans daily or glass jars of proportionate amount. These outfits can be put right on a cook stove. Price \$25.00, f.o.b. Hamilton.

We have larger sizes for hotel use, and still larger sizes for commercial use.

We have also Evaporators of various sizes for evaporating every kind of fruit, apples, peaches, pears, berries, potatoes, etc.

Write for full particulars, giving size required, to

The Brown, Boggs Co., Limited, Hamilton, Ont.

Orangeville Sun, August 2, 1917

JOIN THE HOME GUARD—BE A PRODUCER

* * * * *

Your Vegetable Garden Should be Attended to for 1918.

* * * * *

VEGETABLES WILL HELP WIN THE WAR

—oOo—

The Orangeville Horticultural Society asks your cooperation in an effort to have the citizens do their share in increasing the supply of vegetables this season. Become a member of the Society and receive Liberal premiums of seeds, shrubs and plants, and low prices on your purchases of garden wants.

“EVERY BACK YARD A GARDEN” is the motto for 1918 and a canvasser will call on you shortly for your membership fee of \$1.00. Further particulars and list of premiums will be announced later.

—oOo—

G. H. Campbell,

President.

Ruby I. Allen,

Asst. Sec. & Treas.

H. F. Tuck,

Secretary.

Orangeville Sun, February 28, 1918

Save Food

In a time needing food-economy many people are not getting all the nourishment they might from their food.

It is not how much you eat, but how much you assimilate, that does you good.

The addition of a small teaspoonful of Bovril to the diet as a peptogenic before meals leads to more thorough digestion and assimilation and thus saves food, for you need less.

5-18A

Orangeville Sun, March 28, 1918



FOR the war against hunger as well as for the war against the Hun. For every Canadian fighting overseas, at least two on farms at home are serving none the less effectively because they wear neither uniforms nor marks of rank or valour.

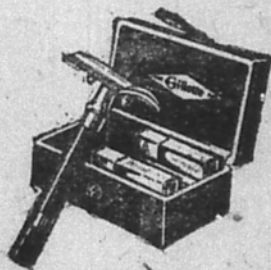
Long and strenuous days are theirs, without leave or furlough! a steady drive through the daylight hours to keep the work abreast of the season, and save the crops so sorely needed to feed our fighting men.

Only those who spend such days can realize how good it feels to have a "wash-up" and a clean Gillette shave at night—or how it fits a man to enjoy the evening's rest or pleasure of the trip to town.

The busier you are going to be this

summer, the more you'll need a Gillette Safety Razor, with its clean, comfortable, five-minute shave. And the better you know and like good tools, the more you'll appreciate the simple mechanical perfection that gives the Gillette such a lead over every other razor.

The Gillette Safety Razor is made in several different styles, civilian and military. Choose one of the former for yourself and delight some soldier friend with a new Military Set. Your dealer can supply you at \$5.00 up.



STANDARD \$5.00

Gillette Safety Razor Co., of Canada, Limited

Office and Factory:
GILLETTE BLDG., MONTREAL.



BULL DOG \$5.00

World War II

WANTED!

o—o

Girls and Women

o—o

For essential war work on fine precision machines. Excellent, healthy working conditions.

BEST wages paid.

Qualification, ages from 18 to 35 years.

We have now in our employ many girls who were formerly salesgirls, hairdressers, stenographers, models, all now are engaged in helping with the job that is to be done.

YOU CAN HELP, TOO!

Apply

MUNITIONS DIVISION

**Bata Shoe Company of
Canada, Limited.**

FRANKFORD

Ontario

Note.—Application forms can be had from The Free Press and Economist Office.



"Bill's Boy was at Gibraltar..."

... at least, that's what his folks think... he went over with that hard-rock mining outfit in the engineers... seems like only yesterday he was a kid spending holidays here... now he's in the middle of the big fight.

We'll do our part too...

WE MUST Keep on Buying
WAR SAVINGS CERTIFICATES
Regularly!

Remember—when Victory is won your dollars come back to you with compound interest. The more you save and lend, the better for Canada NOW—the better for you THEN.

Published by the War Savings Committee, Ottawa



Boys we've known since babies

● We see them board the train after their last leave home . . . boys we've known since they were babies. We say "Good Luck . . . we're all pulling for you", as we bid them Good Bye. But are we? Are we "pulling" . . . all we can? What are we doing to help them? Are we giving them the things they need so badly . . . ships and tanks and guns and planes and ammunition? Are we giving them all they need? That's one thing we can do . . . we who stay at home . . . one thing we must do. We

must provide the money so much needed to win the war . . . and one way to do that is to buy more War Savings Certificates.

The help of every Canadian is needed for Victory. In these days of war the thoughtless, selfish spender is a traitor to our war effort. A reduction in personal spending is now a vital necessity to relieve the pressure for goods; to enable more and more labour and materials to be diverted to winning the war. The all-out effort, which Canada must make, demands this self-denial of each of us.

SUPPORT THE WAR WEAPONS DRIVE IN YOUR COMMUNITY

Published by the War Savings Committee, Ottawa

SPEND LESS—TO BUY MORE
WAR SAVINGS CERTIFICATES



FROM
1-2 P.M.

AROUND
6 P.M.

AFTER
9 P.M.

USE OFF-PEAK HOURS FOR YOUR LONG DISTANCE CALLS

Clear telephone lines for ALL-OUT PRODUCTION

Your telephone is part of a vast *interlocking* system now carrying an abnormal wartime load. Don't let needless delays hold up messages on which production efficiency may depend.

OTHER "WARTIME TELEPHONE TACTICS"

- 1 BE SURE you have the right number... consult the directory.
- 2 SPEAK distinctly, directly into the mouthpiece.
- 3 ANSWER promptly when the bell rings.
- 4 BE BRIEF. Clear your line for the next call.

These things may look trifling, but on 5,500,000 daily telephone calls, they are very important.



*On Active
Service*

*Giving Things
to Words*

YOUR SCRAP RUBBER

is now a vital war material

Enemy action in the Far East has caused such an acute shortage of rubber that our whole war effort is in serious danger. Canada and her Allies must have rubber, *quickly*, for the armed forces, for factories, for ships. The Japanese control our source of crude rubber imports—the only other quickly available supply is old scrap rubber, which can be reclaimed. Every citizen in Canada must do his part in collecting all the scrap rubber in the country and turning it over to the Government for war purposes. Here is how to do it.

THIS IS AN URGENT APPEAL FOR YOUR HELP

Question: Is the rubber situation really serious?

Answer: The shortage of rubber is so grave that any citizen hoarding rubber or using it unnecessarily is committing an act of disloyalty. It is now illegal to destroy any rubber article.

Question: Of what use is reclaimed rubber?

Answer: Old rubber is processed so that the rubber content is reclaimed. This reclaimed rubber is used in the manufacture of essential articles for our war effort, thus replacing crude rubber.

Question: How much scrap rubber is needed?

Answer: Fifty Million Pounds. This is a large quantity, but it **MUST** be found. Every old piece of rubber in Canada, no matter how small, is needed, **QUICKLY**.

Question: Should I turn in any *usable* rubber articles as well as worn out ones?

Answer: Absolutely not! By no means discard anything that is still useful and that might have to be replaced. On the other hand, rubber tires used as boat bumpers, swings, etc., *should* be turned in for war uses.

HOW DO I TURN IN MY SCRAP RUBBER?

The school boys and girls of Canada are being organized, through the school authorities, to act as Official Collectors of Scrap Rubber. The school nearest you is, therefore, your best Collection Depot. You may dispose of your scrap rubber in any one of the following four ways:

When you gather up your scrap rubber and dispose of it by one of these methods, it will be used by the Government for Canada's War Effort. Do it NOW!

Department of Munitions and Supply

SCRAP RUBBER DIVISION

ROYAL BANK BUILDING, TORONTO

*This advertisement is issued in co-operation with
The National Salvage Campaign, Department of National War Services*

Question: What kind of scrap rubber is needed?

Answer: Every all-rubber or part-rubber article must be salvaged. Here are a few of the articles you must turn in:

Old Tires of every kind Rubbers
Old Inner Tubes Overshoes
Rubber Boots, Hats, Coats, Aprons, Pants,
Gloves, Tubing, Matting, Toys
Sport Shoes (crepe soles are especially good)
Garden Hoses, Hot Water Bottles, Stair Treads
Bathing Caps and many other articles

Question: What happens to the scrap rubber collected?

Answer: The scrap is sorted, baled and assembled into carload lots and is then purchased by the Government at fixed prices throughout Canada. The Government pays forwarding transportation charges on these carload lots, and is responsible for their allocation. You may be sure that every pound will be used directly or indirectly in the war effort.

Question: How do I go about saving scrap rubber?

Answer: Start hunting for it **TODAY**. Clean out your cellars, attics, garages and sheds right away. You will find more rubber articles than you expect. Start them all on their way to the battlefield.

1. Give it to the children for their school collection.
2. Give it to your local National Salvage Committee.
3. Leave it with any Service Station or Tire Dealer where you see the sign; "Voluntary Scrap Rubber Receiving Depot."
4. Sell it to a junk collector.

Don't be a **CUPBOARD QUISLING!**

"Cupboard Quislings"! Is that too hard a name for people who selfishly lay in unnecessary stocks of clothes or food, or other goods for fear of shortages?

No! The name is not too hard, even though it may be earned through thoughtlessness. For in reality they are doing, in a petty, mean way, what the Quisling does in the open.

Anyone who buys more than is necessary for current needs—

Is breaking his country's law for personal advantage.

Is betraying his loyal neighbours and those who are not so well off as he.

Is, in effect, depriving our fighting men of the munitions and supplies they must have to defend us.

Is hindering our war effort and helping our enemies.

Loyal citizens avoid putting unnecessary and abnormal strains on our factories. In time of war, loyal citizens do not spend one dollar more on civilian goods than is absolutely necessary for current needs.

The law provides for fines up to \$5,000 and imprisonment up to two years for hoarding; and hoarding is just another word for unnecessary selfish buying.

In cases where it is advisable for you to buy in advance of your immediate requirements — such as your next season's coal supply — you will be encouraged to do so by direct statement from responsible officials.

THE WARTIME PRICES AND TRADE BOARD

OTTAWA, CANADA

H3W.

If this happens here



You'll be glad you gave to the Red Cross

One of these days bombs may come crashing down in *your* neighborhood. Your house may be left in ruins. You or your child may be crying feebly for help. Your friends, your family, may be left homeless.

No matter what happens, you'll never regret that you gave to the Red Cross. Reach out the hand of mercy to help those crushed by grief and pain. You

will not turn a deaf ear to the cry of the injured and the suffering.

The Canadian Red Cross is just your heart with other Canadian hearts beating in compassion for suffering humanity. YOU want to be a part of this great mission of mercy. You will give to *your* Red Cross. Open your heart and purse strings—GIVE generously.

The Canadian Red Cross Society's accounts are subject to scrutiny by the Auditor General of Canada.

The only National Campaign this year for War Service Funds

CANADIAN RED CROSS

GIVE to relieve human suffering!

**\$9,000,000
needed
NOW!**

Local Campaign Headquarters

Geo. E. Berwick, Main Street East Shelburne. Phone 3.

Shelburne Free Press and Economist, May 1942

Save **HYDRO**

Speed **ONTARIO'S** **WAR INDUSTRIES**



**TEXTILE MILLS WEAVE 220,000
YARDS OF WOOL CLOTH EVERY
6 DAYS TO CLOTHE OUR FORCES**

● This is a big war. Every industry has to do big things.

In the hundreds of textile plants in this Province, over 50,000 workers are adhering to day and night schedules once undreamed of. Every month nearly a million yards of wool cloth is rushed to clothing makers.

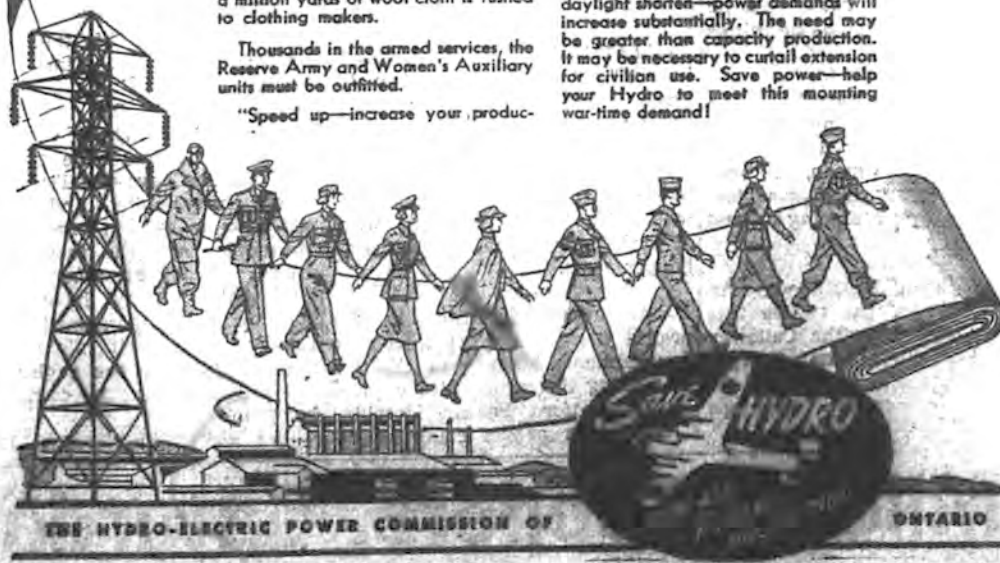
Thousands in the armed services, the Reserve Army and Women's Auxiliary units must be outfitted.

"Speed up—increase your produc-

tion—enlarge your capacity"—is the order of the day.

Hydro's large pool of over 2,000,000 electrical horsepower is being strained. Yet every war demand must be met!

As fall approaches—as hours of daylight shorten—power demands will increase substantially. The need may be greater than capacity production. It may be necessary to curtail extension for civilian use. Save power—help your Hydro to meet this mounting war-time demand!





APPLICATION CARDS FOR COUPON RATIONING OF SUGAR

*will be mailed next week
to every Household in Canada*

Canadians will be required to register so that ration cards, good for the 10 week period, commencing July 1st, may be issued immediately. At the end of that period a coupon ration book, good for six months, will be issued.

HOW TO REGISTER

Residents in Urban Areas not served by Letter Carrier, and Residents in Rural Areas

Application cards will be distributed to all householders through the post offices on or before Tuesday, June 23rd. Additional cards will also be delivered for every person resident in the household, who bears a different last name from the head of the household. If needed, extra cards may be secured from local post offices.

These application cards should be filled out immediately and dropped in the nearest mail box or post office. A pamphlet giving complete instructions will be delivered with each card. As soon as your name is duly registered at headquarters, ration cards, good for a ten-week period, will be mailed to you—one ration card for each person in your home. These will be for sugar only.

Coupon Rationing for Sugar Becomes Effective July 1st

Beginning July 1st, no one will be permitted to buy sugar for regular domestic use without a ration coupon.

Prompt co-operation on the part of the public in filling out and returning their application cards is necessary to ensure return of the ration coupon card in time to purchase sugar on or after the above date.

Remember—the amount of sugar allowed each individual under the new coupon rationing plan will be exactly the same as allowed at present—1 pound per person per week.

**DO NOT SURRENDER YOUR APPLICATION
CARD TO ANY UNAUTHORIZED PERSON**

THE WARTIME PRICES AND TRADE BOARD

PRINT IN BLOCK LETTERS			LEAVE BLANK
1.	LAST NAME ONLY		
2.	APPLICANT'S FIRST NAME(S)		
3.	NUMBER	STREET (OR RURAL ROUTE)	
4.	CITY OR POST OFFICE	PROVINCE (AND COUNTY)	
5.	FIRST NAMES OF OTHER PERSONS AT SAME ADDRESS HAVING SAME LAST NAME AS AT TOP	AGE IF 16 OR OVER	LEAVE THIS BLANK
6.			
7.			
8.			
9.			
10.			
11.			
THE WARTIME PRICES AND TRADE BOARD			
— DECLARATION —			
IN SUPPORT OF RATION BOOK APPLICATION, I, THE UNDERSIGNED, SOLEMNLY DECLARE THAT I (AND THE FOREGOING MEMBERS OF THE SAME FAMILY) LIVE AT THE ABOVE ADDRESS, BEING ACCURATELY DESCRIBED HEREIN, AND THAT NO OTHER APPLICATION HAS BEEN MADE ON BEHALF OF ANYONE MENTIONED HEREIN.			
12.	SIGNATURE OF APPLICANT OR SPONSOR		

The provision for additional sugar for preserving, etc., will be continued. Special voucher forms for this purpose are being supplied to all retailers. No person may have on hand more than two weeks' supply of sugar, unless resident in a remote district.



STEP UP and STEP OUT ...IN A UNIFORM

Be a Man Among Men!

You'll feel like a million dollars the minute you step out in that fine new uniform now ready for you. You'll be a man among men, a vital cog in Canada's great mobile war machine. You are needed to handle guns, tanks, armoured cars and other motorized equipment. Canada is waiting for YOU to spark them to victory. Canada wants ACTION. You want ACTION. This is your chance to get it.

The Canadian Active Army requires men for Artillery, Engineers, Signals, Armoured Cars, Tanks, Infantry, Transport and Supply, Medical and 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: \$35 to wife, \$12 each per month for 2 children—only 3 dependents per soldier.

Apply to Nearest District Recruiting
Office or at any Local Armoury

**DEPARTMENT OF NATIONAL DEFENCE
CANADA**



To Every Mother Wife and Sweetheart .. Beware of the Vanishing Atlantic!

INSTALLMENTS

You can buy your Victory Bonds by instalments—ten per cent. down; the rest on easy terms over six months. Pledge your credit and buy all the Victory Bonds you can, on the instalment plan. When you have paid for them, your dollars will be earning a good interest return. Your canvasser, bank, trust company or Victory Loan headquarters will explain and take your order.



HELP TO KEEP THE "FRONT LINE" AWAY FROM YOUR DOORSTEP

Urge Your Menfolk to Buy Victory Bonds NOW

You can no longer depend upon the Atlantic Ocean for protection. Any day between breakfast time and noon, a bombing plane can fly from Greenland to our own Maritimes and Quebec—a mere matter of 5 hours; to Winnipeg in less than 9 hours, to Vancouver in 10½ hours. From German-occupied France, bomb-laden planes can carry destruction to Toronto, Niagara, Ottawa and Montreal in less than 10 hours. Night and day, in the British Isles and on the sea, in and out of uniform, men defend your home from attack as surely as though they stood and fought at your own doorstep. Will you help to supply them with tools to carry on the fight—*your* fight? Will you help to make certain that there shall never be an "occupied" Canada?

Your Government needs some of your savings to buy more ships, planes and tanks—munitions of war that will hurry the return of our men to their homes, insure our way of life. Lend your money by buying Victory Bonds NOW!

The money you invest in Victory Bonds will come back to you with interest. Lend your money. We must win this war. Lend to preserve the things that money cannot buy. Urge your menfolk to protect your home by investing in Victory Bonds now. All that you hold dear is threatened.

HOW TO BUY

Give your order to the canvasser who calls on you. Or place it in the hands of any branch of any bank, or give it to any trust company. Or send it to your local Victory Loan Headquarters. Bonds may be bought in denominations of \$50, \$100, \$500, \$1000 and larger. Canvasser, bank, trust company or your local Victory Loan Headquarters will be glad to give you every assistance in making out your order form.

National Committee, Victory Loan 1941, Ottawa, Canada

HELP FINISH THE JOB !

Buy VICTORY BONDS



Our Town is at War

● Men are drilling in our town . . . our own men . . . men we call by their first names. Some of them quit good jobs to join the army . . . some quit school. When the Empire went to war and Canada went to war . . . this town went to war. Every now and then a few more men from this town leave for active service. We're taking the war more seriously. Are we? Are we all? Are those of us who haven't joined up doing all we can? Are we lending all

we can? That's one thing we can all do . . . one thing we must all do. We must all buy more War Savings Certificates.

The help of every Canadian is needed for Victory. In these days of war the thoughtless, selfish spender is a traitor to our war effort. A reduction in personal spending is now a vital necessity to relieve the pressure for goods, to enable more and more labour and materials to be diverted to winning the war. The all-out effort, which Canada must make, demands this self-denial of each of us.

SUPPORT THE WAR WEAPONS DRIVE IN YOUR COMMUNITY

Published by the War Savings Committee, Ottawa

SPEND LESS — TO BUY MORE
WAR SAVINGS CERTIFICATES

*MATCHES HAVE CAUSED
SERIOUS FIRES IN
OVERSEAS MAIL . . .*



WARNING!

**NEVER PACK ANY INFLAMMABLE
MATERIALS IN PARCELS . . .**

MATCHES AND LIGHTER FLUID in overseas parcels have started serious fires. Think what this means. Thousands of bags containing letters and parcels lie deep down in a ship's hold, lurching in a rough sea.

If matches or lighter fluid take fire—AND THEY DO—that means that brave seamen must go into the smoke-filled hold and risk their lives. Thousands of parcels may be destroyed—thousands of men disappointed.



WON'T YOU HELP?

We know that you would not knowingly endanger lives and mail. So think—and then don't put matches or lighter fluid in Overseas Mail.

CANADA POST OFFICE

Issued by the authority of
HON. W. P. MULOCK, K.C., M.P., POSTMASTER GENERAL

Orangeville Banner, January 25, 1945

**BANKS
SELL
THEM**



Buy

**WAR
SAVINGS
STAMPS**

FROM

**BANKS • POST OFFICES
DEPARTMENT STORES • DRUGGISTS
GROCERS • TOBACCONISTS
BOOK STORES and other RETAIL STORES**

315



GAS

WHY WE MUST CONSERVE GAS

Our bombers, fighters, transports, ships and army trucks need fuel to do their jobs. They can be assured of the fuel they need only if you and I and people like us all over the country conserve.

1. Stay within the 35 miles per hour limit.
2. Keep your car operating efficiently.
3. Drive only when absolutely necessary.

R. D. BRYAN & CO.

W. Broadway

Phone 233

Orangeville

ISN'T IT THE TRUTH ?

By Ti-Jos



MAKE THINGS LAST!

There is still plenty in Canada—lots of things not rationed. These are the things we should ration ourselves. It's just good sense to do without luxuries—to make things last. Every dollar we save today will buy so much more in peacetime tomorrow. That's the way to protect the price ceiling—to protect our own interests in post-war days.

JOHN LABATT LIMITED
London Canada

Orangeville Banner, January 18, 1945

"Where's all the Coke gone, anyway?"



The answer, of course, is that there's a world-wide sugar shortage caused by the disorder and confusion of war. And a sugar shortage means a Coke shortage, for Coca-Cola never compromises with quality. **Yes, there's one thing you can depend on — what Coke you DO get is the real thing.**



Authorized Bottler of "Coca-Cola"
THE ORANGEVILLE BOTTLING WORKS
Orangeville Phone 137

"Coke" = Coca-Cola
Coca-Cola and its abbreviation "Coke" are registered trade-marks which identify the product of The Coca-Cola Company of Canada, Limited.

S-3

Orangeville Banner, August 30, 1945

Have YOU ever...
been really cold?



**WHAT CAN YOU SPARE
THAT THEY CAN WEAR?**

**Millions in War-Torn Countries
Need Serviceable Used Clothing**

Have you ever faced bitter winter weather without adequate clothing, footwear or bed clothes? That is the plight of millions of needy, destitute men, women and little children in countries ravaged by war. Help relieve their sufferings by turning out your clothes closets and attics and turning in every available piece of usable discarded clothing. The need is urgent. Act NOW!

NATIONAL CLOTHING COLLECTION

Clean out your clothes closets now!
Take your contribution to your
nearest Post Office or any official
COLLECTION DEPOT NOW.

**OCT. 1 to
OCT. 20**

NC-45

Orangeville Banner, October 4, 1945

ISN'T IT THE TRUTH ?

By Ti-Jos

No. 89





**A MESSAGE
TO ALL NEWLY DISCHARGED
SERVICEMEN**

Civil life has its booby traps too. Be careful. Be on your guard against plausible strangers with plans for spending *your* hard earned gratuity, *your* Victory Bonds, *your* savings. Be on your guard against "friendly" tips on sure things, and schemes to double your money. And if you decide to embark on some new enterprise of your own get *all* the facts and weigh them—in advance.

Talk your plans over with someone you trust and whose business judgment you respect. If you think we can help, call on the manager of any branch. He will feel privileged to help you in any way he can.

The manager of every branch of The Royal Bank of Canada has been informed of this invitation and joins in extending it to you.

THE ROYAL BANK OF CANADA

GRAND VALLEY BRANCH

G. H. HARDY, Manager

Grand Valley Star and Vidette, February 14, 1946

What every housewife
should know...

about SUGAR FOR CANNING



There is a world-wide shortage of sugar. Last year world sugar production was twenty-five percent below 1939. Reasons for the decrease are:

- Destruction of the sugar industries in Java and the Philippines.
- Shortages of labour and fertilizers in many sugar-producing countries.
- Last year's drought in the Caribbean area, especially Cuba.
- Damage to European sugar beet fields.

World sugar supplies are pooled for the benefit of the United Nations. Canada, the United States and Great Britain are allotted an equal share of sugar according to population. Available supplies must also be shared with other countries.

TEN POUNDS OF CANNING SUGAR PER PERSON

This year's canning sugar allowance is ten pounds per person—the same as last year. Instead of special canning sugar coupons, ten additional green "S" coupons are being made available for the purchase of canning sugar.

S8 to S12 inclusive become valid on May 2nd; S17 to S21 inclusive on July 4th. Each coupon is good for the purchase of one pound of sugar.

The ten "S" coupons for canning sugar are in addition to

the "S" coupons which regularly become valid each month for the purchase of sugar and preserves.

Those who do not wish to do home canning may use the extra coupons to buy commercially packed, jams, jellies, canned fruit, etc., or sugar to supplement the regular ration.

The ten "S" coupons for canning sugar need not be used immediately they become valid. You will be given ample notice of their expiry date.

THESE ARE YOUR "S" COUPONS FOR EXTRA SUGAR

VALID MAY 2



Any valid "S" Coupon, including those shown here, may be used to purchase sugar for canning, or the amount stated below of preserves.

The green "S" coupons S8 to S12 and S17 to S21 are in addition to the "S" coupons which regularly become valid each month for the purchase of sugar and preserves. They are validated to make available enough sugar for home canning or for other household uses.

"S" COUPON CALENDAR

4th April . . . S5	20th June . . S15 and S16
18th April . . S6 and S7	4th July . . . S17 to S21
2nd May . . . S8 to S12	18th July . . S22 and S23
16th May . . S13 and S14	15th August . S24 and S25

VALID JULY 4



ALTERNATIVE VALUE OF ALL "S" COUPONS

1 lb. of sugar OR 4 lbs. honey OR 2 lbs. honey butter OR 40 fl. oz. canned fruit	OR 24 fl. oz. jam, jelly, marmalade OR 4 lbs. maple sugar	OR 80 fl. oz. maple syrup until May 31, after May 31, 48 fl. oz.	OR 2 qts. molasses OR 30 fl. oz. blended table, cane or corn syrup
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AMOUNT OF SUGAR USED IN CANNING

Each housewife may use her canning sugar to fit the needs of her particular household. A common method is to allow $\frac{1}{2}$ lb. sugar for each quart sealer of canned fruit; and $1\frac{1}{2}$ lbs. sugar for each quart of jam or jelly.

SUGARLESS METHOD OF CANNING FRUIT

Many home economists recommend the sugarless method of canning fruit. Sugar can be added during the winter as the fruit is used. If you have not a copy already, write the Department of Agriculture, Ottawa, for "Wartime Canning" pamphlet.

THE WARTIME PRICES AND TRADE BOARD

SUGAR IS SCARCE — USE IT SPARINGLY

CLIP THIS CALENDAR FOR READY REFERENCE

CLIP THIS CALENDAR FOR READY REFERENCE

Grand Valley Star and Vidette, April 23, 1946