

## THE EARL OF BESSBOROUGH ASKS PRIVATE PHILANTHROPY TO HELP AID THOSE IN NEED

Ottawa, Sept. 25—An appeal to private philanthropy to sustain the efficiency of Canadian social services in the critical twelve months to come, was issued last night by the Earl of Bessborough, Governor-General of Canada.

"When war, shipwreck, fire, earthquake—when such overwhelming disasters of nature threaten man then their very evidence calls forth courage and daring," His Excellency declared, "but the insidious growing fear of economic insecurity has a fatal tendency to undermine those very qualities, so necessary to the strength of a great nation. Men become, as the prince of Wales himself has said, 'sick at heart from prolonged idleness'; and the only remedy, he has reminded us, is that each and all of us should 'get together wherever the burden lies heaviest, face up to the most urgent local need, and see if the community on the spot cannot make its own self-directed contribution to a problem so vast, and so urgent, that on its solution, the very future of Canada may be said to depend.'"

### Prepare to Campaign

Lord Bessborough's appeal is the first of a series by leaders of Church

and State in Canada for the next six weeks, a period during which the federated social services and community services and community chests from Halifax to Vancouver will launch their annual appeal for welfare services maintained by private philanthropy. His Excellency's statement follows:

"You may recall that throughout last winter His Royal Highness the Prince of Wales devoted much of his time, and of his untiring energy, to furthering the cause of such social service in the Old Country. The inspiration of His Royal Highness's words, and of the example which he himself continually sets, has not been lost in Canada; there are in this Dominion many thousands of men and women, young and old, who are very willing to follow the lead that he has given. The generation in which we live has been called upon to face a world-wide emergency that is likely to prove a sterner test of national character even than the Great War, which was one of that emergency's primary causes; and it is only the strength of each nation's character that will enable it to rise superior to its effects. Such strength is, after all, only the sum total of the characters of the individuals compos-

ing the nation; and the saddest feature of the times in which we live is that very many, far too many, of our fellow-citizens are, through no fault of their own, being subjected to the most ordeal for any man's character—the ordeal of enforced unemployment.

"All of use are familiar enough with the outward physical signs of those upon whom circumstances have thus laid a crushing hand—the worn clothing, the drawn faces, the slackening footsteps of those whose strength and hope are gradually being sapped in the struggle to find work; to find a natural outlet for their own activity, and the means of support which, in normal times, that activity should bring them.

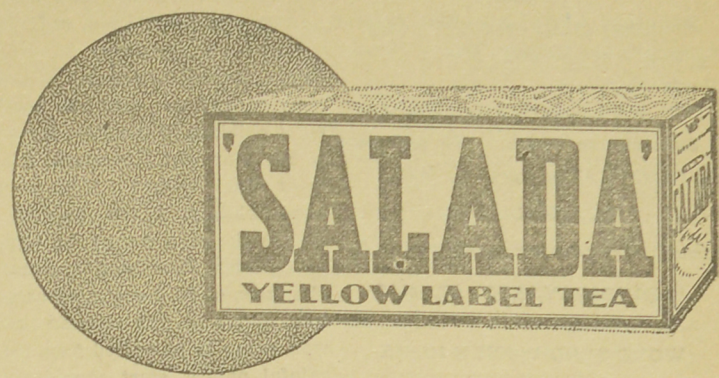
### Need Desperate

"But what is not realized so easily perhaps, is the parallel change that goes on in the mind and spirit of such victims of circumstances whose sense of security has been menaced, even destroyed, by economic disruption and acute personal need. What is not realized too, is that fear follows upon insecurity, and close upon the heels of fear come worry, anxiety, intense mental and spiritual depression—a sense of frustration, futility and finally despair. When war, shipwreck, fire, earthquake—when such overwhelming disasters of nature threaten man then their very evidence calls forth courage and daring; but the insidious growing fear of economic insecurity has a fatal tendency to understand those very qualities so necessary to the strength

of a great nation. Men become, as the Prince of Wales said, 'sick at heart from prolonged idleness'; and the only remedy, he has reminded us is that each and all of us should 'get together wherever the burden lies heaviest, face up to the most urgent local need and see if the community on the spot cannot make its own self-directed contribution, to a problem so vast and so urgent, that, on its solution, the very future of Canada may be said to depend.

### Appeal to All

"And so it is that the appeal of these days must be directed to every citizen of Canada; each within his own community within the resources and opportunities that may offer, must diligently seek out, and earnestly follow through every effort that is directed in any way towards fuller understanding and more energetic treatment of the problem and needs of his fellow man, to whom the present times have brought suffering in 'mind, body or estate.' The individual effort, open to each of you, may seem so trifling, so insignificant, as to be almost negligible, but of the sum total of such efforts is the whole program of national action formed. It is only through such effort that Canada can rely on that path of national greatness which former generations have so nobly planned."

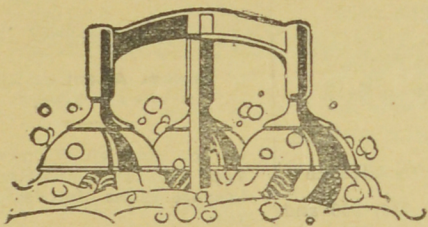


● 11000 Miles from Ceylon but with all the fragrance and richness of freshly plucked Tea.

You will thoroughly enjoy this delicious Tea. Salada Yellow label quickly infuses a strong clear cup of perfect flavoured Tea. The price is low for such outstanding quality. Your grocer sells

**SALADA**  
YELLOW LABEL TEA

# A New Perfected VACUUM CUP WASHER



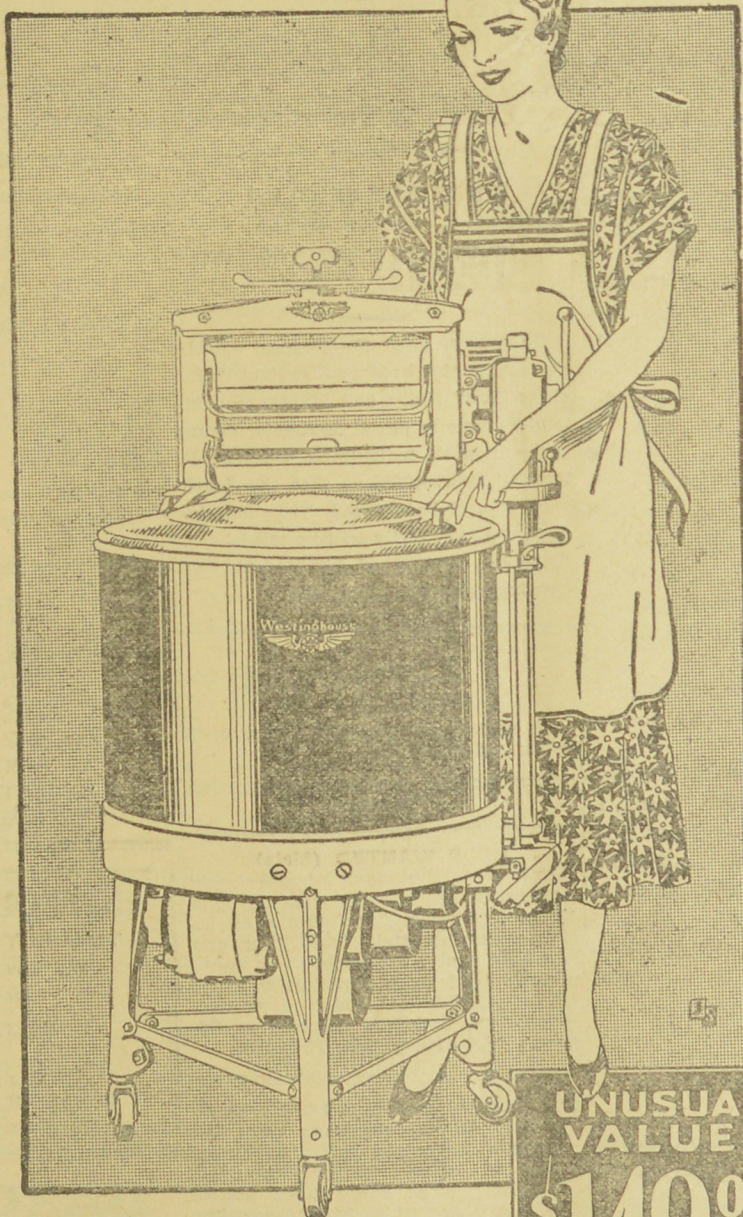
TO the women of Canada, Westinghouse presents a new, advanced Vacuum Cup Washer . . . a washer that looks different, is different, and employs the Vacuum Cup Principle which has for years stood supreme in the regard of careful housewives.

Gently as human hands, yet irresistibly, the three powerful vacuum-cups force air and cleansing suds through every mesh and fibre of the fabric . . . without friction, without the slightest injury to the most delicate weaves.

Even deeply imbedded dirt cannot withstand the searching, thorough "Vacuum Cup" action.

Beautifully finished in smart, modern color combinations . . . Crystal Black, Coral and Silver . . . or Nile Green, Light Green and Silver . . . the new Westinghouse-Easy Vacuum Cup Washer presents a combination of important refinements found on no other machine, including hand height control lever, all enclosed oil-bath main gears, instant accessibility, single point oiling system and the wonderful Lowndes clutch (an exclusive feature on the new Westinghouse-Easy Vacuum Cup Washer) which removes forever the old risk of accidental damage through overload to motor or wringer.

And here is more good news! Now, for the first time you can have this perfected Vacuum Cup Washer for no more than the price of an ordinary washer . . . the lowest price ever offered in Canada on a vacuum cup electric washer.



See this wonderful new Vacuum-Cup Washer . . . and learn how easily it can be purchased on the Westinghouse Budget Plan!

UNUSUAL  
VALUE  
\$149.00

# Westinghouse

ELECTRIC SERVANTS  
FOR THE HOME



## Are You Among Those Who Say "I never read Advertisements"

TO SAY "I never read advertisements" would be much like saying, "I never use soap" or "I never read newspapers," or "No one can teach me anything," or "I know everything."

Many good—but not very wise persons seem to think that all advertisements are just the vainglorious braggings of those who publish them—designed to part fools and their money. The truth is that most advertisements are incitements to their readers to do or be or buy or use something for their immediate or prospective advantage. Advertisers, to be successful and to live long, have to offer something of value or of desire—something really wanted or needed by the public. Advertisers, to live long, must not cheat the expectations or confidence of those who buy what they offer or propose.

Here are some questions to be answered by those who say "I never read advertisements"—

- 1.—What alarm clock would you buy if you needed one?
- 2.—What camera would you buy, for your own use, or to give to a son or daughter?
- 3.—What motor car possesses your favor?
- 4.—What face cream or shaving soap or cream, or tooth paste did you use today?
- 5.—What laundry soap (or flakes) is in your kitchen right now?
- 6.—What brand of tobacco would you buy if you were a user?
- 7.—The watch on your wrist—what name does it bear?
- 8.—What theatre is presenting the best program?
- 9.—Your life insurance policy—what company issued it?
- 10.—The ginger ale which you serve to guests—what brand is it?
- 11.—The tea which you buy regularly—what brand is it?
- 12.—The baked beans and the tomato catsup now on your pantry shelves—what brands are they?

YOU SEE! Whether or not you consciously or habitually read advertisements, you buy, by preference, what advertisements have recommended to your confidence and what experience has proven to be satisfactory.

The things which we DON'T buy and which have a sickish life, are those which are not advertised, and which try to ride onto public favor on the backs of well-advertised products.

It is to one's discredit to say, "I never read advertisements"

THE DAILY MAIL with its large quality circulation is a first-class advertising medium!