

NATIONAL BURT WESTERN

NATIONAL SALES CHECK BOOK CO. LTD. BURT BUSINESS FORMS LTD. WESTERN SALES BOOK CO. LTD.

FACTORIES · TORONTO · MONTREAL · WINNIPEG · VANCOUVER

PERIOD



RECORD

Vol. 1, No. 3

November, 1942

M. I. EVANS, Editor

AIR FORCE

GWENDOLYN GILES
MURRAY ELLEKER
PAT PATTERSON
DON COLLINGE
BUD RUSSELL
JEFF HARPUR
HERB FULLER
PAUL BATOR
HAL PARKER
AB McBRIDE
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ARMY

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TOM COPLESTON
TOM CRESWICKE
GEORGE TESSIER
CHARLIE BERRY
JOHNNY O'HEIR
DON LeQUESNE
AL WILKINSON
ROSS O'BRIEN
LIG. LANGLEY

TO THOSE ON ACTIVE SERVICE
ON LAND, ON SEA AND AIR,
THIS NUMBER OF THE "PERIOD
RECORD" IS DEDICATED.

NAVY

ED FRASER
BILL BURK
ELI EVANS
AL GRIFFITHS
HARRY GILBERT
JACK McCLELLAND
JOHN BOND

ARMY

MURRAY ARMSTRONG
KIRK BELL (Y.M.C.A.)
ART MOORHOUSE
SAM WILKINSON
MAURICE PETTIT
SHELDON SMITH
CECIL SINCLAIR
STEIN LOPTSON
WALTER ORD
BOB POOLE
IRV. BAILIE

... — V ... —

RONALD PEARSON
GORDON LENNOX
WALTER PERKINS
ERNEST DONALD
JACK McQUAIG
JACK WEAVER
BILL CLAYTON
DICK BOWLES
BRUCE DEANS
FRED REID, JR.
DAVID ROSS
DON CLARK

CHARLIE DEPENCIER

COURT McEWEN

NATIONAL=BURT=WESTERN

- Eastern News -

• PERIOD RECORD •

Vol. 1, No. 3

November, 1942

Editor-in-Chief

M. I. EVANS

VICTORY BONDS

By Morton H. Jones

Since the start of our payroll deduction plan, our employees have purchased \$18,750.00 First Victory Bonds and \$23,500.00 Second Victory Bonds. Our Government is asking us to subscribe an even greater total for the Third Victory Loan, and we are going to show that it can be done.

Victory Bonds are a preventative against inflation and will be a vital influence upon the post-War welfare of our country and ourselves. They bear good interest and guarantee funds for you in the years to come.

We have a serious and grim business in hand—a struggle which calls for the best that is in us. Our best includes the ultimate which every one of us can do in the matter of saving and lending to our country. This is the only direction in which most of us can attempt to match the valorous performance of our Armed Forces.

The War program needs funds now. We have seen enough of "too little, too late". Money, your money, invested in Victory Bonds now through the payroll deduction plan is needed to win this War.

... — V — ...

IT CAN HAPPEN HERE

By F. W. Cuthbertson

You have probably noticed articles in Canadian and American magazines stressing the costs of accidents. Most of us feel that while an accident may happen to the other fellow it won't happen to me. Well, it can, and it does. Fifteen people in our plant this year have found out that.

Your Accident Prevention Committee is trying to remove hazards in your work and to make sure that all equipment is adequately guarded, but no mechanical safeguards are any good if you are careless. Unfortunately, most of the accidents this year **have** been due to carelessness and only you can remove this cause. Don't try to adjust moving machinery, do watch where you walk, don't indulge in horse-play, do be careful. Remember, there are no replacement parts for your body.

The Accident Prevention Committee is your committee. It works for your protection, but can only do so with your co-operation. If you see any condition which should be altered for greater safety, tell us. If you have any suggestions for safety that you think should be put on the notice-boards, tell us. If you are interested in first-aid or fire prevention work, tell us.

You will have noticed the new notice-board by the Press O.K. Desk. Another board will be placed in the north end of the plant between the Comp. and Stereo Departments. On both these boards will be posted notices and bulletins regarding our work which will well repay your careful attention. A list of first-aid workers has already been put up which should be

NEWS FLASH!!

Lieut.-Colonel Guy N. Gostling has now assumed the post of Assistant Adjutant and Quarter Master General of the Second Division, Canadian Army Overseas.

This excellent bit of news has just arrived via cable—no details are forthcoming as yet.

Congratulations to the Lieutenant-Colonel.

We're proud of you!!

MONTREAL REPORTS—that Wiz Press Apprentice, HAROLD KIRKWOOD, gave up his bachelorhood on Saturday, September 12. On being questioned regarding his married life, his comments were: "Married life! You can't beat it. It sure is swell!" Congratulations Harold, and from Montreal reports we know you will have a happy married life, as the little woman apparently is approved by all at the Montreal Office.

GEORGE PIDDUCK, former salesman at Montreal, and now a member of the R.C.A.F. was a welcome visitor at the Montreal office. It is certainly a treat to see our boys in uniform, and we hope to see you again real soon. In the meantime, George, "Keep 'Em Flying! (As if you won't!)"

FRED BALLARD and Mrs. Ballard are all by their lonesome these days, what with their oldest son John back in the Navy after a couple of weeks' leave, and Stuart back at Stanstead College for the Winter. Our good wishes go out to both of your boys in their new ventures.

LEONARD AND KAY WATSON had a real Thanksgiving this year—welcoming Carole Louise, 5 lbs. 13 ozs.—on Monday, October 12th. Congratulations, Leonard and Kay.

The entire staff joins in expressing sincerest sympathy to Jean Isaac in the loss of her father.

JOHN BOND of the Sales Department has left to join the Navy as a sick berth attendant. In his honour a luncheon was held on October 9th by the members of the Sales Executive and Sales Department. Good luck to you, John. You leave behind many real friends who wish you the very best!

PILOT OFFICER BUD RUSSELL, formerly a member of the Register Division, dropped in last week to greet his old friends. Bud is a flying instructor at Trenton and expressed himself in no uncertain terms—he wants to get overseas—see action—and see it fast.

memorized because these people can give you trained attention if needed. A notice has been posted regarding the types and use of fire extinguishers. Other equally important notices will go up.

Watch these boards carefully. Nothing the Committee can do will be any good unless you co-operate by following the suggestions and above all, by being careful.

The staff in Montreal were certainly very sorry to see ALEC ROSS, one of the new Burt salesmen, leave just when they were getting to really know him. They are hoping you will get down to see them once in a while, Alec, as confidentially, they really miss you. (Alec is back in Ontario and spending some time up in Hamilton.)

JACK McCELLAND, formerly of the Burt Art Department, and now a full-fledged member of the Canadian Navy, spent a short time in the Chorley Street Military Hospital, Toronto getting over a case of pneumonia. It was good to see him "flitting around" the plant the other day while on leave, looking well and fit again.

Out-of-town Divisional Managers Fred Ballard, Jeff Winters, Eddie Fortier and Lyn Baker were welcome visitors at the Toronto plant after spending two days in conference at the Old Mill.

DOT KNIGHT of the Finishing Department in the Burt plant is wearing a lovely engagement ring. We hear the lucky fellow is none other than Tom Copleston of the Canadian Army (formerly a Burt pressman). Congratulations, Tom.

MARJ. WILEY is holding out on us as to the name of the lucky fellow, but the diamond ring she is wearing is a dandy.

SERGEANT CECIL H. SINCLAIR, who was in the Continuous Forms Division in the plant for only a short time, called in last week. Considering his short period of service here before joining the R.C.A.F., Cecil is especially grateful for the consideration and kindness he has received from Burts. On his embarkation leave—and going over as a Wireless Air Gunner—Cecil says he will look forward more than ever to the *Period Record*.

Good luck, Cecil. We know you'll really give the enemy trouble.

Burt's aggregation of A.R.P. workers assumes fairly good proportions when we look at the list below. These people are being trained to do a vital job and all others in the office or plant who are interested in this important work are encouraged to join up and learn how to save property and administer first aid.

Gloria Williamson	J. L. Alexander
Art Swift	Henrietta Fullerton
Jimmy Lee	F. W. Cuthbertson
Bill Calhoun	Bill Waters
Cay Johnstone	Roy Firstbrook

W. J. Stringer

- Western News -

It seems that JACK KILPATRICK'S honeymoon turned out to be a financial success as well as a pleasure trip. We understand that in a golf game with Ralph Lloyd and Ted Dial at Calgary, he lined his purse quite well. Nice going, Kirk.

Winnipeg office was considerably brightened last week by a visit from OZ MANNING. The "Wiz'ard of Oz wizzed in by plane on Sunday and stayed for four days on his first visit to our fair city. Old friends were pleased to see him again and new friends were happy to meet him for the first time. We hear that his prowess at Harlem Pool is nothing to be sniffed at.

FRED RIED, Jr. formerly of Burts composing room, and now stationed in Red Deer, Alta., at the Army Trade School, spent a day at Western en route home on leave. Army life seems to agree with Fred very much. He says he met Stein Loptson on the train and the two had quite a time reminiscing over old times. Both men wish to be remembered to everyone at Burts.

We were all sorry to say "goodbye" to EVELYN McNAIRNAY who has been in the Sales Department for a year, and who left on August 14 to take up her new residence in Toronto. Bill Harrison, on behalf of the Winnipeg office staff presented her with a set of books including a telephone memo—no excuse for not getting their number now! Evelyn's capable presence is greatly missed around here. She was an enthusiastic worker, a keen organizer, and supporter of office projects as well as an efficient news correspondent for the *Period Record*. Her favourite sport in leisure hours is riding. The very best of luck in your new work, Evelyn, from everyone at W.S.B.

There was rejoicing at the home of EARL PAUL of the Winnipeg plant, when he received a letter from his brother in Hong Kong. Glen is with the Dental Corps and reports that he is well and kept busy with lots of recreational activities. When asked how the news of his brother's safety was received at home, Earl said: "Well, it called for a celebration, and did we have one! It was almost better than Christmas."

MARGARET SIMS, forelady at Winnipeg, returned fresh and rested after a week of peace and quiet at Kenora. She is sure there must have been a jinx on the weather, because the sun scarcely showed its face all the time she was there. However, Margaret managed to get in some golf and quite a bit of good boating.

We were pleased to hear from STEIN LOPTSON, formerly of the Burt plant, now of the R.C.A.F. posted to the West, and hope he will have time to visit us next time he is in Winnipeg.

HAROLD McMUNN, pressman at Winnipeg, seems to be a lucky man, winning two pools in one week. On Sept. 28th he became the proud father of a little girl, Carol Lynn. She was born in Grace Hospital and weighs 6¼ lbs. Harold says she has black curly hair and blue eyes. Then on Sept. 30th, Harold won the pool on the ball game when the Yanks beat the Cardinals.

HELEN HEATH, we hear, is getting in wrong with all her friends who take her out to dinner when she picks up the check and takes a good look at it—only, of course, to see whether it is made by Western, or not.

We hear that TED DIAL is an A.R.P. warden, and a good one too. Apparently 25 prominent Calgary citizens have been receiving blackout instructions, and what not, at his house.

District Sales Manager RALPH LLOYD'S visit to Calgary provided some amusement for the boys when he insisted upon going shopping for \$1.00's worth of toys for the junior Lloyd's. "I want toys that are durable for the duration", says Ralph. (Editor's note—We are wondering if they tried out any of that "Western hospitality" they are so renowned for in Alberta—remember Doug. Kent's visit?)

L.A.C. HERB FULLER, who has been stationed in New Brunswick, has been moved back to Manitoba. He has been persuaded to divulge the information that he did not return to the West alone; but brought with him his wife, formerly Miss Norma Greenlaw of St. Stephens, N.B. Heartiest congratulations and best wishes, Herb. We are looking forward to seeing you both the next time you are in Winnipeg.

... — V ... —

Oldtimers coming back to W.S.B. would see many new faces in both the plant and the office. Among newcomers to the plant we have:

MARIE DAMAN, proof reader; IDA BARKER and DOREEN ELLIOTT in the bindery, and ARTHUR SANGSTER as apprentice pressman. MRS. ROSE GIRTLE, a previous employee, who left to be married some time ago, is back again for the duration.

New additions to the office staff are:—HELEN HEATH and GRAHAM CHAMBERS in the Sales Department; JACK DONALLY on the sales force, and DAVE SMITH in the Accounting Department. We would like to take this opportunity of welcoming you all to W.S.B.

Western's bowling league opened with a bang last Thursday night. About twenty members turned out to the Bowladrome in fine spirits. The highest scores for the evening were attained by JEAN DAVIDSON, MURIEL LLOYD, JACK DONALLY, and STUART SMITH. Next week the teams will be chosen and the club will go into action in earnest.

The boys around Western are wondering what JACK KILPATRICK and GRAHAM CHAMBERS have that they haven't got. The other night Kirk and Graham went into Child's for dinner. As they were looking over the menu a stranger came along and joined them. These three proceeded to eat and chat. After the meal, the stranger got up, picked up the bill, handed the boys four cigars, and silently walked away. How do you do it?

VANCOUVER REPORTS

The Vancouver staff were very pleased to again have a visit from THELMA LYNN and HENRIETTA FULLERTON of Burts. It is the sincere wish of all at Vancouver that next year the girls will again be able to make their annual visit.

LES TOOMBS gave away his one and only daughter, Margaret Byrl, in marriage on Tuesday, Sept. 22nd. She is now Mrs. Thomson, and will reside in Calgary, where her husband is stationed with the R.C.A.F.

ALF HOLDER recently returned from a trip to Prince Rupert looking considerably the "worse for wear". Many of the things that happened to him are a military secret but we find out that among his other adventures was that his boat voyage home was "abruptly terminated", and he finally arrived home by train.

We hear that GORDON OWEN has joined up with the Seaforth Reserve Battalion. Wonder what he looks like in the kilts?

These blackouts on the West Coast make pretty strenuous night work for some of the boys. The following is an extract from the Vancouver Sun:—

"TWO WATCHERS—A barrage of warning lamps were posted around an excavation on Osler near Thirty-second.

"Wardens extinguished them and placed two watchers on guard to warn traffic. Tired after more than two hours of duty, the watchers telephoned A.R.P. headquarters for instructions. Next development was appearance of workmen from the city waterworks department, who solemnly relit the lamps while the blackout was still in progress."

We understand that District Sales Manager FRED YOUNG and a neighbour are the two watchers referred to. Fred says in a note to WESTERN—"If my letters are not as diplomatic as usual, well, blame it on the blackout!"

... — V ... —

WHEN EAST MEETS WEST — IT'S YO-HO!!*

The call of the West lured us out to the Coast again this year, and once more we enjoyed the splendour and magnificance of the glorious Rockies.

The Westerners made an all-out effort to give us a never-to-be-forgotten vacation and in our opinion, Western hospitality seems to improve each year. There was never a dull moment during this whole trip which was filled with pleasant surprises and exciting experiences!!

If you have never travelled westward—if you have never viewed the Bow River Valley at Banff in the moonlight—if you have never had a daredevil ride in a Jeep—if you have never enjoyed the friendly hospitality of the West—if you have never landed home stoney broke but "deliciously" happy (Miss Robertson please note) THEN, you have missed the thrill of a lifetime!!!!!!

"The Ambassadors of Goodwill"
HENRIETTA FULLERTON
THELMA LYNN

* Wonderful

- On Active Service -

LIEUTENANT M. A. GRIFFITHS R.C.N.V.R.

"Hello Gang:—

"I have had a habit of writing letters in my head, and then not putting them on paper. Several to Burts have gone astray that way. However, this time, with half an hour to spare before I go on watch, I've made up my mind to give you a more tangible effort.

"It's been six months now since I left Ottawa and the luxury of a shore appointment. In a way it may have been foolish as I certainly was more comfortable there, but all in all, I'm still glad of the change. There is nothing like being aboard a warship (if I can grace a Corvette by that name) to take your mind off the war. True enough, we have our own private little game with the subs that wander around out here, but the war itself, as a world shocking affair, has less meaning for me now than when I was turning out the *Period Record*. For two or three weeks at a time we will not see a paper or hear a radio—we aren't allowed to play them at sea—and when we do, a glance at the headlines seems to be enough.

"Twenty-four hours later—I've just come down from a breather on the bridge—fog so thick you can't make out the stern rails—and when it isn't foggy it's raining. We haven't seen the sun once. It is starting to get quite a bit colder, too, a preview of things to come. I'm starting to look back with regret on some pleasant nights we had down south a piece. I was standing the middle watch in shirt sleeves—feeling warm at that. Now two sweaters, a monkey jacket and my duffle coat are hardly enough. And this is only the fall!!!

"I am now a full-fledged Lieutenant, my second stripe coming through about a month ago (around August 15th). My job isn't any different but the pay increase comes in handy. The job by the way is that of gunnery officer. I stand on the bridge watching "Old Faithful" and the lighter A.A. armament crack away. My main function is to offer up a silent prayer that we hit first. Once the crews have been trained it is up to them to hit the target. The spotting corrections I holler down through the voice pipe probably only get them more excited than ever.

"It's a lot of fun though, lonely at times, but with compensations. Some of the ports in the United States have given us bang-up times when we are in—night clubs by the dozen—good looking girls—the top bands—in fact, it's almost a relief to get back to sea again.

"Around Christmas I hope to get a few days leave, so I may be able to celebrate the office Christmas Party this year. Whenever it is, I'll sure drop in to say hello!

"Regards to all,

ALLAN GRIFFITHS."

Lieutenant M. A. Griffiths,
H.M.C.S. "Rimouski,"
c/o Fleet Mail Officer,
Halifax, N.S.

Sure swell to hear from you, Chum! Maybe this interesting letter will prompt some of the fellows to drop you a line.

The following is a letter from Mr. Turner Lawrence, General Manager of Cosby-Wirth Manifold Book Company of Minneapolis, Minn.:—

"Miss Marion Evans,
Burt Business Forms Ltd.,
Box 68,
Toronto 9, Ontario.

"Dear Miss Evans:

"We appreciate receiving the additional sheets for the 'On Active Service' booklet.

"We read the item in one of the Toronto

papers the other day dealing with Guy Gostling's participation and bravery in the Dieppe raid. We here in the mid-west are proud of the contribution that our Canadian units are making to the successful prosecution of the War. We sympathize with you and their loved ones in the loss of Sergeants Jeffrey and Scott.

"Sincerely,

"TURNER LAWRENCE,

"General Manager."



**PILOT OFFICER
JEFF HARPUR
R.C.A.F.**

Congratulations! Jeff on your recent commission. It was certainly swell to see you in the office the other day, though your visit was just another way of "bringing home" to those of us who are here that there is definitely a War on.

It was hard to say farewell, but we know you'll be out there doing the job the way it should be done, and we hope you will keep in touch with us constantly.

By the time this issue is published you will probably be on the other side of the water, so good luck—and keep 'em flying!

... — V ... —

Our Canadian employees still continue to join up with their fellow-men in the armed forces. Since the last issue of the *Period Record*, the following employees have gone on active service.

DON COLLINGE, formerly Moore Corporation cost man, left the Head Office during the month of August to become a member of the R.C.A.F.

MURRAY ARMSTRONG, Western sales representative, will be in uniform by the time this September issue is published, as a full fledged member of the R.C.A.F.

DAVE BELL, another Western sales representative, is taking up the colours with the R.C.A.F.

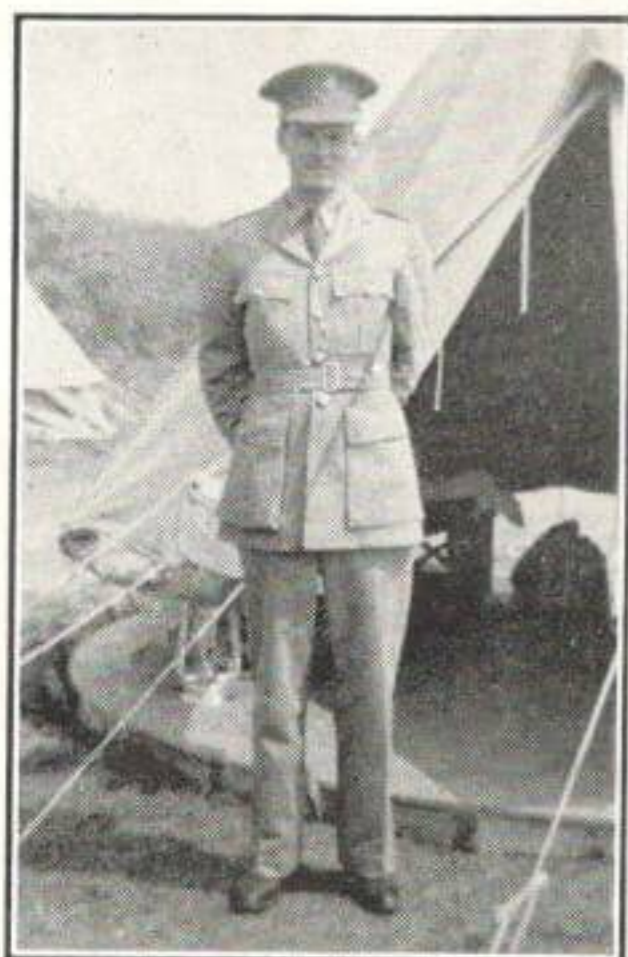
BOB POOLE, formerly of Moore Corporation, is another one of our lads out to get a set of wings pinned on his coat after taking the preliminary training necessary with the R.C.A.F.

GWENDOLYN GILES of the Burt Finishing Department commenced her course with the Women's Division of the R.C.A.F. early in September.

KIRK BELL of Kitchener goes on active service with the Y.M.C.A. group of the Royal Canadian Air Force. He reported for duty around the 1st of September. Kirk has represented the Burt Company in and around Kitchener for some time now, and will be a hard man to replace.

(Continued on page 8)

On Active Service - Continued



**LIEUTENANT
GORDON LENNOX
(Overseas)**

August 24, 1942.

(This letter was written on a Western scratch pad that belonged to Gordon when he was a salesman in Vancouver. Note the first paragraph.)

"Dear Mr. Govan:—

"You are probably wondering how I happen to be writing a letter on my civilian 'letterhead'. Well, it's a long story but I'm afraid I'm going to tell you anyway, so prepare to be bored.

"Yesterday a parcel arrived from Gord Owen, and in it was my brief case, complete with refills and 2 of these scratch pads. No letter with it though, for no doubt Gord is still fuming at being so badly dealt with. About a year ago when I joined the Army I had the job of cleaning out my desk, etc., and as I had apparently no further use for the brief case, I offered it for sale. Gord took advantage of my limited market at the time and literally stole it from me for a mere buck. On arriving here, I decided that said brief case was just the thing for keeping notes, paper, etc., when in the field, and needless to say, the rain. So now it ends up that Gordon O. has nothing, and Gordon L. has the buck, the brief case and refills.

"It is months since I wrote you and I have continually postponed doing so until I had a chance to see Dr. Shanks. When I was in London early in June we tried to get together, but as he had to go out of town this was impossible. And I have as yet been unable to get back to London.

"About the third week in June, I was sent out from No. 1 CARV as special increment to the 2nd Bty. of the 4th Fld. Regt., 2nd Can. Div. and so far I haven't had a chance to get away on a week-end. However, I was going to say that on August 5th, I was posted to the Regiment so unless they find out how little I know, it looks as if I'm safe. I'm kind of proud of this unit because the 4th Brigade is considered by all the I.G.'s War Office, McNaughton, etc., as by far the tops in the Canadian Army. In the Limey War Office we are rated 6th in all the Imperial Regiments and the next closest are the 5th and 6th, also of the 2nd. Can. Div. The 1st Can. Div. enters the picture somewhere about 46th, so it seems so very strange that a year ago I was wondering if I'd ever make the grade at Gordon Head, and now I find myself acting command Post Officer of

the crack artillery battery in the Canadian Army. But life has been full of so many interesting turns the past few years that I suppose I should never be completely surprised any more. And here's a coincidence, too. The room which I am now occupying was vacated just a couple of days before I moved in by C. de P. (Charlie de Pencier.) When I last saw Charlie about 3 weeks ago he was the picture of health and his face was filled out so much he looks like a different person.

"It is now Wednesday evening and I am still trying to get this letter written. I was interrupted on Monday by an interesting little duel some 5 miles up in the air. There were only 2 planes involved and they were so high that only the vapor trails, the odd puff of ack ack and the sound of a stick of bombs in some distant hayfield told us that a skirmish was on.

"I think in one of my letters I gave you some idea of the beautiful country I've seen in the past 4 to 5 months. Life has not been static and I've seen a good deal more with every passing week. Although I cannot say what section of England it is, I can say it is the most beautiful part of the land. You can tell from this that as the months go by my appreciation of this country increases.

"I cannot end this letter without putting down on paper some of the questions which frequently run through my mind. Is the *Period Record* still issued? I have received two since hitting this country, the last one carrying a picture of Jack Campbell and A. E. Walker whom I seem to recognize as once having sold for the Monarch Life Assce. Co., and also a handsome laddie who I assume has replaced me in God's chosen country. Oh, lucky man! Anyway, if the *Period Record* still circulates, I'd sure like to renew my subscription for the duration.

"How is Bill Harrison getting along with his usual bevy of beautiful blondes, or do they run him now? Is F. Z. W. back on the job yet? Do the boys still have those rare stags at Dave Bell's place? I could ask a million questions but am afraid I must stop. Anyway, sir, while I know you are normally too busy to write, will you phone down to the Sales Dept., and suggest to W.H.H. that he loosen up his fountain pen for the cause. Best of luck to all, and my best wishes to you and Mrs. Govan and the family.

"GORDON LENNOX.

"P.S.—No, I was not at Dieppe, but in many ways was very close (speaking emotionally mostly). Wonder if the censor has an analytic mind?"

England,
September 10, 1942.

"Hello folks:—

"Well, here I am approximately 4,382 miles (to be correct) away from the Burt plant, and it is just about now that I am beginning to realize the amount of traveling I have done, in the last three months. I fully intended to write sooner (the old excuse), but have been moved around so much, that I haven't had any permanent address. My mail is just beginning to catch up with me now. In short, I have been stationed at three different camps in England, sent to Military Headquarters in London, billeted out twice, and now I am at base headquarters. So you too, I haven't remained in one spot for more than two or three weeks since my arrival.

"It was certainly a pleasant surprise when that long brown envelope, imprinted 'Burt Business Forms Ltd.', containing the *Period Record* for July, 1942, was handed to me. I also wish to express my appreciation for the Laura Secord chocolates which arrived yesterday in very good shape. They are things that we can only 'dream about' over here. Our activities seem to have a tendency toward making one forget his former life, but after reading the *Period Record*, and being reassured that the people with whom you used to associate, are still thinking of you, I feel that maybe Toronto isn't so far away after all.

"As you probably have seen in the papers by this time, our trip over was calm and uneventful. I will say one thing though, that is, I saw enough water on the way over to make me forget any ideas I ever had about joining the Navy. (Maybe I shouldn't have said that Mort, but you always liked the water more than I did.)

"The English people have been very kind to us, particularly when we were billeted out. My last billet was with a private family and in the short time of three weeks, I grew to like the place so well that when it came to leave, it was almost like leaving home for the second time. It amazes me how the civilian population get along with such strict rationing. The ordinary housewife has certainly trained herself to get by on the bare necessities. One case that I know of—a family of four, used an average of ten pounds of sugar per week. When it was rationed they were cut to half a pound each, or two pounds per week. You can see that this amount doesn't allow for much baking. Vegetables are not rationed, but unless you grow your own, it is often very hard to get fresh vegetables. Each person is allowed four ounces of candy a week. Some food items such as dates, jam, marmalade, canned fruits, and salmon are purchased through the use of points. Each person is allowed twenty points a month, but if you want a tin of salmon you must hand in twenty points before you can buy it. In other words, you must watch the points more closely than your money or you may use them all on one item. (So much for the food situation.)

"Our stay in London was short but exciting and my first experience with an air-raid really made me sit up (in bed) and take notice. The chap that I was rooming with woke me up and we both sat there looking at one another wondering what our next move would, or should, be. We decided to stay in bed. The sky outside of our window looked better than it does on the 24th of May. This certainly bears out the statement made by Don LeQuesne that "we are ready to do a job if 'Fritz' comes".

"I know you are all busy (even working nights) but if any of you have a spare moment, I would appreciate hearing from you. Lots of luck to everyone at 'Burts', and also to the fellows in their new jobs who have joined the armed forces.

"Sincerely yours,

"JACK WEAVER.

"P.S.—Say George! I hope the Cost Department is maintaining its usual efficient standard!"
B-9341 Pte. Weaver, J. H.,
Headquarters,
No. 1, Canadian Base Ordnance Depot,
Canadian Army (Overseas).

The following message has been sent from Mr. R. A. Hicks, Comptroller at Burts, to all those in the Toronto Office. It is reprinted here as a message for National and Western as well.

Our War Industry Business Campaign extends from East to West, and the call is for special unity, co-operation, speed and efficiency throughout the entire organization.

TO MEMBERS OF THE FINANCIAL AND SALES DEPARTMENT

You are undoubtedly aware that our sales force is concentrating on War business, and the factory is geared to take care of war orders first. We feel that looking after war orders is our No. 1 job and the financial departments directly affected have been so informed. The credit, purchasing and order departments are most directly concerned with these war orders and have already received their instructions on this subject.

However, if you were to analyze your own work, even though you now think that it has nothing to do with the steady flow of war business, I think you will find that you are playing a vital part in this campaign — telephone calls must be handled promptly, sales letters dictated and transcribed the same day a letter comes in, estimates on orders returned to the salesmen the same day, cheques mailed on time to our suppliers, etc. So you see, everyone, in the financial and sales departments, has a very definite place in our "War Industry Business Campaign."

The job on hand for us in the office and sales is made more difficult by enlistments in the Armed Forces, and we will all have to work harder and longer to meet the increased demands from our customers. We can trace the effort we make right to the front lines. The sooner we produce the forms, the sooner the war industry production line moves, the sooner our men — yes, men from our plants — receive the equipment and ammunition with which to speed the end of the war.

In our strenuous sales campaign for War orders your complete co-operation is necessary to back up the effort of the plant and sales force.

COMMENTS ON THE "PERIOD RECORD"



FIN MOSSMAN
of
Montreal

After many months away from the job, the entire Canadian organization joins us in welcoming you back to the Montreal Divisional Office, Fin.

In a letter which we happened to see around we note that you feel as though a miracle had been performed on your back. We here agree with you, Fin, as that back and leg of yours were certainly in pretty bad shape when you finally had to give in and do something about it.

It is certainly as gratifying to us, as it must be to you, to know that the operation performed was a success, and that you will not have to have all the major operations they first thought of performed.

You have been back on the job for a little better than a month now, Fin, but let's see you take it easy for a while, and give yourself the proper chance to get yourself into A-1 shape again.

Thanks Tiny for "them kind words". Your's is one of the many swell letters received. Your remarks were very welcome, and I cannot help but pass some of them along, as I know the folks, especially in the plant, will appreciate them.

"After reading the *Period Record*, it was very forcibly impressed on me, that there are hardly any of the staff left, and it is no wonder that things are not always up to schedule. I would like to take this opportunity as a "Field Man" (who usually forget that the plant have their Head-aches), to go on record and give the plant staff all the credit in the world for the very fine efforts they are putting forth in getting out the work under such handicaps, and it is a very fine incentive to all of the salesmen to do all they can to help the plant staff by giving them correct details, etc., on the orders they send in.

I admit I have been rather "lax" lately, and have had orders turned back to me for further information, etc. From now on, I am going to try to eliminate this fault. Once again, congratulations!"

... — V ... —

Don't Kill Time

Work It To Death

*If I should die tonight
And you should come to my cold corpse and
say,
Weeping and heartsick o'er my lifeless clay—
If I should die tonight,
And you should come in deepest grief and
woe—
And say: "Here's that ten dollars that I owe"
I might arise in my large white cravat
And say, "What's that?"*

*If I should die tonight
And you should come to my cold corpse and
kneel,
Clasping my bier to show the grief you feel,
I say, if I should die tonight
And you should come to me, and there and
then
Just even hint at paying me that ten,
I might arise the while,
But I'd drop dead again.*

"If I Should Die Tonight"—by Ben King.

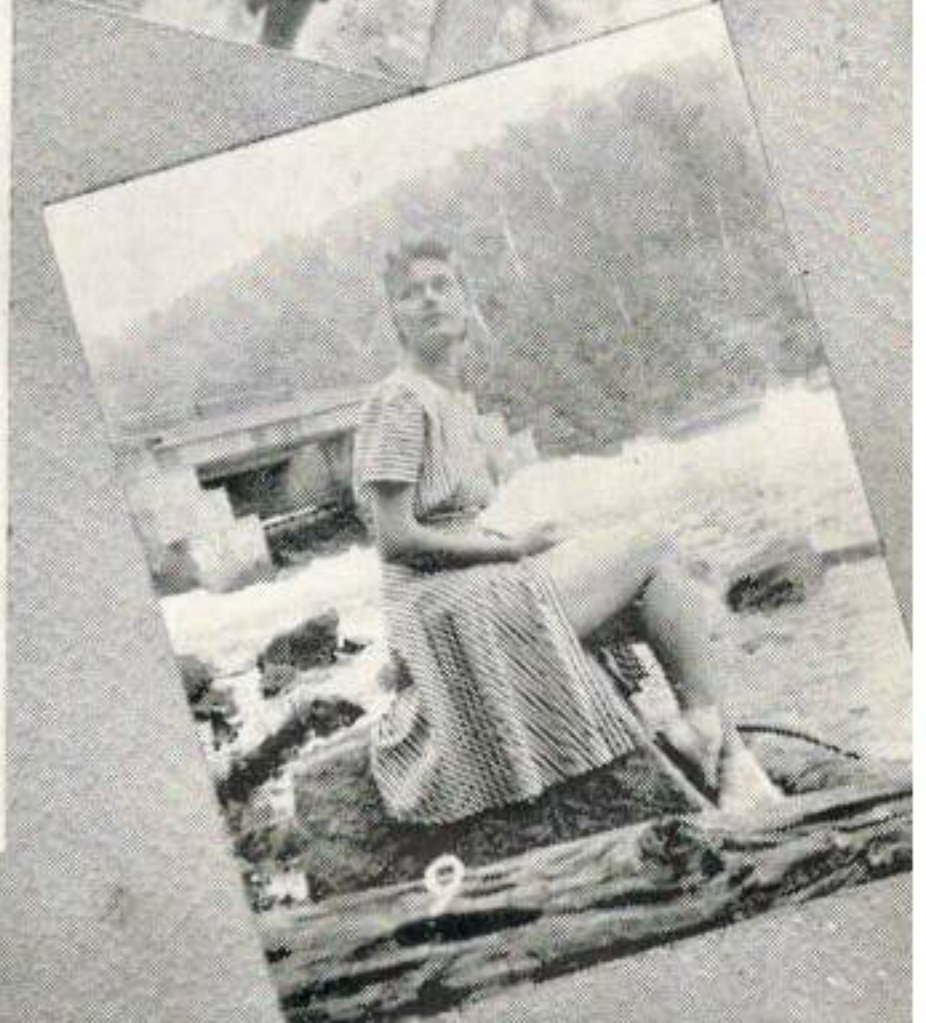
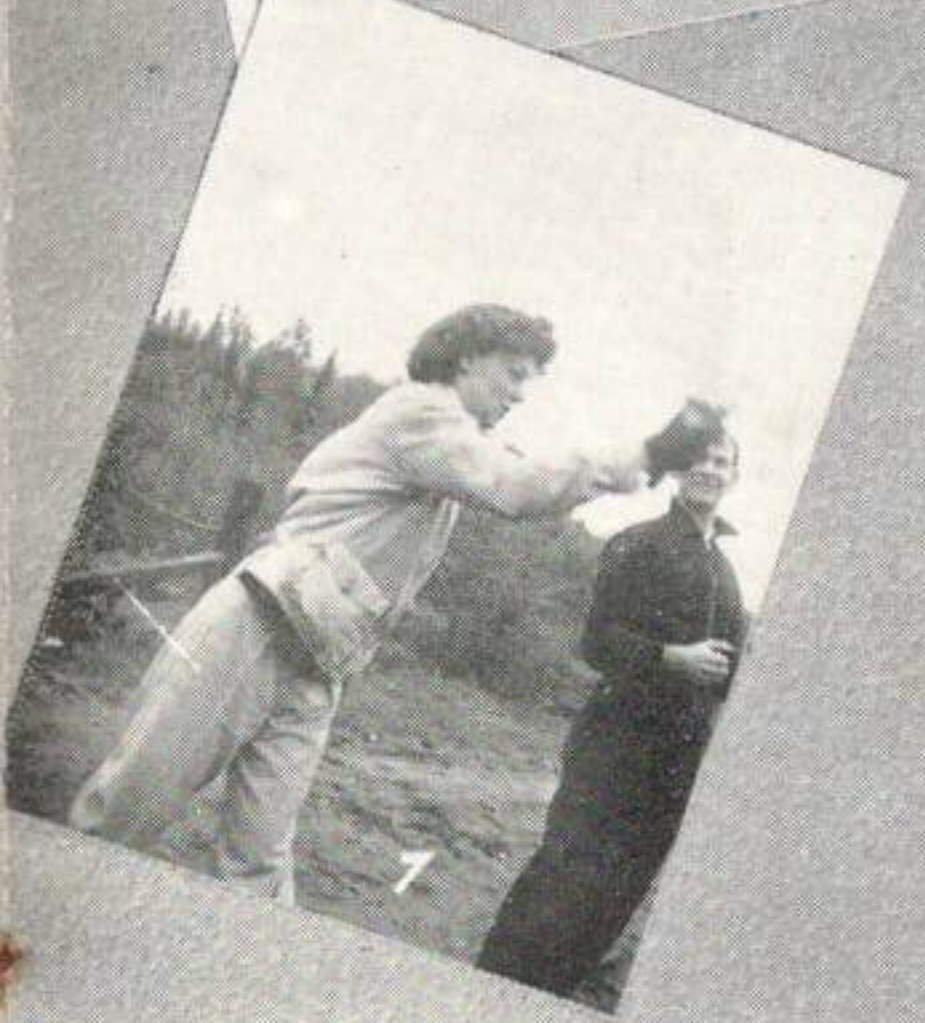
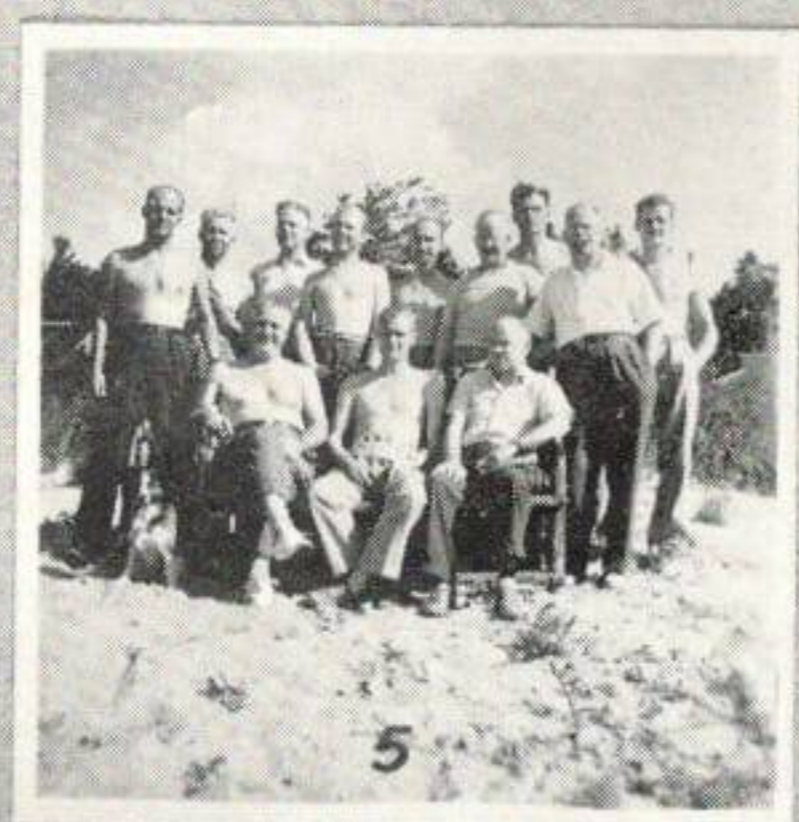
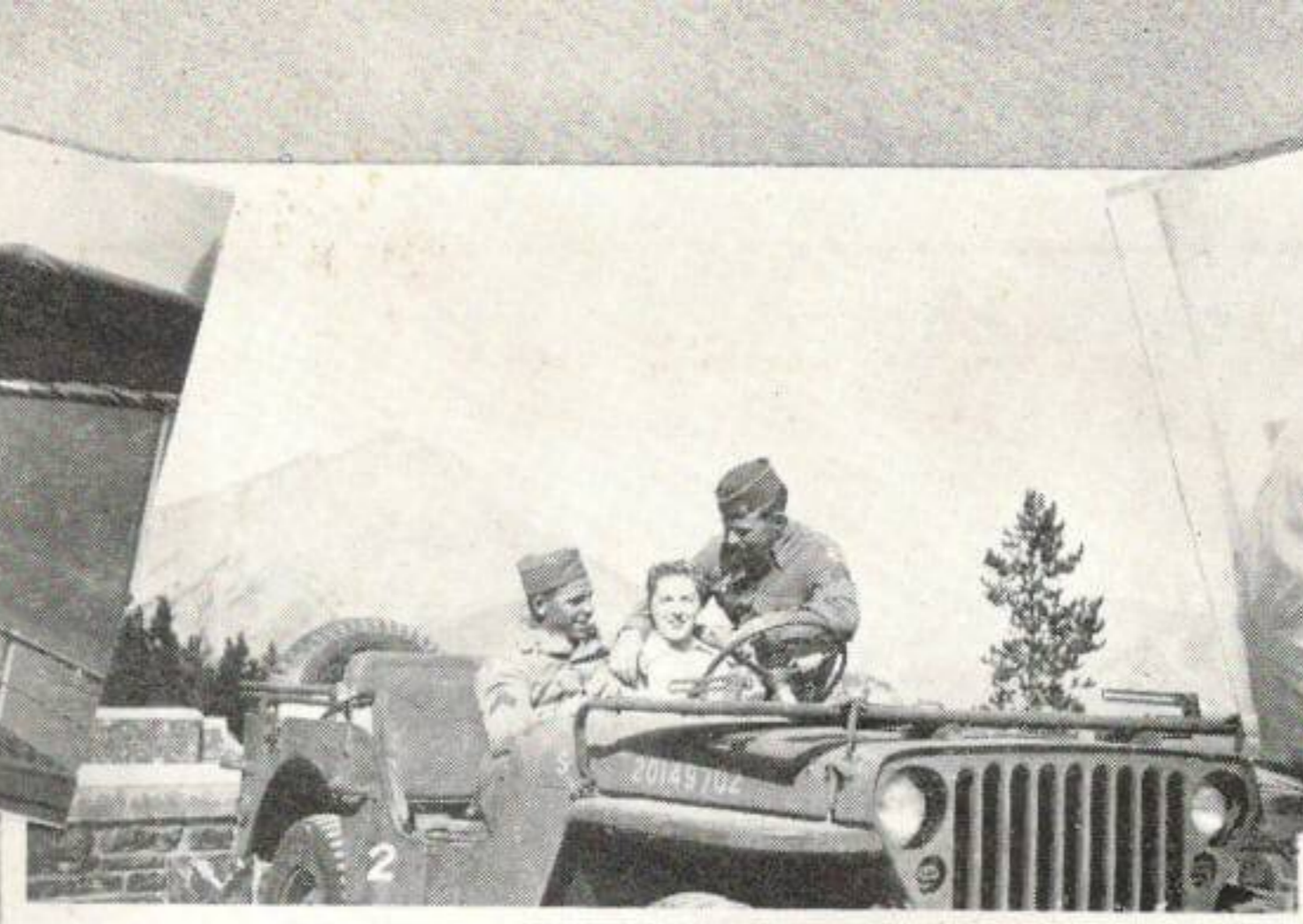
ON ACTIVE SERVICE

(Continued from page 4)

PAUL BATOR of the National Company at Montreal dons the uniform of the Canadian Army. The employees at Montreal presented him with a kit bag, complete with toothbrush, hairbrush, shaving cream, soap, shaving brush, etc. He promised the Montreal group that the first Jerry he downs will be for "National Sales".

JOHN BOND of the inside Sales Department, Burt's, reports to the Medical Corps of the Canadian Navy on October 15.

IRV. BAILIE of the Head Office Audit staff, donned a R.C.A.F. uniform around the first of October. This enlistment cleans out the male staff of the head office, leaving our senior executives to carry on. I believe the story goes like this: "Nine men—nine enlistments!" Quite a record.



Nos. 1, 2, 4 and 8 are intimate glimpses into the Cross country coverage of Burts' good-will ambassadors, Thelma Lynn and Henrietta Fullerton. No. 1 they are enjoying a boat trip with Miss Beth Robertson of Vancouver. No. 2 and 8 "Three Jerks in a Jeep", not satisfied with our own armed forces (or perhaps its the jeep they liked) they aligned themselves with two stalwart nephews of Uncle Sam in the romantic atmosphere of Banff Springs. No. 4—At Lake Louise, and this time the Dutch help our ambassadors to like the country out west still better.

No. 5. The annual Toronto Sales Office outing at Mr. Stringers' cottage on Georgian Bay.

No. 6. Thelma Williams, Verna Bailey and Grace Farraday with a fish they claim to have caught.

No. 7. Hester Dony of the Litho-Dept., and her husband, Jack of the Stereo Dept., catching a fish at Lake of Bays.

No. 9. Roberta Ferris, the artist from the Toronto office holidaying at Halliburton.

THE VICTORY BOND CAMPAIGN

SAVE! SACRIFICE! BUY BONDS!

In a straight from the shoulder address, Mr. Cyril T. Young, well-known Northern Ontario mining man, addressed the entire Burt Factory and Office Staff on Monday, October 19th, on the necessity of buying War Bonds.

"It's no use," said Mr. Young, "our boys flying over the Channel with no bombs to drop. It's no use having sailors with no ships. On the second front there can be no such thing as a limited offensive. We must cut out spending for pleasure. We must **buy Bonds**. . . . What does the

sacrifice of small pleasures or extra clothes for three or four years of our lives mean in comparison with a life spent in slavery?"

The bond selling committee consists of the following:

Thelma Lynn	George Meadows
Ethel Dunnell	Eddie Breen
Ken Hutchinson	Henry F. Vandewater
Jim Irwin	Bob Hill
	Bob MacLean

Come on, everybody! If the boys over there aren't failing us—and they aren't—

we can't fail them.
BUY BONDS.

HIGHLIGHTS OF THE PAST

Do You Remember??

September, 1934

The boy with the "flaming top", and a mind as keen as the flame is "hot" is being put on the spot September 22. The wedding bells ring for Jack Verral this day, and although he was voted one of the most popular boys in the Burt organization, we know the bride-to-be, would say Jack is getting the break. (Jack is now located with the Crosby-Wirth plant at Minneapolis.)

1935

Archie Cameron, Manager at Vancouver, takes the final leap on October 11. The young lady's name is Yvonne Cadieux and Archie maintains that she is Irish. Miss Cadieux is a graduate nurse, having completed her training in the Vancouver General Hospital. (Archie is now with the P.M.B. Co.)

October, 1936

Mr. and Mrs. Archie Cameron announce the birth of a fine baby boy on October 15.

1938

Believing in the old proverb, "Two is Company", Mr. Stock called again on Mr. and Mrs. George Meadows, leaving a little playmate for Georgina. Congratulations, on the arrival of a fine baby boy, George.

1937

Ted Dial of Calgary crashed his car to the tune of a brass band, and was able to gather around the accident, one of the biggest crowds ever to witness a crash between two cars.

Tommy Dickens retired from the Winnipeg plant where he had worked as Shipper. After 17 years of service he is deserving of this rest, especially due to the fact that his health is none too good. General Manager for Canada, Hugh D. Clark, who was visiting the Winnipeg plant at the time, was honoured to make the presentation to Tommy on behalf of the Western employees.

1938

Good News reaches us from Ottawa in a report that Jack McQuaig who recently underwent an appendix operation in the Ottawa Civil Hospital, is now on his feet again and out getting business from his territory. (Now with the Canadian Army.)

Another little "Burtian" appeared on the scene last Thursday with the arrival of a baby girl in the family of Mr. and Mrs. Harry Crawford.

September, 1938

More good news reaches us from Montreal in a wire recently received from Maurice Hallett: "Eight pound daughter arrived this morning. Both fine. Father incapacitated."

1939

Members of the Burt staff were glad to say "hello" to Les Toombs of Vancouver when he stopped off here for a day on his return from Prince Edward Island. This was his first return to his home town in thirty years.

A CALL TO ARMS! The Toronto Scottish Regiment have called one of our most popular men, and it is hard to say "au revoir" to Jack Rutherford. Jack left us on Tuesday, the 5th, and is "in the army now". (Jack is now overseas with the rank of Captain.)

CHARLIE DePENCIER of the Winnipeg staff answered the call of his Regiment in September. (Charlie too is overseas with the rank of Captain in the Canadian Army.)

The Toronto Divisional salesmen and executives of the Burt unit were guests of Mr. G. W. Hall, our new General Manager for Canada, at Llew Cooper's Summer cottage over the week-end of September 30.

To Mr. and Mrs. Cyril Williams, a baby girl on October 24. Congratulations.

A welcome was extended to Stein Lopton who commenced working with the Burt unit in the month of October. (Stein is now with the Meteorological Division of the R.C.A.F.)

1939

John Halliday of Winnipeg, and the lady of his choice, said "I do" on October 18.

Jack Ross of Vancouver took the final leap when he and Noreen were married on October 18. They are honeymooning in sunny California.

The Winnipeg office were glad to have a Montreal visitor during the past month. Maurice Hallett dropped in to see them while in Winnipeg on a visit.

The many friends of Tommy Dickens from the Western Plant will be very pleased to hear that while he is not completely restored to health, he is feeling better and certainly has lost none of his interest in life. The following is an excerpt from a letter to Mr. Govan from Tommy at Steveston, B.C.:—

"We have been having grand weather since you were here, with all the grain thrashed and some grand crops, also the fruit excepting strawberries and apples, with the prices a lot better to the growers this year. Then I suppose you have heard of the wonderful salmon run this year with some of the fishermen making as high as one thousand dollars a day, and that, Mr. Govan, is no lie. Last week they had to quit fishing for 2 days as the canneries could not handle the fish and going 24 hours a day. I have been lucky—had salmon given me twice and what a treat—stuffed and roasted. Suppose you will say I can tell a good fish story now I am domiciled out here at the fish town, and things are sure booming at Steveston as the Indians they have brought down here from up the coast are great spenders, also great thieves. Anything that is not nailed down, well it's just too bad. Then again they mop up all the fire water they can get hold of. Also they run amock occasionally, just for fun. So we have a little excitement once in a while. Anyway they are a lot better than the Japs.

"I was out at the Plant one day, had a pleasant hour with Mr. Young and Charlie McMunn. The coast sure agrees with Charlie. Mr. Young has invited me to go out again, so many go one day from the doctor's after he has given me the once over.

"How are all my good friends around the Plant? Mr. Wallace still going strong? Give him my best, I hope that Foster Wooley is on the road to recovery and that he will soon be back in harness again, and the same for Archie Young. Guess, Mr. Govan, you had better send your invalids out here to Lulu Island. Would suggest you make it the official convalescent home for the Burt Business Forms. Suppose you think that's some bright idea. Just a joke on my part so please pardon me. Say 'hello' to Charlie Marshall and all the rest of the gang. Hope that Harold is bringing you a few of his prize glads to decorate your office again.

"Kindest regards to Mrs. Govan and family. Hoping you are all well, and once again, thanks a million for everything and all the best.

"TOMMY DICKENS."

... — V — ...

THERE'S A DIFFERENCE

Have you ever noticed that when the other fellow is set in his way, he's obstinate; when you are, it is just firmness? When the other fellow doesn't like your friends, he's prejudiced; when you don't like him, you are simply showing that you are a good judge of human nature? When the other fellow tried to treat someone especially well, he's toadying; when you try the same game, you are using tact? When the other fellow picks flaws in things, he's cranky; when you do, you are discriminating? When the other fellow says what he thinks, he's spiteful; when you do, you are frank?