



**HELP PLAN  
HIS TOMORROW  
TODAY!**



**CANADIAN LEGION  
WAR SERVICES  
INC.**

# EDUCATIONAL AND PERSONAL SERVICES APPEAL of "THE CANADIAN LEGION WAR SERVICES"

..February 12<sup>th</sup>

INC.

## When they come back WILL THEY BE TRAINED TO CARRY ON?

Many of our boys have left school or given up promising jobs to do their bit in this fight for freedom. They are being trained for war. From the experience of the last war many of them will develop a mental attitude that they are "never coming back".

It is imperative that the members of our fighting forces retain the ideal of peace and a readiness to shoulder the responsibilities of civil life. Their minds must be kept focused on the day when they will resume their places in a Canada at peace.

It is to foster this ideal that the Canadian Legion War Services have undertaken the job of preparing the boys for the final order to "Cease Fire".

The mistakes of the last war must be avoided. We must make our soldiers into citizens with the same smoothness and efficiency as we are making our citizens into soldiers. They must be prepared for peace. They are the Cream of Young Canadian Manhood, the priceless material of Canada's great future.

The Educational and Personal Service work to be carried out by the Legion which is fully described elsewhere in this folder is designed to fit our troops for the return to peacetime occupations. It is an undertaking of great national importance. Will you lend your help to enable us to carry on this great work successfully?

GOVERNMENT HOUSE,  
OTTAWA.

13th January, 1940.

My dear General:

The distress which followed the close of the last war is still vivid in the minds of most of us, when many men intensively trained for war found themselves entirely without the equipment necessary to earn a living in a world of peace.

It is most gratifying to me to learn that active steps are being taken to prevent the recurrence of a similar condition at the close of the present war. Your object of fostering the development of our young men as Canadian citizens while for a short time they must also serve as soldiers, and of keeping alive their interest in civil life during their sojourn in the army, cannot be too highly commended.

It is fitting that this task should be undertaken by the Canadian Legion, composed as it is of a body of staunch Canadian citizens who have themselves passed through the bitter experiences of war and its aftermath.

The work you are undertaking is vital not only for the men themselves but also for the country as a whole. Your appeal for funds deserves the support of every loyal Canadian.

Yours sincerely,

*W E E D M A I V*

Brig.Gen. Alec. Ross, K.C., C.M.G., D.S.O.,  
Honorary Campaign Chairman,  
Canadian Legion War Services, Inc.,  
Ottawa.

Facsimile of letter from His Excellency, the  
Governor General, endorsing the Legion's great new cause.

On Monday, February 12th, the Canadian Legion War Services will launch a drive across Canada for \$500,000.00 to raise funds for the vitally important task of providing educational, personal, entertainment, recreation and other services for the men in our fighting forces. This work is being undertaken with the approval and active co-operation of the Dominion Government.

**\$500,000 NEEDED** • Give Freely • Give **NOW**

# QUESTIONS

## and Answers about the Canadian Legion War Services, Inc. National Appeal for Funds

### **Q. What is the Legion raising this money for?**

- A. To provide funds for carrying on educational personal and other service work with Canadians who have enlisted in the fighting forces.

### **Q. What do you mean by Educational Service?**

- A. Men who have enlisted are civilians in khaki who have a serious job to do. In doing that job they should not develop the mental attitude "we are not coming back", but rather should continually think in terms of "when I go home", that they may be prepared to resume civilian life where they left off. In the hope of encouraging that outlook, it is felt that wherever possible, educational facilities and vocational training while they are on active service should be made available, to occupy their leisure and constantly remind them of the necessity of preparing for the future.

### **Q. And what are Personal Services to the Troops?**

- A. This means advice, guidance and actual personal services to men who are far from home and worried or bothered about some problem of a domestic or business nature. Legion War Services can perform an invaluable service to thousands of Canadians through their Coast to Coast organization with 1100 branches in cities, towns and villages throughout Canada. As the war develops, questions of pensions, medical treatment and re-establishment will arise. For years the Legion has dealt with such problems and the accumulated experience of years will be available to the casualties of the present war.

### **Q. Why is Canadian Legion War Services entrusted with this work?**

- A. Because of the vast experience of the Legion in dealing with problems of the half-a-million Canadians who served in the Great War of 1914-1918, the Dominion Government places deep confidence in Legion activities and recognizes their particular fitness to cope with the problems that will arise during this war and to extend wise counsel to the thousands of men who now serve.

### **Q. Do Legion War Services overlap those of the Red Cross, Salvation Army, Y.M.C.A., etc?**

- A. By no means. On the contrary, the Canadian Red Cross have strongly endorsed our activities. It is our definite purpose to avoid infringing upon the work being done by any other organization.

### **Q. Why shouldn't the Government undertake this job of education and vocational training?**

- A. Under dictator governments, practically all services are administered by the Government, and the rights and privileges of individuals are reduced to a minimum. In Canada we still retain the right to decide whether or not we wish to provide certain services for our fellow-men. In due course it will be the duty of the Government to develop schemes for the return to civil life of the men now employed in the armed forces. In the meantime, the work of educational training is to be carried on under Canadian Legion War Services on a voluntary basis.

### **Q. Do men on active service really want to bother about education?**

- A. Where our scheme has been put in operation, the men have shown great eagerness to take advantage of the course offered. It is not uncommon for 60% of a unit personnel to attend educational courses.

### **Q. Are Legion officers qualified to undertake this job of education?**

- A. The Legion will organize and finance the plan. The actual educational work will be carried out under the direction of the Canadian Association for Adult Education. The best educationists in Canada and overseas will assist. For instance, as Director of our Educational Work in Canada we have secured the services of Lt.-Col. Wilfrid W. Bovey, of McGill University, who is also Head of the Canadian Association for Adult Education.

### **Q. Do your services include helping a man find a job when he gets back?**

- A. Yes. To co-operate with him and employers of labour to give preference to men who have qualified themselves for such jobs or positions and to assist the government in developing plans for the rehabilitation of the men when they return.

### **Q. How much of this money will actually go to help the soldiers, and how much will be spent in salaries of armchair workers?**

- A. To date we have developed our programme with only two headquarters officers and a very limited number of men in the field, due to the fact that we have been able to utilize the services of our existing personnel free of charge, and also the assistance of so many voluntary workers. No matter how the work may develop, the paid personnel will, having regard to the amount of voluntary services rendered, be very moderate.

### **Q. Can my contribution be included as a deduction on my income tax?**

- A. Yes. This appeal is registered under the War Charities Act, and as such, the full exemption for War Charities contributions, has been authorized by the Secretary of State.

### **Q. Will there be an official audit of Legion War Services funds?**

- A. Yes. A double audit. Canadian Legion War Services, Inc. is registered under the War Charities Act (Ottawa), and as such its accounts will be audited by the Auditor-General of Canada, in addition to a reputable firm of chartered accountants.

### **Q. Will any of the money subscribed be used for regular Canadian Legion purposes?**

- A. No, not one cent. All the money subscribed will be spent in the interests of Canadians who are serving in our Navy, Army and Air Force.

### **Q. Will any of the money be spent on work other than education and personal service?**

- A. Education and personal services will be a first charge on these moneys. Entertainment will be provided and recreation huts established where required. It will also be the duty of our experienced personnel, under proper authority, to do such things as may seem reasonable and necessary to contribute to the welfare of the troops, having regard to conditions which may develop. The Legion desires to be ready to meet any emergency which may arise.