THE
Flesherton Advance
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W. H THURSTON EDITOR

The FOOD CONTROLLER SAYS :-

Hoarding is one of the new words of the war. It means storing in excess of requirements, especially of foods and fuel just at present. Now storing and laying up a prudent supply for real needs is not a crime in peace times, but the man or woman who wilfully and coolly decides today to store more food than he or she would buy in ordinary times is committing something that has the moral effect of a crime. He is also helping to raise the price to himself of future supplies.

There is no cause for panic among the people of Canada. We must expect to make some food sacrifices and be willing to modify our eating habits and even to eat less in order that the soldiers and our allies may be fed. There is a world shortage of foods because, so far as we in Canada are concerned, other people have had to be withdrawn from farms to fight what is our joint fight. Our obvious duty is to aid them by at least sending them as much food as they used to get before they took up our common task.

Hoarding is the crime of selfishly taking care of one's own skin to the detriment of others, either in the warring lands or at home. Buying too much for immediate cellar packing in Canada also imposes a burden on the poorer classes in the Dominion. The railway difficulties are especially great this winter; obstacles in distribution of food stuffs are adding to the shortage. Moreover, hoarding by people who lack proper facilities for storing may easily result in heavy waste. For this reason especially, public opinion should be aroused against the practice.

It is a thing that comes down to the sense of right in the buyer. If he or she knows what patriotism means, knows what others have to undergo only because they did not happen to live in Canada, and in whose place Canadians might have been but for the accident of geography, there will be no hoarding. Public opinion and public disapprobation of hoarding may do much to discourage the practice but nothing can really be effective unless the moral sense of buyers of foods tells them plainly when they are laying in a legitimate store or grabbing at an opportunity of plenty for the chief reason that they have enough cash to get it. It is no wonder that under the stress of war tension the British people found for the man who attempted hoarding the expressive title of "Food Hog".

There has been some "hoarding" in Canada of sugar, flour and perhaps other commodities. The practice fortunately is of small proportions and the effect of measures now under consideration may result in the exposure of the Canadian "Food Hogs". Hoarding is unnecessary and unpatriotic. The better elements in a community will refrain from it so far as their own households are concerned and use their influence against it elsewhere.

Often people will buy large quantities of these foods without thinking of the way in which they may be depriving others. Every patriotic Canadian will do well to resolve that he will "play the game" fairly with his neighbor, and with the poorer classes, by purchasing food only in normal quantities while the present emergency lasts, and by discouraging hoarding wherever he finds evidence of it.

AUCTION SALE

FARM STOCK AND IMPLEMENTS

The undersigned will offer for sale by Public Auction on Lot 152, con. 3, S. W. T. and S R., Artemesia, on Thursday, Feb. 21, the following articles, namely:

LIVESTOCK—1 Mare 8 years old, 1 mare 7 years old, 1 gelding rising two years, 2 cows supposed to be in calf, 1 dry cow, 2 heifers supposed to be in calf, 5 heifers rising 2 years, 2 steers rising 2 years, 2 steers 2 years old. 3 calves, 18 ewes, 50 hens.

IMPLEMENTS, Etc.—1 binder, 1 mower, hay rake, seed drill, fanning mill, straw cutter, plow, gang plow, 2 sets iron harrows, spring tooth harrow, cultivator, land roller, pea harvester, grain cradle, 2 wagons, democrat, wagon rack and box, set bobsleighs, root pulper, scuffler, turnip seed sower, set double team harness, cream separator, a quantity of good household furniture, neckyokes, whiffletrees, chains, forks, hoes, shovels, and other articles too numerous to mention.

Sale at 1 o'clock p.m.

TERMS—All sums of $10 and under, cash; over that amount twelve months' credit will be given on approved joint notes, or 5 per cent off for cash in lieu of notes.

D. McPHAIL, Auctioneer. G. F. McKENZIE Proprietor

WINNING SUCCESS.

It Must Be a Continuous Performance, With No Intermissions.

"The other day," says a writer in the American Magazine, "a famous author was telling me how he felt when his first story was accepted. He said that within a few minutes the thought flashed across his mind that he could not stop, but must go on. One good story must be followed by another and another and another, else his reputation would die, and he would be humiliated. He said that the feeling was not exactly comfortable; that the prospect was in a way terrible. 'Being successful,' he said, 'is not easy. The successful man advertises to the world that he can do certain things well, and he must go on making good or back off the map. It's a great sensation, a great experience, worth almost anything, but it isn't a snap.'

"It is the same way in business. The salesman who sets a high mark has to go right out and beat that mark or suffer by comparison with his own record. He can't sit down in a rocking chair and devote the rest of his life to receiving congratulations.

"Have you ever sat in a restaurant and compared your job with that of a waiter? Try it some time. No matter what your work is, I am sure you will see the point if you watch the waiter and think how exactly his job typifies yours. Take, for example, my job—that of an editor. An editor's job is exactly like that of a waiter. He has to go and get something good and bring it in. And after he has brought it in he has to go right out and get something more and bring that in. The minute he sits down or stops to talk unnecessarily with the guests, he ceases to give as good service as before. Then the guests who praised him a moment ago begin to growl. And so, almost immediately, he has turned from a good servant into a poor one.

"This fits any line of human activity. A continuous performance is what is wanted. Nothing else counts."

MAIL CONTRACT

Sealed Tenders addressed to the Postmaster General, will be received at Ottawa until noon on Friday, the 8th of March, 1918, for the conveyance of His Majesty's Mails, on a proposed Contract for four years, six times per week each way—

RAVENNA RURAL MAIL ROUTE NO. 1

from the 1st of April, next.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Office at Ravenna and at the office of the Post Office Inspector, Toronto.

A. SUTHERLAND, Post Office Inspector.

Post Office Inspector's Office, Toronto, Jan. 22nd, 1918.

MAIL CONTRACT

SEALED TENDERS addressed to the Postmaster General will be received at Ottawa until noon on Friday, the 8th of March 1918, for the conveyance of His Majesty's Mails, on a proposed Contract for four years, six times per week on the route

MARKDALE RURAL ROUTE NO. 1

from the 1st of April, 1918, next.

Printed notices containing further information as to conditions of proposed contract may be seen and blank forms of Tender may be obtained at the Post Offices of Markdale and at the office of the Post Office Inspector, Toronto.

A. SUTHERLAND. Post Office Inspector

Post Office Inspector's Office, Toronto, Jan. 23rd, 1918.

AUCTION SALE

FARM STOCK AND IMPLEMENTS

The undersigned has been instructed by W. J. IRWIN to sell by Public Auction on LOT 179, CON. 1, N.E.T & S.R., 3½ miles South of Flesherton, on

MONDAY, FEB. 25, 1918

One red cow due to calve June 15, blue cow due March 10, red cow due March 10, red cow due March 8, black cow due March 6, red cow due March 15, black heifer due March 10, red and white heifer due March 2, three red steers rising 2, 8 calves rising one year, one pure bred registered Durham Bull 2 years old, 2 Yorkshire sows 2 years old, due March 20; 14 store pigs, 3 geese and gander, 35 hens and two roosters,

IMPLEMENTS—One Deering binder in good repair. Cockshutt 15 disk seed drill nearly new, steel land roller, 2 sets disk harrows, hay rack, fanning mill, two furrow Cockshutt walking plow, one Deering cultivator nearly new, Maxwell hay loader with four carriage, turnip pulper, cream separator, crosscut saw, water trough, set slings, 10 cow chains, 11 squares of shingles, a quantity of good hay, 400 bushels swede turnips, 100 bushels barley, 50 bushels Marquis seed wheat, a quantity of stove wood, a quantity of potatoes, one parlor suite nearly new, one washing machine.

SALE AT 1 O'CLOCK P.M.

TERMS—Potatoes and Grain, and all sums of $5 and under, CASH; over that amount 11 months' credit will be given on approved joint notes, with 6% off for cash in lieu of notes.

D. McPHAIL, Auctioneer. W. J. IRWIN, Proprietor

BULL FOR SERVICE

Registered Shorthorn bull for service. Terms: $1.50 for grade cows, $3.00 for registered cows. Con. 4, lots 10 11 Artemesia. 1 July18—

—J. D. McLEOD, Ceylon.

TROOPS IN BATTLE

Trained Soldiers Are Wholly Indifferent to Danger.

FACE DEATH WITHOUT FEAR.

Thought of Calamity Bothers Them Not, and They May Be Severely Wounded Without Feeling Pain. Unique Analogy From Railroad Life.

The thought of not coming out of a battle alive rarely enters the mind of a seasoned soldier, and he goes into the conflict fired only with the sense of a patriotic duty to be well and faithfully performed, with perhaps a vague hope of promotion for a deed of bravery or daring. Very few people are afraid of a natural death, but a violent death is different, and yet "hundreds of thousands of men have gone to meet practically certain destruction without giving a sign of terror."

Concerning the absolute indifference of the trained soldier to death in the midst of battle and the reasons therefor, Dr. MacKenna employs a unique and graphic illustration from the railroad world.

"Let us imagine," he says, "that the brain, the organ that links up the body with the sources of thought and action, is a railway terminus into which run lines from all parts of the country. There are lines to and from the eyes, the ears, the feet, the hands and every muscle in the body.

"In the heat of battle trains loaded with messages are racing on the down line to every muscle. On a well ordered railway system certain trains have priority, while others are held back until congestion is relieved and some of the tracks are cleared.

"A wise train dispatcher will see that a slow freight train does not get in the way and block the progress of a passenger express, and the mind acting in this role takes care that no train laden with fear finds its way out of the terminus to throw the other traffic into confusion. There are no tracks to spare for such a cargo, the whole railway system is occupied with the supply of more urgent necessities.

"By a similar observation one can explain the frequently repeated statement that in the heat of battle a soldier may sustain a formidable wound and feel no pain whatever and even be unaware that he has been hit.

"The injured limb or organ dispatches an express train along the line of some sensory nerve to the railway terminus in the brain, but on drawing near the terminus the signals are found to be against it, and it cannot force its way through the press of traffic into the station. It is therefore sidetracked.

"But just as an ordinary train will try to call the attention of the signalman by blowing its whistle when the signal is against it, so a sensation of pain may succeed in calling the attention of the brain to its existence by sending on a message not of pain, but of heaviness or pressure.

"This may have the effect of opening a path for the whole train to run through, and the wounded man begins to discover that he has been hit or hurt. But in most cases a long interval elapses between the infliction of the wound and the realization of the soldier that he has been wounded.

"I have been informed by a soldier who had a large piece blown out of his thigh that he was quite unaware of his injury for several minutes. His attention was attracted by hearing his foot 'squelch' every time he moved it. On looking down he saw that his boot was full of blood; then almost immediately he felt a dull ache in the thigh, followed very shortly by a sensation of acute pain.

"In this case, to return to our illustration, the messages of pain from the wounded thigh had been held up by congestion of traffic near the terminus. We may imagine that the impeded train tried to call the attention of the signalman, but failed to do so until a message sent from the suburban station of sight, not far from the terminus, got through and informed the station master that a very important train from a remote part of the country was being held up. The levers were then at once drawn, and the sensation of pain passed on to the sensorium.

Our First Woman's Rights Paper.

The first woman's paper to be established in this country for the definite purpose of spreading abroad news of the new woman's rights propaganda was the Lily, a tiny four page weekly sheet edited by Mrs. Amelia Bloomer of Seneca Falls, N. Y. This was begun in 1849, just the year after that famous first woman's rights convention called by Elizabeth Cady Stanton and a few other women, the radicals of those times.—Exchange.

Etiquette.

Originally the word etiquette meant a ticket, label or slip of paper attached to a bag or object to indicate its contents. It then came to be used of a ticket given to a person taking part in a ceremony to tell him what he should do; hence the modern meaning.—Exchange.

Gretna Green.

The last blow to Gretna Green as a clearing house for marital romance was dealt in 1856, when the Scottish law made it necessary for one of the contracting parties to reside three weeks in Scotland before the marriage could be performed.

Receive instructions from an enemy —Ovid.

All Furs Selling at 20 per cent.

Less than Regular Prices

This reduction applies to all Furs and Fur-lined Garments in stock. Our assortment includes Muffs and Stoles in Black Wolf, Siberian Wolf, Muskrat, Mole, Coney, Grey Lamb, Persian Lamb, Mink, and Marmot. Furs will be much higher in price next season and it will pay you and pay you well to anticipate your wants and buy now.

Two Specials in Bulk Teas

A good uncolored Japan tea that is giving splendip satisfaction to scores of our customers.

SELLING AT 40c.

Neither or these Teas can be duplicated at the price when sold out, the quantity on hand is limited. Take a 5lb. parcel home to-day.

SELLING AT 25c.

A good Ceyion Black Tea, fine flavor and a splendid drawing Tea worth at least 50c.

F. H. W. HICKLING

FLESHERTON, - ONTARIO.

Buying Suggestions

Silver Plated Cutlery
Cold Meat Forks
Berry Spoons
Sugar Shells
Pickle Forks
Cut lass sets
Carving sets
Pie Knives
Decanter sets
Pickle Cruets
Pocket Cutlery
Razors, Shaving Brushes
Skates (automobile)
Hockey supplies
Clothes Wringers
Carpet Sweepers
Enamelware, Churns, Food Choppers
Handsaws, Bucksaws, Braces
And many other very useful gifts

F. W. DUNCAN

The Flesherton Hardware.
Phone 30 r2

Pulpwood Wanted

Two thousand cords of Spruce and Balsam wood, cut 4 ft. long, not less than 4½ in. at the small end, knots trimmed close, for which we will pay $6 per cord for balsam, and $7 per cord for Spruce, delivered at nearest Railroad Station Anyone having same for sale write to phone Markdale 59-32.

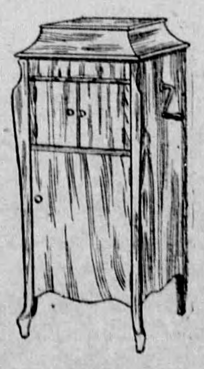
—W. T. ELLIS, Kimberley.

Hear the

POLLOK PHONOLAS and RECORDS, also

The Latest in Sheet Music at the

PHOTO GALLERY



$90

W. A Hawken - Flesherton
Phone 23 r4

For Service

One pure bred Shorthorn Bull on lot 36, con. 9, Artemesia. Terms $1.00 for grades. Must be paid within 9 months from date of service.

1 Jan. 17. —R. O. TURNER.

Boar for Service

The undersigned has a thoroughbred Yorkshire Boar for service on lot 11, con. 8, Osprey. Terms $1.50.

FRED SPOFFARD.

It Pays to Attend the ELLIOTT Business College

Yonge and Charles Streets, Toronto

All graduates and scores of our undergraduates of the past year have secured good business positions and still the demand is far beyond our supply. Write for our Catalogue. Enter at any time.

W. J. ELLIOTT, PRINCIPAL

STOCK AND EGGS FOR SALE

Tamworth Swine, B. R. Eggs, and Rouen Duck Eggs.

I have for quick sale some young Tamworths for breeding purposes; also some Barred Rock eggs, and Rouen Duck eggs for hatching purposes. Prices right. Phone or write

—GEO. W. ROSS,

Oct 19-16 Osprey Tl. System Maxwell, P

Flesherton Tonsorial Parlors

We Aim to Give Entire Satisfactio

LAUNDRY—Basket closes Monday night, delivery Friday evenin

CLEANING and DYEING— We ar agents for Parker's Dye Works—Clothes cleaned and dyed, feathers rejuvenated

T FISHER - -PROPRIETOR

New Blacksmith Shop At Maxwell

I am opening up atonce, a blacksmithing and woodworking business in Maxwell, and am installing up-to-date woodworking machinery. It will be my endeavor to serve the public in a satisfactory manner and I would solicit patronage. I want your work and will do it right. 7 April 1

CHESTER LONG

Flesherton Tin Shop

I have just placed on the shelves a full line of Tinware, Nickelware and Agateware for domestic use. Call on me and get your supplies.

Eavetroughing, Stovepipes and Stove Furnishings.

Repairing of all kinds promptly attended to.

Pipefitting, including pump work.

Furnaces installed. Agent for Clare Bros. Furnaces.

D. McKILLOP

CHRISTOE BLOCK

FLESHERTON ONTARIO.

WE SELL PETER HAMILTON FARM IMPLEMENTS

Special Prices on Waggons, Plows Harrows and Horse Blankets

Agents For TUDHOPE ANDERSON CO.

Wagons Cultivators
Plows Harrows
Hay Rakes Mowers

JOHN HEARD, IMPLEMENT AGENT FLESHERTON.