THE FLESHERTON ADVANCE

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(Members of Canadian Weekly Newspaper Association)

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POWER OF ADVERTISING

Beyond all question the most potent creator of business demands in Canada is the newspaper advertisement. Millions upon millions of dollars are expended every day in the stores of the Dominion because well written advertisemnts have directed public attention to convenient, becoming, attrctive useful, ornamental and suitable merchandise. The sale of all necessities all luxuries, all indulgences, is more powerfully stimulated by the newspaper advertisement as a promoter of sales—and even purchases of food, fuel and clothing are directed more largely by the business columns of the press than by any other influence except immediate necessity.

The largest stores in our greatest cities have been built up by their advertising, their persistent and clever invitation to the public in the press to share in their bargains. Imagine what would happen to daily sales of merchandise, real estate, theatre tickets, insurance, books and other things, if newspaper advertisements were prohibited by law for six months. It is not exaggeration to say that they would drop 50 per cent.

It is not the current news of events alone that makes the press of such incalculable value to the nation, nor the free editorial expression of opinion. The business news of the day, as told by business concerns in their announcements to the public, decisively influences both the volume and the direction of trade which flows to this or that store, office or bank. This is a fundamental fact no business house can afford to overlook.

VICTORIA DAY

Deeper reasons than just a desire for another holiday lie behind general observance throughout the Dominion of Canada of the anniversary of the birth of Queen Victoria. This is not just another holiday, a meaningless observance.

Though Alexandria Victoria died more than a quarter of a century ago, her influence is still felt throughout the British Empire. She left an indelible mark upon the English character and created for herself an eternal place in the history of her country and empire.

As one of Britain's great queens, her court was a model of correctness and propriety and under her patronage and influence literature and the other arts progressed, the empire enjoyed a period of unprecedented expansion and gained new political health.

Canadians do not need to be reminded of the "Mid-Victorian Age." Her reign brought the union of Upper and Lower Canada and later the confederation of all the provinces into the Dominion of Canada. Religious and political reforms were promulgated, and Canada and the United States entered upon a new era of friendly relations that has continued to this day.

Eighty-two years good Queen Victoria lived, but she lived not long enough.

CASTRATION DEMOSTRATIONS

During the week beginning May 26th, Mr. Jas. Telfer, Sheep Promoter, or Mr. W. J. Howard, Assistant Sheep Promoter, Dominion Department of Agriculture, in Western Ontario, will be in Grey County giving demonstrations with the Burdizzo Pincers which is a non-cutting, bloodless method of castration of the Grey County Department of Agriculture.

Those applying before Saturday, May 24th, to T. Stewart Cooper, Markdale, will get the work done free of all charge. Those sheep breeders not applying may not be assisted because of the short time in which the experts are available.

Stepping to one side never gets you any nearer the front.

The person who pines over his hard luck needs to spruce up a bit.

The fact that the name of the Conservative candidate in North Grey is Victor may mean something or nothing.

Jos. Henderson Laid To Rest Thursday

Joseph Henderson, who died on May 13th, 1930, at Maxwell, third son of the late Robert and Fanny Watson Henderson, was born at Laskay in North York on April 1st, 1851.

Five years later his parents moved to a bush farm in the township of Artemesia in the County of Grey, five milts from the village of Flesherton. In this isolated spot Mr. Henderson spent the next fifteen years of his life, but on July 2nd, 1861 he was orphaned by the accident al death of his father, upon whom a log fell while assisting at the raising of a log barn some miles from his home. Only those who experience a loss, such as this, can realize the dark and discouraging outlook for the sorrowing widow and her nine almost helpless children.

After some years of privation and hardship, but absolute harmony in the home, this noble widow lived to see her much respected family of three amiable girls and six stalwart boys all happily married and filling honorable positions in the city and community in which they are all respected residents. After leaving the old homestead she made her home with her youngest daughter, Mrs. John Johnston, where she enjoyed all the comforts that a grateful family could bestow on her in her declining years.

The early years of our subject's life were spent on the old homestead doing his share in supporting the large family so suddenly bereft of the bread-winner of the home. Under great difficulties he received only a limited education at the log school house in the neighborhood.

Mr. Henderson was twice married. On January 1st, 1879, he was first married to an estimable young woman, Jane Poole, daughter of the late Thomas Poole of Lady Bank, who was drowned on the ill-fated steamer Asia in the Georgian Bay. To this happy union were born two noble sons and two estimable daughters, Robert T., who died April 12th, 1924, and James, who died on June 23rd of the same year, Mina, wife of James Fletcher of Gibraltar and Millie, wife of Donald Fletcher of Collingwood.

Three years after the death of the mother of these children on April 14th, 1902, Mr. Henderson was united in marriage to Mary Heron (only daughter of an honored pioneer of the township of Osprey, the late Richard Heron of Maxwell) who survives him.

Early in manhood Mr. Henderson devoloped a thirst for religious knowledge and having accepted the doctrines and creed of the Methodist denomination was received into that communion in which he was devoted and consistent member of Mount Zion Church. A few years later, being of an evangelistic turn of mind, the church at that time not giving sufficient scope for the development of his evangelistic talents, he was led to join the Salvation Army for which service his natural abilities eminently qualified hm. Not aspiring to becoming an officer in the Army, nor having a desire to sever his home ties, he built a barracks on his farm which has been used to the present time for Army meetings, but for some years, on account of ill health, the subject of this sketch was prevented from attending any of the services. As a mark of appreciation for his services, however, the rank of Sergeant-Major was conferred on him by the Army some years ago. His daughter, Mrs. Don Fletcher, before her marriage, was an officer in rescue work in Toronto, Calgary and Vancouver, B.C. Ensign Jimmy Poole of Frederickton, N.B., is a nephew of the deceased.

Major McRae of the Salvation Army in Toronto, an old friend of the deceased, assisted by Rev. Mr. Bamford of the United Church, Maxwell officiated, at the burial which took place on Thursday, May 15th. An appropriate duet was beautifully rendered by Rev. Mr. Dean and Mrs. Harold Fenwick, a niece of Mr Henderson. The pallbearers, all intimate friends of the deceased were James Cornfield, Thos. Freethy, Dan Gillis, Wm. Mullen and Geo. Ross. The floral tributes were beautiful.

Relatives from a distance were Mrs. John Paul (sister) Feversham, Mrs. John Johnston (sister(Dundalk, Dr Thomas Henderson (brother) and wife, Dr. Robert H. Henderson (brother) and wife, Samuel Henderson (brother) and wife, Murray Henderson (grandson) all of Toronto, James and Mrs. Fletcher(daughter) Gibraltar, Donald and Mrs. Fletcher (daughter) Collingwood, Alvera Fletcher(granddaughter) Gibraltar, Mrs. Bessie Henderson(daughter-in-law) Clarksburg, Mrs. James Long(niece) Feversham, Miss Zella Long (granddaughter) Feversham, Miss Ena Johnston (niece) Dundalk, Miss Aileen Henderson (niece) Toronto, Margaret and Mary Speers (cousins) Feversham, Joe Hemphill, Mrs. Alf Harrison and Mrs. Morrow (cousins) Dundalk, John Poole (brother-in-law) Lady Bank, Mrs. Fenwick (niece) Lady Bank, Wm. Hood and Fanny Hemphill (cousins) Flesherton, Jos. H. Watson (cousin) Port Law, John Blackburn (cousin) Flesherton, John J. Carson (cousin) and wife Proton.

Reared on the farm Mr. Henderson naturally adopted agriculture as his calling in life and after he was first married settled on a farm at Lady Bank on the 12 Con. of Osprey, and after some years bought a farm near Rob Roy, from which he retired about ten years ago and settled in the village of Maxwell. His oportions have been uniformly successful and was one of the substantial men of the section. For several years he honorably served in the township council and never lost an election. In his home and among his friends he was beloved by all for his straight-forwardness, gentleness and unselfishness and a high sense of honor, which characterized him in all his relations in social, religious or domestic life and it has been truly said of him, "Everyone who knew 'Joe' was betttr for being brought into contact with him." He was of inflexible integrity, firm in his stand on questions of right or wrong; he never forced his convictions upon others; he would fight for what he considered a worthy cause; other features of his character might be enlarged upon, but the above will suffice. He took no active part in politics but voted for the man or woman that he thought could be trusted to do the square thing in dealing with the affairs of the state.

ADVANCE ADVTS. PAY

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Matthew Ellis Dies

Word was received here from Collingwood on Thursday, May 15th, that Mr. Mathew Ellis had passed away at his home in that town.

Mathew was born near Brampton in Peel county and was 58 years old, coming to Osprey with his father, mother and brothers 56 years ago, where the family settled on the farm on the 10th line 1½ miles from here now owned by Mr. George Short. A short time later the father died and the mother and sons carried on the farm for a few years. Ther. the late son, George who died about 2 years ago and his mother carried on the farm until the mother died. Mathew resided in Osprey until some years ago, when he moved to Collingwood and worked in the shipyard until about six years ago, when his health broke and he has been unable to do much work. He was always a hard working industrious man and felt being laid aside very keenly. Some years ago he was married to Miss Green of Heathcote, who with one daughter survives.

The funeral took place on Saturday from his home in Collingwood to Bethel cemetery on the 10th line near his boyhood home.

Siv of his boyhood friends carried the remains to the family plot, where he was laid to rest beside his father, mother and brother, George. Rev. Trotter of Collingwood officiated.

The sympathy of the community goes out to the sorrowing ones.

PLANT APPLE AND PLUM TREES

Mr. Redge Lougheed of Clarksburg has demonstrated his faith in the apple and plum industry in the Beaver Valley, as he has just finished the planting of 500 apple trees and 100 plum trees. Some were placed on his farm on the 10th concession and some on his lots on Clarksburg sideroad. 350 of them are Northern Spies and 200 are McIntosh Red.

The greatest problem man has is man.

Obsolete saying: "Howdy, stranger want a ride?"

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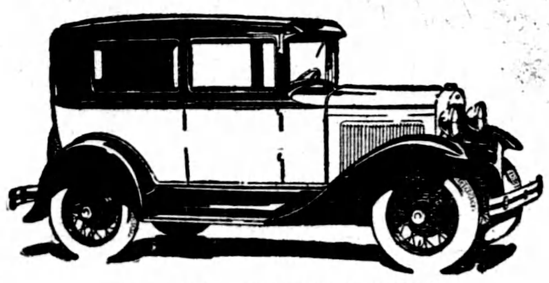

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FLESHERTON "Buy-at-Home" CAMPAIGN

COMMUNITY BUYING DIRECTORY AND BUSINESS GUIDE

The Merchants and Business Men represented below are co-operating in an effort to prove to the residents of the town and surrounding community that values equal to any of the larger towns or cities may be procured in local stores. A series of educational "Buy-at-Home" editorials will be reproduced weekly. The benefit of Home Buying will be shown to the general advancement and progress of the community. Read the editorials, take advantage of the weekly specials offered by he merchants, and BOOST THE TOWN YOU CALL HOME.

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Be A Booster

When a community becomes "dead" the fact is written all over it. Residents may try to conceal the true condition but to visitors they are quite apparent. And once a town becomes "dead" it never stages a come-back. Its residents are never prosperous again, and those who possess foresight move to another town where more possibilities are presented to them.

Flesherton is a growing and prosperous community. It is for the residents of this town to say whether or not progress will continue. The merchants and businessmen are the backbone of its success. On their business depends the progress of the community. A prosperous community is the same as a successful, large corporation. The residents of Flesherton are the stockholders of the town. The merchants are the directors. If the business, as operated by the directors, shows large profits, the residents will receive the benefits in dividends. A stockholdsr who does his personal business with another firm and buys his goods in cities outside, acts in opposition to his own interests. It would be a foolish move in business.

Residents of this town buy in other places because they do not realize the harm they are doing themselves in doing so. Public spirited residents should instruct their neighbors. Tell them that you buy here and get better value for your money than they do in other places. Build up for increased civic dividends. Boost Flesherton and Flesherton merchants.

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