THE FLESHERTON ADVANCE

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(Members of Canadian Weekly Newspaper Association)

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A CHANGE WAS MADE

The landslide which came to the Liberal party at the polls on Monday was not anticipated to such an extent, nor the failure of support for the Liberal cause in heretofore nearly solid Liberal Quebec. No doubt the question of the defeat would receive many answers but we have no doubt but that it was administered to the King Government for their alienation from strict Liberal principles, as have formed their platform for years past. Their breaking away from beloved policies to don the mantle of protection of the Conservative Party could not be condoned, hence the withdrawal of support enjoyed by Premier King and his governnment during the past nine years. It is a satisfaction to know that there will be a government which will enjoy a clear-cut working majority over all parties. It is also hoped that the Imperial Preference of the King Government will be enlarged and extended with satisfaction to Canada, as the possibilities of Empire trade are tremendous. It will mean buying less from the United States, which has shut its markets to much of Canada's produce, and more from Great Britain and the various countries which form the British Empire. Hon. R. B. Bennett, the new Premier-elect of Canada we are sure will do his best for Canada and attempt to bring back the prosperous times enjoyed the past few years.

EDITORIAL NOTES.

We wish to draw the attention of the Globe to the fact that Bennett could win.

The Globe and Star appear to be losing their grip as moulders of public opinion. Public opinion has takn on the job of moulding its own opinion.

The next geat event will be the Flesherton fall fair on September 19-20, and the horse races to be run that day. Make plans to attend.

Mr. J. L. Neilson called on his sister, Mrs. John McDonald, the first of the week.

A drunken Congressman said to Horace Greeley one ady. "I am a self-made man." "Then, sir," replied the philosophical Horace, "the fact relieves the Almighty of a great responsibility."

Confirmation Service

On Wednesday, July 23rd, Right Rev. David Williams, Archbishop of Huron Diocese, held a confirmation service in St. Mary's church, Maxwell, when the following 15 people were confirmed,—Marjorie Seeley, Dorothy Badgerow, Laura Beamish, Mr. and Mrs. Geo. Priestly, Miss Annie Priestly, Marvella Rice, Margaret Lyons, Hazel Brown, Thomas Davis, Valetta Arnott, Cora Arnott, Billy Burke, Charles Cook and Arthur Lawler.

Rev. M. F. Oldham, Rector of the church presented those to be confirmed and Rev. E. Hayes, Rector of Durham, asssted in the service. The Archbishop preached a very appropriate sermon on Confirmation and its significance on Acts 8:17. A good attendance was present.

CONTINENT'S AGE AVERAGE RAISED

America is growing up. The day when this continent was a young Man's land is behind. Latest census statistics reveal that whereas 70 years ago only 9 percent of the people were over fifty years of age, today 16 per cent are older than that.

While the advances made by medical science have been a factor in this condition, life expectation has not been increased to such an extent as these figures seem to indicate. But the decline in birth rates and the lessening of immigration have much to do with the matter.

In 1860 50 per cent of the population of Canada and the United States was under twenty years of age. This percentage has now dropped to below 40 per cent. The decline in the birth rate was largely instrumental here, statisticians point out.

This state of affairs will inevitably have an effect on the industrial life of this continent, it is predicted. Those industries which refuse to employ people of more than fifty years will find it increasingly difficult to find thepeople they desire for their pay rolls.

THE CROP SITUATION

Cutting of fall wheat has been in full swing throughout the province during the past week or ten days, and in the majority of districts a good yield has been harvested. Reports from the various representatives indicate that spring grains are showing excellent promise and with continued favorable weather should give a splendid yield. Lack of rain in some parts resulted in the burning up of pastures. Alfalfa, clover, and hay crops were generally very satisfactory. Some remarkable returns per acre for the green pea crop for canning purposes were obtained.

Mrs. Jas. Rawe and daughter, Mable, of Buffalo and Mrs. Clark of Dixie spent the past few days with Mr. and Mrs. Dave Adams.

McMASTER-McKEOWN

A pretty summer wedding was solemnized on Wednesday, July 23rd at the home of the bride's mother, Crawford Street, Toronto, Ont., when Allene, youngest daughter of the late Mr. Isaac and Mrs. McKeown became the bride of Mr. Wilfred R. McMaster, elder son of Mr. and Mrs. Robt. McMaster, Flesherton.

Rev. N. Stevenson of St. David's Presbyterian church officiated in the presence of the immediate relatives and friends. The bride entered the drawing room on the arm of her eldest brother, Cecil and took her place beneath an arch of palms, ferns, ping and white streamers, Lohengrin's wedding march being played by Miss Irene Goldhawk. The bride wore a gown of white kitten-ear crepe fashioned on Princess lines wth pearl ornaments. The veil of embroidered net was arranged in cap effect and held in place by a band of orange blossoms. She wore the groom's gift a rope of pearls and carried a shower bouquet of sunset roses, baby's breath and maiden hair fern. Miss Pearl McMaster, R. N., sister of the groom, acted as bridesmaid and wore a frock of Angel's Breath georgette with white picture hat and carried an arm bouquet of butterfly roses. Mr. Harold McKeown, brother of the bride was groomsman. Little Irene Broughton, niece of the bride, was a charming flower girl gowned in pale green taffeta and carried a basket of pink roses and baby asters. A reception was held later. Mrs. McKeown, Mr. and Mrs. McMaster receiving with the bridal party. Mrs. McKeown was attired in black canton crepe, while the groom's mother wore grey georgette.

The happy young couple left for Kiowana beach, the bride travelling in a navy blue suit with beige hat, shoes and other accessories to match.

Guests from a distance were: Mr. and Mrs. R. McMaster and family, Flesherton; Mrs. Jas. Boyd and daughter, Irene, Kirkland Lake; Misses Elsie Skelton and Muriel Swanzie, Collingwood.

Mr. and Mrs. McMaster will be at home to their friends at Sunnyside Beach after Aug. 1st.

Subscribe to The Advance

A Brave Act

An item of local interest to the citizens of Flesherton appeared in The New Liskeard Speaker which stated that two young children had been saved from drowning by the quick presence of mind of a soldier from the 22nd Brigade, which was in camp at New Liskeard two weeks ago. As the children were proceeding up the gang plank boarding the steamer "Keego" to enjoy a boat ride on July 12th, when half way over the boat suddenly pulled away from the dock, plunging the children into the water. Immediately a rescuer plunged in and kept them to the surface while other help was secured. At once the rescuer left the scene of the near fatality without making known his name. That this action will not go unknown and the rescuer not receive identification of a brave act we have much pleasure in stating that Mr. Wm. Turney of town, a Lieutenant of the Grey Regiment, performed the act of rescue. If ever there was a cause deserving of a Life Saving Medal, this is one.

ADDITIONAL LOCALS

Mr. and Mrs. Charles Stewart and daughter, Bessie left today on a thee weeks' motor trip to Quebec.

Rev. and Mrs. W. J. Scott and family are leaving on Thursday on a motor trip to Beaverton, on Lake Simcoe.

The three cyclists, Ernest Gorrell, George Boyd and Murray Stuart left Wednesday morning on their bicycles for Owen Sound, where they will camp for a few days.

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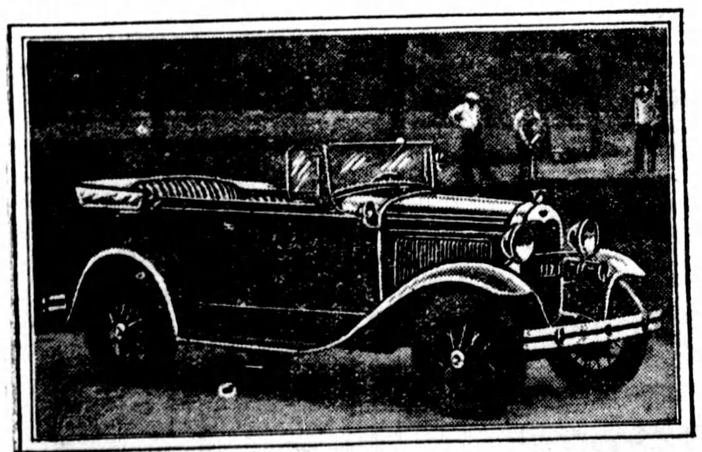
100 lbs. St. Lawrence Sugar	$5.25
O'Canada Flour	$3.65

MEN'S CAPS

Reg. $2 to $2.50

$1 cash this week

New Ford DeLuxe Phaeton



A DELUXE phaeton, reflecting all the beauty of a custom built car, has just been introduced by the Ford Motor Company of Canada, Ltd. This latest addition to the Ford passenger car line, pictured above, is distinguished by its low, rakish lines, high sides, low seats and a decided sport treatment throughout.

A single wide door on each side gives easy access to both front and rear seats. There are two individual seats in front, both of the folding type, and both being adjustable. The rear seat, with an arm rest on either side, is on the same level as those in front, so that occupants sit well down in the car. A depression in the floor insures ample leg room.

The seats are all upholstered in Bedouin grain tan color genuine leather with narrow piping, following the latest European mode of trimming.

The sport appearance of the car is measurably enhanced by the smart, trim lines of the top, which is light in weight, with small natural wood trimmed bows and an attractive coloring of tan rubber interlined fabric. The rear quarter of the body is slightly pressed below the belt to receive the top when it is folded, thus preserving the straight lines of the car. Side curtains are of the same material as the top and have large window openings of heavy celluloid.

Other features include a special low shatterless windshield with windshield wings to conform, chromium plated windshield frame and rustless steel stanchions, vacuum windshield wiper, spare wheel in fender well and trunk rack at the rear. Remote control chromium plated handles well forward on the doors make them easy to open by front seat occupants. The rear view mirror extends out from the left windshield stanchion and is easily adjusted when the windshield is lowered.

Cowl lamps and a top dust cover are standard equipment. Tools are carried under the rear seat and side curtains are in a special compartment behind the back cushion of the rear seat.

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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GENERAL MERCHANT
Special prices on running shoes childrens' sizes 69c., misses, sixe 89c., boys' sizes $1.19.

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TELEPHONE 54J

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Special in Men's Oxfords, reg. $4.75, selling this week at only $4—patent toe and trim

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PHONE 36

Osprey & Artemesia Co-Operative Co., Ltd.
Co-Operative Special $3.75
O'Canada Flour $3.60
TELEPHONE 70

W. G. Kennedy
GROCERIES, FRESH & CURED MEATS, MEN'S WEAR
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PHONE 37

Emerson J. Bennett
FURNITURE DEALER AND FUNERAL DIRECTOR
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GROCERIES, FLOUR & FEED
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You Get What You Pay For

Trade is based on the old system of barter in which one person exchanged articles of which he owned a surplus for others which he needed. Both parties in the deal secured what they needed and both paid for it. Neither got anything for nothing.

The same system is still in practice. No person gets anything for nothing. Things of quality demand high prices and and cheap artices tend to demoralize arts and manufacture. You cannot buy silk for the price you pay for cotton. The same applies to every article of merchandise.

The resident who goes outside of Flesherton hunting for bargains fools nobody but himself, although he does hurt his own town. If outside merchants sell bread cheaper than local storekeepers they charge more for butter. They give nothing away, and those who patronize them are disillusioned.

Remember you get more value fo your money in Fesherton than anywhere else. You do not pay any more in the long run and your money remains in Flesherton and comes back to you. Your community will be benefitted and this co-operation finally spells success.

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