Arrangements now complete for the

Big U.F.O. Picnic
JULY 1st, 1931
Lever's Grove, FLESHERTON

Full program of field sports
Horseshoe Pitching Tournament
Tom Hamilton Concert Party, entirely new
Large polished Dance Platform
Dory's Radio Orchestra and other new attractions

SOMETHING DOING ALL THE TIME

R. Lawson, Chairman — R. D. Carruthers, Preident — H. McKechnie, Secretary

A clean, airy bedroom where the attic used to be

GYPROC makes the change

A BIGGER HOUSE inside the same four walls sounds impossible of accomplishment—but it only *sounds* that way.

Gyproc is a fire-resistant wallboard made from gypsum rock. It comes in sheets 4 to 10 feet long, 4 feet wide and 3/8 of an inch thick. It nails and cuts just as easily as lumber and with a minimum of waste. It is used for making inside walls, ceilings and partitions.

It has structural strength, insulation value, is draught and vermin-proof and costs very little.

Gyproc that *does not burn* is exactly the material to use for it needs no decoration when panelled yet is an excellent base for Alabastine, Gyptex or wallpaper.

Get a Gyproc direction sheet from your dealer or write us for the FREE booklet, "Building and Remodelling with Gyproc". 376

GYPSUM, LIME and ALABASTINE, CANADA, LIMITED
Paris Ontario

The NEW IVORY
GYPROC
Fireproof Wallboard

For Sale by
Flesherton Planing & Chopping Mills
Flesherton, Ont.

The Coming Census

How It Is Taken and Why

(Concluded From Last Week)

Scope of the Canadian Census

While the primary task of the census is the enumeration and description of every man, woman and child, in Canada; sound business indicates that when so large an organization as this requires, has been created, it should be put to every available purpose, and as a result our present day census deals not only with the people themselves, but with their institutions and activities insofar as the latter can be properly included in its scope.

The census schedules are six in number.

(1) Population (2) Agriculture (3) Live Stock, fruit growing, etc., in urban centres (4) Merchandising and Service Establishments (5) Blindness and Deaf Mutism and (6) Institutions, such as penal, mental, neurotical, child caring, homes for adults, hospitals, sanatoria, dispensaries, clinics(day nurseries, etc. Space forbids the listing of the questions here, as the population schedule alone contains some 40 of them, while the agricultural schedule alone contains another 254. Special reference might be made, though, to certain questions that will be asked regarding unemployment, and the necessity for obtaining the fullest information along these lines. These questions have been drafted, after consultation with Dominion and Provincial Government authorities and leading Labor organizations. The information elicited will be of first importance in guiding the Government in its future policies, regarding unemployment, unemployment insurance and labor problems generally.

Farm schedules were drawn up in consultation with Dominion and Provincial departments, leading agricultural authorities, and the International Institute of Agriculture. They will elicit a wealth of useful information on such diversified features of farm activity as acreages, values, buildings, implements, crops, labor, fertilizers, orchard fruits, gardens, live stock, poultry, animal products, forest products, land tenures, irrigation, drainage, co-operative marketing mortgages, etc.

The schedule relating to business and industrial concerns is briefly a recording of the name of the concern and its address, so that the Bureau may later establish contact with them with the object of assisting in and creating more efficient machinery of distribution, thereby reducing overhead and effecting a savings in ultimate cost to consumers.

The record of blind and deaf mutes is to facilitate the work of education, and to assist institutions in their care of persons so handicapped.

The population of institutions will be enumerated in the usual way, but a special enquiry will be handled direct from the Bureau with the heads of institutions, in order that facts regarding the characteristics of the inmates, causes of commitment, and other information will be furnished for a complete analysis of problems incidental to social life, and will act as an indicator to the Provincial Goverments and other organizations engaged in social and welfare work.

Conclusion

In connection with these elaborate and searching series of enquiries, the following points cannot be over-emphasized (1) that no question has been inserter merely for the gratification of curiosity or because the information would be interesting, but only because of its bearing on basic social and economic conditions. It woud be extremely unfortunate if the visit of the census-taker in June is regarded by anyone as a nuisance or the questions treated jocularly or considered to be of a trivial and impertinent nature. (2) That the answers given by the individual are absolutely confidential; every employee of the census being under oath and penalty against revealing any individual item and the Bureau of Statistics, itself, is expressly forbidden to issue any statement that would lay bare any personal matter; in effect its authority is limited to the publication of aggregates.

Though the name of each person is taken down, this is not for the purpose of associating the individual with any of the recorded facts, but merely as a check on the accuracy and completeness of the information.

The foregoing will have given an outline of what the census is and why it is carried out. It remains only to say that it has been planned with the utmost care over a period of years and in the light of the experience of other countries and six previous Canadian censuses. It has special reference to the requirements of the present hour and also to the necessity of not burdening the community with enquiries of an unjustified nature.

The census is taken for the benefit of the country as a whole and therefore merits the support of each and every citizen as a patriotic duty, notwithstanding the fact that some of the component features of it may be slightly irksome. Never before has there been the like need for census information, following the late war, the greatest upheaval in history, which left scarcely a feature of national life unscathed, violently upsetting many of our most stable measurements and generally creating stresses and strains that require careful weighing of their bearing on the future. Especially is an appraisement of our national status necessary at this moment of acute economic depression, and an appeal is therefore made to the people of South-East Grey to assist in this great national undertaking by furnishing the information fully and accurately and thus helping to render the census worthy of the Dominion and of the serious purposes which it has in view.

As an item of interest, affording material for the study of the shifting sands of population and the trends away from the rural parts, I give below the census results of the past three decades, so far as our own riding is concerned:

Municipality	1921	1911	1901
Artemesia	2430	3182	3923
Bentinck	2504	2980	3551
Egremont	2505	3060	3607
Glenelg	1743	2209	2754
Holland	2213	2578	3504
Normanby	3038	3442	4630
Osprey	2205	2526	3075
Proton	2382	2786	3378
Sullivan	2356	2813	3697
Towns:			
Durham	1494	1581	1422
Hanover	2781	2342	1392
Villages:			
Chatsworth	332	357	–
Dundalk	675	687	762
Flesherton	422	-	-
Markdale	882	925	892
Neustadt	422	466	–

—H. W. KERNAHAN,
Commissioner S.-E. Grey.

Lightning's Pranks

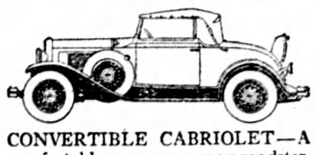
During the electric storm on Saturday last a quantity of live stock on the farm of Jacob Russell of the 10th con., Carrick, father of Eugene Russell, blacksmith, here, fell a victim to the flash.

A number of pigs were killed outright, while others were so seriously injured that they have been minus their sight and hearing since. A dog nearby got mixed up with the current, also, and no charge of buckshot could have caused this canine to leap higher or yell louder than did this charge of electricity as it flashed through the body of the beast. With the hair singed and hide partially blistered outwardly, for which general condition mustard was given inwardly to counteract the effect of his feelings, surely the object might well be termed a real "hot dog"—Walkerton Herald and Times.

LARGE RAINBOW TROUT CAUGHT AT BEETON

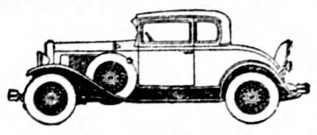
Places for successful fishing are not very plentiful and good sized trout are very scarce, but in spite of these drawbacks fishing still remains to be one of the most popular pastimes. On the second day of the open season, Mr. Jas. Jardine, his son Kinnard and Miss House were endeavoring to lure the finny tribe from the Beaver river at Thornbury. Eventually Kinnard got a bite and after an exciting struggle which required assistance, he landed the largest rainbow trout ever brought home to Beeton. It measured 21 inches.—Beeton World.

Chevrolet presents Twelve Attractive Models

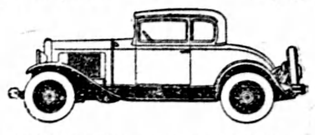


CONVERTIBLE CABRIOLET—A comfortable coupe or a racy roadster. Wide rumble seat. Chrome-plated radiator grille. Special fender wells. Price - - $795

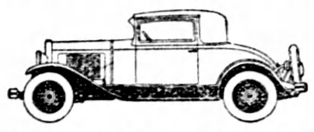
THE COACH—An ideal car for the family. Roomy seats. Long, smart Fisher body. Driver's seat adjustable. Broadcloth or mohair upholstery. Price - - - $695



SPORT COUPE—Every inch a smart automobile, universally popular. Roomy rumble seat. Adjustable rear window. Chrome-plated radiator grille. Price - - $745



STANDARD FIVE-WINDOW COUPE—An exceptional value in a very attractive new coupe model. Spacious rear deck. Broadcloth or mohair upholstery in harmonizing colors. Price - $720

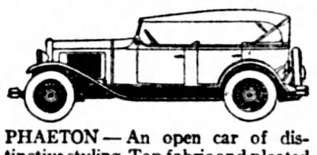


STANDARD COUPE—An excellent personal car for business or professional use. Adjustable driver's seat. A rear deck of generous capacity. Price - - - - $695

SUPER SPORT ROADSTER—Wide rumble seat. Chrome-plated cowl lamps. Distinctive radiator grille. Jaunty top. Pleated upholstery. Price - - - - $760

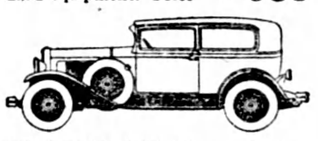
SPECIAL SEDAN—Six de luxe wire wheels. Special fender wells. Chrome-plated radiator grill. Mohair or broadcloth upholstery. Price - - - - - - $840

STANDARD SEDAN—A fine car for family use. Wide seats. Mohair or broadcloth upholstery. Adjustable front seat. Handsome fittings. Price. - - - - $820



PHAETON—An open car of distinctive styling. Top fabric and pleated upholstery harmonize with body color. The top boot is standard equipment. Price - $655

STANDARD ROADSTER—Spacious rear compartment. Rakish new top with top boot. Attractively colored upholstery. Door opening curtains. Price - $610



DE LUXE COACH—A de luxe family car. Has six wire wheels, two in fender wells, and trunk rack in rear. Price - - $745

SEDAN DELIVERY—In appearance and equipment it reflects prestige upon its owner. Typical Chevrolet economy. Price - - - - - - - $745

All prices list at factory, Oshawa, Ont.

Ask about the G M A C deferred payment plan—and learn how the General Motors Owner Service Policy safeguards your investment.

The NEW **CHEVROLET SIX**

A GENERAL MOTORS VALUE

C21-24

D. McTAVISH & SON,
Chevrolet Dealers - Flesherton, Ont.

TUNE IN "CANADA ON PARADE" EVERY FRIDAY NIGHT

THE STORE WITH SERVICE

F. T. HILL & CO., Ltd.
CHAIN STORES
Markdale, Ontario

OUR BUYING POWER SAVES YOU A LOT OF MONEY

Continuing Our Big 15 Day Sale with added items of interest

High Grade Qualities

Ladies' Bloomers, Bobettes and Vests, some panty styles, all best quality Woods Lavender Line Garments, 79c a garment.

Ladies' Bloomers 69c

Woods Lavender Line in all good shades. Reg. $1.35 a garment. On sale at 69c a garment.

Ladies' Bloomers 59c

Lady Hudson quality, all good shades, excellent cloth. Regular $1.25 quality at 59c a garment.

Ladies' Bloomers 44c

Panty styles, all best shades. Regularly sold at 75c, for 44c a garment.

Ladies' Bloomers 29c

In best colors, some are No. 2 all High Quality. 29c a garment.

Ladies' Nightgowns

Here is the big Special of this Lingerie Sale. All beautifully trimmed. Regular $2.95 Woods Lavender Line Sale Price $1.45.

Demonstraion of Men's Suits

Charles Clothing Co. Representative will be in our store Saturday, May 23rd, with their full line of samples.

Ladies' Silk Combinations 95c Garment

Here's a real buy. Regularly sold for $2.50 a garment. Buy them now at 95c a garment. All in Woods Lavender Line.

Silk Ascot Scarves $1.69

Buy these new Scarves now, all attractive patterns at $1.69.

Silk Hose 98c a pair

Orient, Allen A and Weldrest qualities. Reg. $1.50 Hose for 98c a pair.

Well-Drest Hose 69c pair

Here's a good Hose cheap, in all shades, summer weight, at 69c a pair.

Ladies' Hose 44c a pair

Here's the Big Special of the sale. All shades and all sizes at 44c a pair.

GROCERY SPECIALS

Quaker Catsup, 2 for	25c
Lard, 2lb for	23c
Shortening, 2lb for	23c
Dutch Sett Onions, 3 lb for	25c
Pink Salmon, per tin	16c
Bananas, per dozen	25c
Oranges, good size, per dozen	19c

FEVERSHAM

Mr. and Mrs. Jas. Davidson and two children, Loriene and Douglas, and Miss Dempsey and Mr. Harry Kerton motored to Niagara Falls and Buffalo on Saturday and visited with friends over the holiday.

Mrs. Jos. McGirr and son, Andrew, of Rocklyn visited with Mrs. R. S. McGirr, here, recently.

Mr. and Mrs. Parsons and Miss Irene Oppelhuson of Meaford were the guests of Mrs. McGirr and daughter, Rosie, last week.

Mr. and Mrs. Battersby and son of Stratford visited with Mrs. Battersby's mother, Mrs. John Paul, who is ill at present.

Mr. and Mrs. Frank Whewell and son, Frank, of Vineland visited with Mrs. Whewell's father, Mr. S. Brownridge, over the holiday.

Callers with Mr. and Mrs. Colquette over the holiday were: Mr. and Mrs. Harry Horton, Miss Grace and Harold and Murray Horton of Long Branch; Mrs. Hall and three daughters, Misses Alice, Grace and Mae, of Toronto; Mr. and Mrs. John Winters of Toronto; Mr. Hartley Fawcett of Clarksburg, Mr. Maurice Murphy and sister, Miss Helen, Miss Ruby Dand, Mr. Ken Clinton and Mr. Herb Dand of Long Branch, Mr. and Mrs. Frank Thibaudeau of Markdale, Mrs. Ferris of Flesherton and Mr. Crossley and Miss Evelyn Ferris of Toronto.

Word was received here Sunday morning that Mrs. Alex. McIntyre (nee Jennie Dand) had passed away at the G. & M. hospital at Collingwood. Mrs. McIntyre was well known here as her girlhood days were spent near this village. The sympathy of the community is extended to the bereaved family and friends.

Mr. and Mrs. Geo. Julian of Collingwood visited with the former's daughter, Mrs. R. J. Whiteoak, over the week end.

Mr. and Mrs. Frank Horton and Mr. and Mrs. Penfold of Toronto and Mr. and Mrs. A. Stewart of Flesherton spent Sunday with Mr. and Mrs. Henry Alexander.

Mr. and Mrs. A. Long of Toronto visited with Mrs. Long's parents, Mr. and Mrs. Wm. Smith, over the week end.

Mr. and Mrs. Thos. Forsythe of Owen Sound visited with Mr. and Mrs. Eby over the week end and spent the holiday with Mr. and Mrs. Eby in Creemore.

Mr. and Mrs. Robt. Burke of Toronto were week end visitors with the former's brother George, here, and also with Mrs. Burke's brother, Mr. Wm. Osborne.

Miss Dorothy Robinson of Orangeville spent the holiday at her parental home here.

Rev. F. Dean and Miss Maud Hemphill sang a duet "He comes to me" at the Sunday morning services in the Gospel Workers' church here, which was highly appreciated.

Alvan Whiteoak of Toronto visited with Miss Mary Whiteoak and her mother.

Mr. and Mrs. Will Moore and daughter and a girl friend of Meaford visited with Mrs. John Robinson on Monday.

Mr. Jas. Whiteoak of Markdale visited with Mrs. Geo. Whiteoak on Monday.

Mr. and Mrs. Gremier of Toronto and Mrs. Passmore of Stayner visited with Mr. and Mrs. G. Burke Sunday.

Mr. Frank Hamlin and Miss Hamlin and two Miss Spoffords of Toronto are visitors with Mr. and Mrs. Fred Spofford and family.

Mr. and Mrs. William Walters and daughter, Lillian, of Toronto are visiting with Mr. and Mrs. C. Thomson in this village.

IN MEMORIAM

MORRISON — In memory of our dear son and brother, Alexander Morrison, who entered eternity May 24th, 1929.

Not now, but in the coming years,
Not here, but in the better land,
We'll learn the meaning of our tears
And then, someday, we'll understand.

—Sadly missed by Mother, Father, Sisters and Brothers.

Has the wife decided yet where you are to spend your vacation?