THE
FLESHERTON ADVANCE

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THE CHINO-JAP WAR

For some time Japan has been pretending to wage war against China; and later despatches would lead one to believe that she now intends to proceed with a real war. On the face of it there appears to be no justification for Japan entering into an offensive against China. It looks to us westerners, not only as an unjustified act but also as a slap in the face for the League of Nations. But there may be more beyond all this and there is a possibility that Russia is behind scenes to a geater extent than we are aware of. At all events it brings it home to us that the world war may now be termed the great illusion, in that we were told it was a war to end wars. It is a sad acknowedgment of human fallability in bringing about world arbitrament in international matters.

EDITORIAL NOTES.

Something to worry about: your taxes!

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If Ghandi came to America at the present time he would be obliged to wear different clothing than he sports in London, England, today.

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The Royal Winter Fair, the show window of the farm, concludes this week. This exhibition is of the greatest importance to Canadian farmers.

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Some rascal has been doing considerable car thieving, taking tires and other accessories from motor cars. He had better watch his step if he is not pining to spend some time behind penitentiary walls.

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Canada has faith in herself. When the new national loan was offered to the public on Monday one third of it was subscribed that day. It is a good thing to keep this money circulating in Canada, where it will do the most good.

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The railways appear to be lying down and allowing the truck owners to gallop away with the trucking business by cutting various trains off their reguar schedules. People are going to ship the cheapest way possible and in order for the railways to keep in competition there will either have to be higher taxes on trucks or the railway rates reduced to give the same service which the trucks are doing at the present time.

DOG BRINGS HELP

After lying in a dark corner of a stable, bleeding and unconscious from injuries received when he was knocked down by a mare, Michael Price, 78-year-old farmer of Price's Corners, North Orillia, probably owes his life to the sagacity of Bob, the household's pet collie dog, who summoned help. Shortly after sundown the aged farmer was jostled by the horse as it left the stable. His head struck a stone wall and he lost consciousness. Bob, the collie dog that always follows the farmer around, ran to the house, and finally induced Mrs. Price to follow him to the injured farmer. With the help of a neighbor he was brought into his home nearly an hour after he had been injured. It was found he had sustained two broken ribs, head wounds and bruises. Despite his advanced years doctors believe he will quickly recover.—Tara Leader.

NO ONE TO DRIVE THEM

A country minister, when out walking one afternoon, was surprised upon coming to a turn in the road to hear a voice of some one approaching him swearing violently. As he rounded the bend he was horrified to meet a small barefoot lad driving a yoke of oxen and alternately lashing them with his whip and strings of profanity. The minister accosted the lad and began to lecture him upon the outcome of such vices. The substance of the lecture was to quit swearing and join the church. Finally the dominie paused and the boy broke in saying.

"Goldarn it, parson, yer only wastin your time, for you see it's like this: Mom's religious, and ever since Sis been a-goin' with the school teacher she's got religion, too. Then pap he got it a spell ago at one of your revival meetings.. Now cf I go and get it, who in blazes is a-gonna drive these oxen?"

Food Prices High In Newfoundland

We received a pleasant letter from Mr. George Richardson, who is now residing at Botwood, Newfoundand, in which he says in part:

"Just received the paper yesterday and see a picture of the town square and it must be a wonderful improvement to the place. Would like to take a trip back to the old place but cannot see my way clear for some time and perhaps never.

Times are very hard in New Foundland and this winter is going to see a great many destitute families. Navigation will soon close and there will be no work of any kind. Fishing was a failure this year and the fishermen are in bad straits and will have to receive help from the government. The government has no money and have a debt of one hundred and ten million dollars. They have been unsuccessful in getting a loan. The heads of the government have robbed the country of all they could, besides the poor management of affairs.

Prices are high—apples 35c per dozen, potatoes $3.50 to $4.50 barrel, cabbage 6c per lb, sugar 8c lb., canned goods of tomatoes, corn, peas, etc., 25c. There is no butter, all margerine at 38c. Flour came down for a short time to $5.75 per bbl. Wages are 30c per hour, so it is impossible for a family of any size to be idle one day. I have seen more of it here than any place I have been, where people lived from hand to mouth existence.

The resources of the country are being given away, while the poor people have to pay for it. They have the old English ideas in keeping the workingman down. Fish and potatoes, turnips and hard bread is the staple diet. Very few luxuries come into their daily life.

I believe, though, in time things will adjust themselves and times get better. The people here are very pessimistic over the outcome and think that good times will never come back. I feel real sorry for them and it would be a god-send if Canada took the country over, though the majority are not in favor. One cannot blame them as they know they have a rich little country if the government was square."

Massey Won Competition

The Massey degree team won the championship of the Grey County at a degree cometition held in Markdale on Monday evening. Massey represented West Grey and the other competitors were Heacote of North Grey and Maxwell of East Grey, all winners in competitions in their various counties. Very few points separated the winner from the last place team and the three Lodges enemplified the Orange degree in a very excellent manner. Quite a number from the Flesherton Lodge attended the competition and were delighted with the work of the various Lodges.

The Aylmer Express states that one day recenty every business man was canvassed by two men, one deaf and dumb, the other maimed. They had nothing to sell; simply canvassing. After operating about an hour, one of the chaps sent home to Hamilton a money order for $10.

Not a week passes that you are not being canvassed by representatives of nationally-advertised products to stock and push them, and give them good window and counter displays.

Local Retailers
Is it Fair?

Their representatives tell you of large sums of money being spent in metropolitan daily newspapers and in nationally-circulated magazines like "MacLean's," "Chatelaine," 'Canadian Home Journal," "Canadian" and others to create, and maintain consumer demand, and they try hard to persuade you that such "remote" advertising will surely create and sustain large local demand.

It is admitted that it is advantageous to you and your customers for you to stock nationally-advertised products but such products will sell faster if they are **locally** advertised, in this newspaper, in addition to being advertised in non-local publications.

There is no good or sound reason why a national advertiser should **not** dol local advertising, in this newspaper. You will be told, when you say to the representative of firms canvassing you to stock and push this firm's product, "Oh, we could never afford to do local advertising." What he really means, when he says such words, is, that he doesn't expect large local sales. If he did, then he would see that these local sales **can** provide a sum of money adequate to maintain a **local** advertising campaign.

Why should you help a national advertiser to develop **his** business in the territory covered by the circulation of this newspaper without advertising co-operation from him?

You provide local distribution facilities for manufacturers of branded products, and your value to them is recognized. Why, then, should these manufacturers not assist you to sell these goods, if stocked by you, by a series of local advertisements, perhaps carrying your name as local distributor, published in this paper?

The more frequently and vigorously you present your point of view to national advertisers, direct and through the representa-tive who calls on you, the more surely will you persuade them to accept it.

Use this argument to representatives who urge you to stock goods not advertised in the local newspaper.

"The value of your telephone is just what you make it."

HOW much is a minute worth? Nobody can say, for it may be worth everything. Your telephone gives you many extra minutes for living every day. Its value cannot be measured in dollars, for it is worth whatever time is worth.

THE BELL TELEPHONE COMPANY OF CANADA — LOCAL LONG DISTANCE TELEPHONE

Small Advts.

STRAYED — From Temple Hill manse, Euphrasia, "Buddy", a year old brown Spaniel with white markings; information as to his whereabouts would be appreciated. — J. R. Wilkinson, Markdale.

CAME ASTRAY — Yearling heifer came to my premises, Lot. 40, Con. 13, Artemesia, about Sept. 12. Owner prove property, pay expenses and take same away.— Walter Wilson, Phone 10r5, Feversham.

CAME ASTRAY — A two year old heifer came to Lot 4, Con. 11, Osprey, on or about Nov. 1st. Owner prove property, pay expenses and take her away.—Les. Poole, Eugenia.

For Sale

WANTED — 50 bu. of barley. — Apply at this office.

FOR SALE — Quebec heater in good condition.—Thos. Taylor, Flesherton.

FOR SALE — Moffatt box stove and Taco kitchen range, in good shape —J. Radley, Flesherton, phone 45 r 4.

FOR SALE — Quantity of hay mixed alfalfa.— John Hogarth, phone 32r4 Flesherton.

FOR SALE — Quantity of dry 18 in. hard wood.—Chas. Doupe, phone 32 r 14, Flesherton.

FOR SALE — Good grain and stock farm in good state of cultivation, being lots 14 & 15, 1 S.D.R., Artemesia.—W. J. Meads ,Flesherton.

FOR SALE — Good 100 acre farm, lot 38, con. 5, Artemesia, good state of cultivation.—Thos. Taylor, Flesherton.

FURS WANTED — Highest prices paid. If you have any write or ship to D. Cadesky, 586 Fourth Ave., East, Owen Sound and you will be treated right. Phone 116, 8th J.

FOR SALE — Car load of flour and feed to arrive on Thursday, this week. Telephone your requirements. Ground mill run screenings $12.50 per ton, shorts 90c per cwt. Bran 85c per cwt. Three star flour $2.10 per bag in 5 bag lots.—F. Karstedt, Priceville.

BOAR FOR SERVICE

Registered Tamworth Boar, 7 mos. old; TERMS: $1.50, strictly cash.
—JOS. RADLEY, Flesherton.

BOAR FOR SERVICE.

Registered Yorkshire Boar for service by Flesherton Bacon Hog Club, the property of the Ontario Department of Agriculture.
—C. STEWART, Caretaker.

BUSINESS CARDS

T. W. WILSON
VETERINARY SURGEON

Physician to all domestic animals and surgery a specialty. Phone 2 r 4.

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Ofices — Owen Sound, Durham and Flesherton. Flesherton every Saturday afternoon and evening.

Dr. W. D. Bryce, L. D. S., D. D. S. dental surgeon, graduate of University of Toronto. Gas administered for extraction. Office at the residence of Dr. E. C. Murray, Toronto street, Flesherton. Phone 69.

Prince Arthur Lodge, 333, A. F. & A. M. meets in the masonic Hall over Kennedy's store, Flesherton every Friday on or before the full moon. W. M., C. Meldrum; Secretary, H. A. McCauley.

Wm. Kaitting, Licensed Auctioneer for the counties of Grey and Simcoe Farm and stock sales a specialty. Terms moderate, satisfaction guaranteed. All arrangements and dates may be made at the Advance office, or addressing me at Eugenia.

Special Winter Suggestions

To keep a storage battery in good condition, keep it in use, or at least make sure that it is kept charged; lead sulphate will form in a discharged battery and make it useless.

A discharged or semi-discharged battery will freeze easily and freezing will ruin the battery.

Winter's cold reduces the efficiency of the storage battery, and at the same time makes the motor harder to spin. Many times as much current is required for each start in winter as in summer. Headlights are burned many hours longer, and the car is driven less in the winter time. All of these factors combine to place a heavy strain on the battery. It therefore requires more attention, and you should save the current in the battery as much as possible, so that the battery will spin the engine on the coldest days and your lights will burn brightly on the dark and stormy nights.

The following suggestions will help you:— Use lighter oil in the motor, transmission and differential for winter driving. This will also save gasoline.

Have the charging rate of generator increased to 12 and as high as 16 amperes, depending on the size of the battery.

Be sure ignition apparatus functions fully and that the carburetor is properly adjusted for winter driving. The gas tank and pipe line should be cleaned out to free it from water and dirt. The use of high grade gas in winter pays good dividends in the satisfaction you receive and the elimination of operating difficulties.

D. McTAVISH & SON - Flesherton