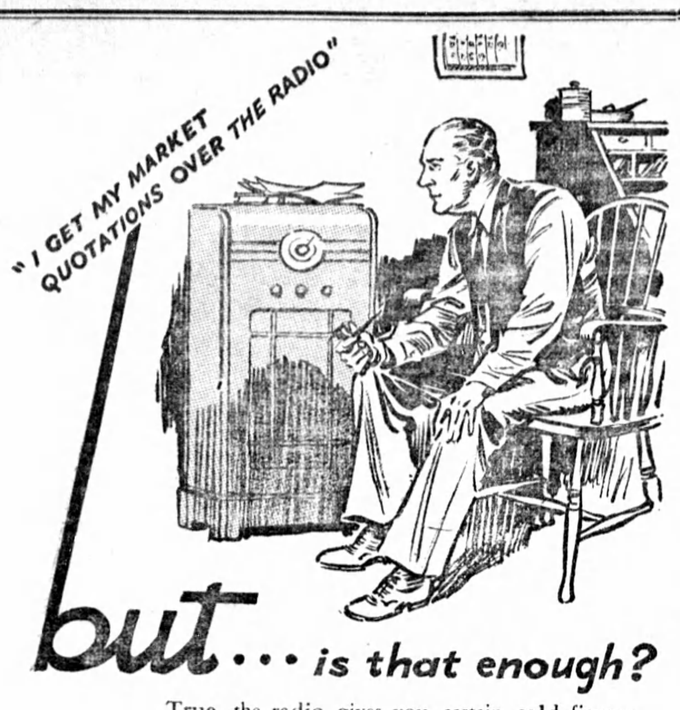

but . . . is that enough?

.True, the radio gives you certain cold figures but it's indirect and impersonal and at best only a general indication, compared to actual telephone talks to a number of buyers. In conversations, you get the actual feel of the market; you know what's going on; where and when to sell; what grades are going best; what the picture promises; and all those other intimate details, the knowledge of which puts dollars in your pocket. The telephone, as a business agent, is truly irreplacable.

Nothing yields so much For what it costs as the TELEPHONE

THE BELL TELEPHONE COMPANY OF CANADA

THE FLESHERTON ADVANCE

Published on Collingwood Street, Flesherton, Wednesday of each week. Circulation over 1000, Price in Canada $2.00 per year, when paid in advance $1.g0; in U. S. A. $2. per year, when paid in advance $2.00.

W. H. THURSTON, Editor.

F. J. THURSTON, Associate Editor

IT FAILED TO WORK

Another disastrous fire has visited our fair village. Each time a conflagration occurs adequate fire protection is discussed for a time and there the matter rests. The chemical engine was taken to the fire on Monday, but the operators failed to swing it into action and there it rested, a useless piece of equipment—Flesherton's only protection against the fire menace. It is doubtful whether or not the building would have been saved had it operated, but it was as useless as if the village had no protection of any kind. It is a sad state of affairs. Do the people of the village wish adequate protection? If they do the Council should tackle this problem at once and allow the ratepayers to decide. Some scheme should be worked out for better protection for our homes and business places.

DO US A FAVOR

During the next few weeks the Advance will carry several striking advertisements issued by the Dominion Department of Fisheries, stressing the benefits of eating more fish. They are also offering free of charge a splendid cook book containing fish recipes which should be in every household.

Many National advertisers do not use rural weeklies because they do not have as many thousands of subscribers as the dailies. They think they are hastily read and thrown aside like the dailies.

We know our readers will read these advertisements but unless they send for the cook book the Dept. of Fisheries will not know. The Advance hopes every household will take advantage of the offer. The book is well worth having and it will be a real favor to the Advance, perhaps helping to give us more profitable advertising which will enable us to make the Advance a better paper.

Just write to the Department of Fisheries, Ottawa, asking for the book and mention that you saw the adv. in the Advance or clip the coupon in the adv. and sign your name and address.

We extend our sympathy to Editor E. M. Wilson of the Stayner Sun on the loss he has sustained in the death of his father, Mr. A. E. Wilson, which occurred at Goderich on February 1.

VICTORIA CORNERS

What might have been a much more serious accident occurred on Saturday morning at the farm home of Milton Bannon. The windmill refused to turn into the wind and Jack, the young son climbed to the top to adjust it. When the wind caught the wheel it whirled it so fast that it caught Jack's right hand and took it up with it. He managed to loosen it before it mangled the whole hand. It was just a miracle too that it did not knock him off to the ground, when he loosened his hand or that he did not faint and fall to the ground on the way down from the pain of the index finger, the end of which was smashed. The nail being shoved back under the skin and protruding at the first joint. This is rather unfortunate as Jack is in the entrance class.

The ladies of the W. M. S. met at the home of Mrs. Albert Stevens on Thursday afternoon.

A California child can talk only in her sleep. That's a bad habit, as any married man can tell.

A Toronto paper speaks of mingling music with dances. It does help some.

Auction Sale

David Reddick will hold an auction sale of Farm Stock, Implements, and Furniture on Lot 10, Con. 18, Proton, 2 miles north of Swinton Park on Friday, February 19, 1937. No reserve as proprietor is giving up farming.

GEO. DUNCAN, Auctioneer

PUCKERINGS

A hockey match between Dundalk and Flesherton High School senior boys will be played on Thursday of this week, Feb. 11, in Flesherton Arena. Game at 8 o'clock p.m. Skating between periods and after game. Admission only 15 and 10 cents.

Durham just about abolished Flesherton's hope of being in the play-offs of the Centre Grey League Hockey schedule on Thursday night last when they took Flesherton for a ride of 5—3 on Durham ice. Flesherton still has a chance if they win their next two games and Markdale lose one.

Flesherton Semi-Pro. team played a postponed game on Saturday night last on Priceville open air arena and were successful in winning over Priceville by a score of 6—3. Flesherton Semi-Pro. boys have gone through the hockey season so far without a single defeat.

Realizing that certain boys are getting athletic training and that other boys who should be developed are not given the opportunity it is being considered by the P. T. instructors of this vcinity to exclude Centre Grey and Semi-Pro. Hockey players, to some extent from High School competition and give the inexperienced players a chance to play organized hockey. Lack of money and time do not allow us to enter as many teams as we would like to enter into competition. In the endeavour to discover and develop new players, such a plan has already been started. Thursday night at 8:00 p.m. a High School team of this kind from Flesherton will play a High School team of the same kind from Dundalk. Admission is 15c and 10c. You have given us loyal support in the past. We hope for your continued support in our latest endeavour.— Cont.

On Wednesday night last, the Thornbury High School boys and girls journeyed to Flesherton and some real fun was enjoyed by those who looked on as Flesherton took both teams by 2—1 score for the girls and a 10—7 score for the boys. The High Schools are having some real hockey sport this year and are keeping things evened up pretty well as the Thornbury boys took the Flesherton boys for a ride when Flesherton visited them a week or so ago.

The scorers in the Wednesday games were, for the girls: Bessie Abbot for Thornbury and Merle Allen and Ruth Turney for Flesherton; and for the boys: Mills 3, Wheeler, Knelly 2, and Parkinson, for Thornbury and for Flesherton: Smith, Archibald 3, McTavish, Boyd, McVicar 3, Piper.

PORTLAW SCHOOL REPORT

4th — Robert Nicholls.

Sr. 3rd — Mary Fisher, Mabel Blackburn, Stanley Taylor.

Jr. 3rd — Fred Shier, Jimmie Nicholls, Robert Blakey, George Boyce.

Sr. 2nd — Victor White, Donald Sheardown, Gladys Jamieson and Chester Plantt equal, Marjorie Jamieson.

Jr. 2nd — Gordon Nicholls, Evelyn Shier, Donald Meldrum.

1st — Alvin Sheard, D. A. Fisher, Doris Shier, Herbert Shier.

Pr. — Gwendolyn White, Evelyn Fisher, Winnie Shier, Harvey Jamieson, Mary Nicholls.

—J. M. LITTLE, Teacher

Every Board, every person handling public money, should publish an account of it.

The bilingual bank notes to be issued this year by the Bank of Canada will carry a picture of King George VI. The Advance hopes that all its readers will be able to get plenty of these souvenirs.

Auction Sale

In the Estate of Joseph A. Phillips

THERE will be offered for sale, by Public Auction, on WEDNESDAY, FEBRUARY 24, 1937, at the hour of 2 o'clock in the afternoon, at McVICAR'S HOTEL, Priceville, the following property, namely:—

Lot Number Four (4), Concession Nineteen (19), Proton Township, containing 121 acres more or less, and having thereon frame house with 5 rooms and a frame barn. About 100 acres are under cultivation, 5 in hardwood bush, the rest in swamp. Saugeen River runs through property.

TERMS: Ten Per Cent. (10%) of the purchase money to be paid down at the time of the Sale, and the balance to be paid within fifteen days.

Sale Subject to Reserved Bid.

FOR further particulars and conditions apply to:

J. H. McQUARRIE, DURHAM, Ont.
Solicitor for the Executor.

Geo. E Duncan,
Dundalk, Ontario,
AUCTIONEER.

DATED at Durham, Ontario, this First day of February, A. D. 1937.

ONE BILLION DOLLARS
PAID OUT IN BENEFITS BY
SUN LIFE OF CANADA
SINCE FIRST POLICY WAS ISSUED IN 1871

SECURITY SERVICE WORLD WIDE

Another Milestone of Achievement

in public service has been passed by the Company during 1936. Of the many significant features of the Annual Report, perhaps the most striking is that during sixty-six years of operation the Sun Life of Canada has paid in benefits to its policyholders and beneficiaries more than One Billion Dollars.

Features of 1936

ASSURANCES IN FORCE—The increase in assurances in force reflects the improvement in general business conditions.

INTEREST RATE earned on the Company's investments again increased.

ASSETS of the Company increased by seventy million dollars in 1936 and are now seven hundred and seventy-seven million dollars, the highest in the Company's history.

Dividends to Policyholders

Participating policyholders will share in the Company's progress by increased dividend payments during 1937.

ASSURANCES IN FORCE, December 31, 1936	$2,775,949,087
NEW ASSURANCES PAID FOR	219,966,637
INCOME	164,083,596
DISBURSEMENTS	103,384,868
EXCESS OF INCOME OVER DISBURSEMENTS	60,698,728
PAYMENTS TO POLICYHOLDERS AND BENEFICIARIES:	
During the year 1936	77,489,309
Since organization	1,046,104,001
ASSETS	777,803,539
LIABILITIES	740,446,963
PAID-UP CAPITAL ($2,000,000) and balance at credit of shareholders' account	$3,450,303
RESERVE for depreciation in mortgages and real estate	5,788,065
CONTINGENCY RESERVE	10,000,000
SURPLUS	18,118,208
	$37,356,576

Securities are carried in the balance sheet at book values which in the aggregate are lower than market values.

SUN LIFE ASSURANCE COMPANY OF CANADA
HEAD OFFICE . . MONTREAL

The less a man knows about politics, the more angry he gets in a political argument.

The cactus grows in all sections of Florida, says an item. Same as homes for the tourists, eh?

The newest fad is ladies' shoes that lace up the back. Man's work is never done.

A Florida special train now includes a full length Pullman car for dancing and a first-class orchestra supplies the music. It will be a difficult thing for the auto bus to meet this challenge.

Renewed your Advance subscription yet?

It has been declared by Mussolini that in all printed advertising matter only the "buxom" type of girl or woman be shown. The Duce is a former newspaperman and this may be a ruse to force advertisers to take more space.

Some local parents evidenced a good deal of interest in the plight of the young French lad who tumbled into the binder and came out unscathed but securely tied. It seems one of the neater solutions to the handling of the problem child.

HEALTH

A HEALTH SERVICE OF THE CANADIAN MEDICAL ASSOCIATION AND LIFE INSURANCE COMPANIES IN CANADA

CONVULSIONS

Convulsions should never be regarded lightly by the parent. They may be very serious and even fatal if neglected. Every attempt should be made to discover the cause and remove it before repeated convulsions result in death. The innocent bottle of 'A.B.S. & C.' tablets commonly found on the bathroom shelf have enough strychnine in them to cause convulsions and death of the young child is able to reach them and swallow some. Toddlers, discovering the presence of their new baby teeth and in their anxiety to use them may gnaw the legs of their newly painted cot. Lead is in many paints and the sucking or chewing of these newly painted objects has resulted in severe convulsions, blindness and death, due to lead poisoning.

Convulsions occur in infants when they have some "stomach upset" and in this instance may be less serious than those convulsions due to poisons.

Many times some infection such as infected ear drums, tonsilitis and pneumonia may be ushered in with a convulsion. Although the convulsion in itself may not be harmful yet if left untreated, repeated convulsions may cause death. Convulsive seizures occuring with infections generally clear up and leave no aftermath. However by early and proper treatment such as the drainage of pus from an ear drum or the opening of an abscess in the nose or throat, the convulsion may be prevented from recurring. In the early stages before the physician arrives, it is wise to place the child in mustard bath, rubbing him or her briskly.

It is quite obvious that such conditions are too serious for parents to assume the responsibility when their child has a convulsion. Your doctor should be summoned immediately. The physician will be able to find out the necessary treatment.

MAXWELL

BORN — To Mr. and Mrs. Joseph Wright on Monday, February 1st, a son.

Mrs. Edmund Pallister has gone to Toronto General Hospital for treatment.

Mrs. Ed. Seeley spent the past week with friends in Toronto.

The Rural Dean, Rev. E. O. Gallagher of Owen Sound will preach in the Anglican church next Sunday at eleven o'clock a.m. The members especially are asked to attend.

Mr. Geo. Ross is attending the Fairs Association Convention in Toronto this week.

The Y. P. S. met in the church hall on Friday, February 5th. The meeting opened with a hymn followed by the Lord's prayer. The discussion period was taken by the Christian Fellowship convenor, Mrs. Bushell. The topic was "The Christian Family at Worship"; Miss Jewel Priestly sang a solo. Recreation consisted of a Bible contest. The meeting closed by singing "The more we get together". The next meeting will be in the form of a Valentine social. The ladies will have charge of the program and the men will supply the lunch.

There is nothing like work to make people happy.

Many a bachelorship has been wrecked by a permanent wave.

MID-WINTER SALE

House Wares

Cabinet Bread or Cake Box, reg. $1.85, special	$1.49
Apartment Grocery Sets	89c
White Enamel Wash Basin	25c
White Enamel Chambers	38c
Heavy Tin Dairy Pails, 10¼ qts. 2 for	98c
Side Rest Heavy Galv. Oil Cans, 5 gal.	$1.29
Galvanized Wash Boilers	98c
Heavy Copper Wash Boilers	$2.79
Bake Rite Cake Pans, square and oblong	19c
Sheet Iron Roast Pans, 11½x16⅛ at	28c
Ivory and Red Enamel Double Boilers	$1.29
Large Tea Pots. Ivory and Red,	$1.05

AND OTHER SPECIAL PRICES ON ENAMELWARE.

FRANK W. DUNCAN

Phone 54 -:- Flesherton, Ont.

fish is a health food

HEALTH . . . yes . . . because Canadian Fish and Shellfish are rich in proteins, vitamins, minerals and iodine. But health is not all. There is tastiness . . . the varied flavour of over sixty different kinds of fish foods. There is economy . . . the sound thrift of a food that gives you full value in healthful nourishment for every cent you spend.

Make "Any Day a Fish Day". Whether fresh water fish or seafood . . . fresh, frozen, canned, smoked, pickled or dried . . . you can be confident of the prime quality and flavour that have made Canadian fish famous throughout the world.

DEPARTMENT of FISHERIES
OTTAWA

Try This Appetising Recipe

BAKED CREAM SALMON

1 ½-lb. can Canadian salmon
1 pint milk
Salt and pepper 2tbsps. butter
2 tbsps. flour Grated onion

Free the salmon from bones and separate into bits. Cook the flour and butter together without browning, and add one pint of milk, salt and pepper and enough grated onion to flavour delicately. Place a layer of sauce in a baking dish, then a layer of fish and so on, having sauce on top. Bake to a golden brown and serve very hot.

SARDINES LYONNAISE

Chop together cold boiled potatoes, one small onion, the contents of one tin of Canadian sardines (drained); fry with butter or beef fat until browned and serve with parsley.

Write FOR FREE BOOKLET

Department of Fisheries
Ottawa

Please send me your free 52-page booklet, "Any Day a Fish Day", containing 100 delightful and economical Fish Recipes. 158

Name.....

Address.....

.....CW-4

ANY DAY A FISH DAY