HANCE OF A LIFETIME

·se the editor of your local pa- ' come to you some day and Mr. Merchant, I have just .il, and I have seated in that 1,000, 2,000 families" (the sub- ·n list) "and I have arranged you can have a place on the ·n, to stand up before that vast and tell your business story." you not say that was the of a lifetime? Would you not ' ' every other duty in order to nake a speech to that aud- ould make them cheer and ı dollars at your feet?

Summed up, that is just what your local paper is offering you. It is offering you the audience of its readers. You can make that audience look to you for its merchandise, necessities and luxuries, if you make your talk such as to win the confidence of that audience. When you do that you are doing advertising, and the cost of doing it in that way is small compared with the benefits that come to you.

You make your talk, not once merely, nor for only five or ten minutes, and you have the eye and attention of the readers, not for a moment only, but for the whole period of time in which the newspaper stays in the home circles.—Maritime Merchant.

·ONE TALKS IN THE WATSON FAMILY

That LONG DISTANCE Habit is Catching!

The Watson youngsters are not merely playing telephone — they are playing *Long Distance;* for Long Distance is a habit with the Watson family — an inexpensive habit that saves anxiety and helps keep the family together. Let the telephone extend *your* horizon beyond your immediate neighbourhood. Let it keep you in touch with faraway relatives and friends — the cost is surprisingly small.

THE BELL TELEPHONE COMPANY OF CANADA — LOCAL LONG DISTANCE TELEPHONE

Reductions in telephone rates—local and long distance—in 1935, '36 and '37 have effected savings to telephone users in Ontario and Quebec of nearly one million dollars yearly.

Auction Sale

FARM STOCK, IMPLEMENTS, ETC.

JAS. LONG

will sell by public auctioin at FEVERSHAM

Friday, January 21

when the following will be offered:

STOCK — Matched Pair Black Mares 7 and 8 years old, weight about 1300 lbs. each; Black Driving Mare 3 years old; Black General Purpose Mare rising 3; 2 Black Cows 3 years old; Black Cow 3 years old; 2 Red Cows 5 years old; White Face Cow 4 years old; above cows supposed in calf, dates given at sale; Grey Cow, 3 years old, calf at foot; 6 Yearling Calves; 3 Heifers rising 2 years, fat; 2 Steers rising 2 years; Sow; 5 Pigs; 8 Eewes; Ram; Number of Hens; Collie Dog.

IMPLEMENTS, Etc. — M.-H. Binder 6 foot cut; M.-H. Mower 5 foot cut; M.-H. Rake 10 foot; Seed Drill 13 disc; Riding Plow; Cultivator 13 tooth; Scuffler; Set Drag Harrows 5 section; Wagon; 2 No. 21 Fleury Plows; Renfrew Scales; Cream Separator; Fanning Mill; Rubber Tire Buggy; Set Heavy Sleighs; Set Market Sleighs; Gasoline Engine 2½ h.p.; Hay Rack; Wheelbarrow; Set Heavy Harness; Set Plow Harness; Quantity of Hay; Quantity of Grain; Number of Sap Buckets and Spiles; Forks, Chains and other articles.

FURNITURE — Extension Table; 6 Chairs; Churn; Number of Lamps; Fancy Hanging Lamp; Gramophone and Records.

No Reserve; Everything must be sold.

HOUSE & LOT — There will be offered for sale House and Lot in Feversham, known as Lot 1 Wellington St., subject to reserve bid.

SALE TO COMMENCE AT 1 P.M.

TERMS — All sums of $10.00 and under, cash; over that amount 6 mos.' credit will be given on joint notes approved by the Bank of Toronto, bearing 6% interest.

—GEO. E. DUNCAN, Auctioneer.
C. N. Long, Clerk.

Seaside Landlady: "Going home so soon Mrs. Smith?"

"Yes, I can't stay any longer."

"Why, what is the matter?"

"Every time I write to my husband for money, he sends it by return of post."

Celebrated Her 80th Birthday

The following interesting description of pioneer life in this county will be of peculiar interest to residents of the New England district in Euphrasia, and appeared in the Owen Sound paper on Monday.

A child in one of the pioneer homes of Grey County, Mrs. James Sewell, who now makes her home with a daughter at Mount Dennis, recently celebrated her 80th birthday. She was born in King township in York county near Toronto, in 1857, but when she was two years of age her parents moved to Euphrasia township. The township was almost solid virgin forest at the time with scattered settlers' clearings. Her father died suddenly soon after and later her mother married Richard Stowell.

During the six days of the week Mr Stowell devoted to clearing the land with the patient oxen and on the Sabbath he held services in the log shanties of the pioneers. Besides the spiritual benefit of the early services, the Sunday metings were the only social assemblies of the first settlers. Following the service mail would be distributed by whoever had been able to visit the neighboring village or town. Births and marriages would be ergistered.

Euphrasia was the third township in the county to be surveyed. This was accomplished between 1835 and 1840, but it was nearly 20 years later before much land was cleared.

Mrs. Sewell recalls clearly Mr. Robert Dunlop, who also assisted in holding community services. Mr. Dunlop was for 30 years clerk of the township. In those early days Indians in their bark wigwams lived in Euphrasia. They were very friendly and the white children delighted in visiting their camps and exploring their simple homes. The fire which heated the wigwam burned in a pit in the centre and over its embers the Indian women cooked the food with a few iron pots.

Before the advent of a grist mill the Euphrasia settlers had to convey their grain long distances, usually to Meaford, by ox team and thence by boat to Cape Rich, where a man named Carson operated a mill. The barter system was in use exclusively and for payment for grinding the wheat, usually one-fifth of the weight was charged. The early mills used the stone grinding system and the product was coarse. If smut was prevalent the flour would be dark, resembling stove polish, but it was consumed by the settlers and their families. It was in the early 60's that Messrs. Purdy and Walling erected the first flour mill, using the power of the Beaver river. The first saw mill was built at the same time on lot 30, concession 10, a few miles from Mrs. Sewell's old home. Those were the days when the settlers co-operated in everything—logging and stoning on the land and weaving, soap-making and other bees in the homes.

Mrs. Sewell's maiden name was Lydia Postil and her marriage ,to James Sewell took place in 1875 after which they created a home on the townline of Euphrasia and Artemesia. At the time of their marriage the district was almost all cleared, churches and schools had been erected and roads improved. Mr. and Mrs. Sewell spent 56 years together on the homestead and a family of seven, five daughters and two sons were born to them and grew to adulthood. Mr. Sewell died in 1931 and his widow sold the old home and joined one of her daughters near Toronto, close to the community where she was born. The members of the family joined in celebrating her recent birthday and she was the recipient of many gifts and flowers and messages of congratulations. Her pastor, Rev. Mr. Stead, offered prayers of thankfulness for her long life of usefulness and Christian influence.

Her 80 descendants consist of seven children, 39 grandchildren and 35 great grandchildren. The children are Mrs. J. R. Gauley, Mrs. Geo. Cooper, Mrs. David Anderson, all of Toronto, Mrs. Leslie Harper of Mount Dennis and Mrs. Oliver Hill of Meaford, Richard of Toronto and Postil of Rock Mills.

AUCTION SALES

James Long, Feversham, will hold an auction sale of farm stock, implements, etc., on Friday, January 21st. —Geo. E, Duncan, Auctioneer.

Other sales to be held by Mr. Duncan are:

Mullan Duffy, Grand Valley, Friday January 14th.

Mrs. J. Platt, Grand Valley, Thursday, January 20th.

A wise man once said that he believed in "taffy" during life rather than "epitaphy" at the end.

Over forty thousand persons were killed by cars in the United States during the past year. The number is almost equal to the combined population of Grey and Bruce counties.

Flesherton Won Their First Game

Flesherton came through with a win on Tuesday evening in a Centre Grey Leaghe game when they defeated their old rivals, Chatsworth, on local ice to the tune of a 4-2 score. It was the first win of the season for Flesherton, last year's champions, in three starts, and they are now on even terms with Chatsworth for last place. Flesherton had the game well in hand from the start, Fred Patton scoring the first goal with assists being credited to Smith and Boyd. Stanford tied the game up 1-1 when he accepted a pass from McDonald to beat Ferris cleanly. Boyd put Flesherton ahead again when another three way pass from Smith and Patton did the trick. Smith added another goal to make the count 3-1 at the end of the first period, with Boyd and Patton assisting in securing the counter. Walker of Chatsworth was the only one to receive a penalty in the first period.

Play was fast in the second period but despite some close calls each net minder had his eyes on the puck and nothing went by either of them. The speed of the play brought some results, however, when three Flesherton and two Chatsworth players made trips to the cooler to think over their misdemeanors.

The third period saw play fairly even with each team counting once. E. Woods brought Chatsworth to closer quarters when he counted on a ganging attack on the Flesherton net. With the score 3-2 in their favor the locals had no intention of being content to hold the lead, but continually strove to add to their total and were finally rewarded when Boyd laid over a perfect pass to Smith, who made sure of Flesherton fourth goal and the last one for the game.

The players have been working hard lately on their passing plays, with Mr. E. Hutton as coach, and their work showed the result of the training. Smith broke out with good results Tuesday night, with Boyd and Patton sharing equal honors in the goals and assists columns. Murcar of Dundalk was the referee.

Chatsworth — Goal, Rowe; defence, Walker, McFarlane; forwards, Woods, Stanford and McDonald; alternates, J. Woods, Jackson and Fleming.

Flesherton — Goal, Ferris; defence, Phillips and McTavish; forwards, F. Patton, Boyd and Smith; alternates, Gorrell, S. Piper, Dargavel, Akitt and Johnson.

LEAGUE STANDING

	W.	L.	T	Pts.
Shelburne	2	0	0	4
Markdale	2	1	0	4
Flesherton	1	2	0	2
Dundalk	1	2	0	2
Chatsworth	1	2	0	2

Shelburne 3, Dundalk 1
Markdale 4, Dundalk 2
Flesherton 4, Chatsworth 2

Flesherton plays in Dundalk this Friday night for an important game.

Local and Personal

Mr. H. LeGard is visiting in Toronto at present.

Mr. Wm. E. Topliss of Odessa, Ont., is spending a couple months with his daughter, Mrs. J. O. Dargavel.

Mr. John W. Cook of Stayner has taken up residence in Flesherton and with his wife and two children are welcome additions to tewn. Mr. Cook was a former school teacher at Priceville but is now occupied with electrical work. He has been working on the installation of Hydro in the Maxwell and Feversham district.

It is always hard for a man to explain something which he does not understand.

Don't get the idea that everybody is working against you; many of them don't even know that you are around.

The length of the silk thread used in one pair of women's hose is about 3⅔ miles.—Fact Digest. That should be enough for a good run.

As a matter of fact, few prominent citizens are actually misquoted. All the newspapers do is to correct their grammar.

Weather conditions will now be closely watched, and what pleases the hockey fans does not usually meet with the approval of the man whose duty it is to keep the coal bin filled.

E. G. Odette, Liquor Commissioner for Ontario, is quoted as saying, Liquor selling to men and women who have already had enough must be stopped. By what rule is a vendor to determine whether a customer has "had enough?" Interpretation of such an order might easily leave a wide latitude as to the quantity which might be consumed.

Small Ads.

WANTED — Rooms to rent in Flesherton. Apply at this office.

FOR SALE — Pair colts rising two years, Clydes.—J. D. McLeod, Ceylon, phone 40 r 3. 2p12

FOR SALE—5 Collie pups, bred from good heelers, ready to go.—James Russell, Flesherton. 2c12

WANTED — Good prices paid for horses or cows, suitable for mink feed.—Jas. Sinclair, Ceylon.

FOR SALE — Toronto windmill in good condition.—Apply to George Boyd, Flesherton.

FOR SALE — 8 pigs ten weeks old. Apply to Luther Mills, R. R. 1, Maxwell.

WANTED — Balsam and spruce logs 6 inches and up. Apply to Wm. Sadler, Flesherton.

FOR SALE— Number of good thrifty pigs, about 60 pounds each.—Harry Paton, R. R. 3, Flesherton.

FOR SALE — A model T Ford engine in good condition, cheap.—Wm. G. Parker, R. R. 3. Proton, Phone 32r2 Flesherton.

FOR SALE OR RENT — Cooey farm four miles from Proton Station, if interested write—F. H. Warren, 12 Chalmers St., London.

WOOD WANTED — 20 cords of 18 inch hardwood for Ceylon Public School, must be at least two-thirds maple.—Roy Piper, Ceylon. 2p12

FOR SALE — Pennsylvania anthracite coal, furnace or nut sizes. $13.50 per ton. Free delivery within three miles. Terms:- Cash.— Phone 38 r 3, A. C. Muir, Ceylon.

RADIOS FOR SALE—Good used console models priced from $15 to $25. Can be seen and heard at George Johnson's, Rock Mills. Phone 75 r 4, Flesherton.

FOR SALE — 1936 electric radio, cost $144.00, aviation, amateur, police, short, and long wave. in perfect condition can be seen and heard anytime. You can save $50 on this set. Apply at the Advance Office.

WANTED — Any amount of cattle or horses for fox meat. My refrigeration system enables me to keep any amount. Good prices paid delivered. — H. E. Karstedt, Priceville.

HOUSE TO RENT — 7 room brick residence in Flesherton, newly decorated.— Apply to Leslie Chard, phone 42 r 2, Flesherton.

BOAR FOR SERVICE

Registered Yorkshire Hog for service, Glenafton Sultan 92P—186251, sire and dam qualified in advanced registry.— Ross Stevens, Proton Station.

HOG FOR SERVICE

Pure bred Yorkshire Hog, Orchard Valley Wonder, 6N—175771 Sire O. A. C. Conqueror 315—167820, will be kept for service. Terms $1.00.— Wes. Smith, Rock Mills.

BOAR FOR SERVICE

Purebred Yorkshire Boar for service; terms: $1.00 if paid within four months.— Laurie Pedlar, Flesherton, Ont., R. R. 3.

BUSINESS CARDS

DR. J. E. MILNE
Office — Durham St.
Office Hours — Afternoons 1.30 to 4
Evenings 7 to 8.30
Sundays and Thursday afternoons by appointment only.

Prince Arthur Lodge No. 333, A.F. & A.F., meets in the Fraternal Hall, Flesherton, the second Tuesday in each month. W. M., Dr. J. E. Milne; Secretary, C. J. Bellamy.

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CHAIN STORES
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OUR BUYING POWER SAVES YOU A LOT OF MONEY

JANUARY

Opportunity Sales

of Many Wanted Lines of Seasonable Merchandise

MEN'S, BOYS' AND WOMEN'S OVERSHOES AT BIG SAVINGS

Men's 1-buckle Jersey Cloh Overshoes On Sale **$1.39**
Women's 2-dome Jersey Cloth Overshoes On Sale **$1.49**
Boys' 2-buckle Heavy Duty Overshoes ffl On Sale $1.79
Youths' 2-buckle Heavy Duty Overshoes ffl On Sale 1. 79

Men's, Boys' and Girls' Heavy All-Wool Windbeakers at much less than you regularly pay

$2.95 all-wool Windbreakers on sale **$1.95**
$3.95 all-wool Windbreakers on sale **$2.95**
$4.95 and $5.95 all-wool Windbreakers On Sale **$3.95**
All sizes; when sold this offer cannot be repeated.

MEN! Buy your **new Overcoat** now and save. Many high priced coats in the lot, on sale for **$10.95**

MEN! Buy Winter **Underwear** now save. Our best seller in Men's Fleece Shirts and Drawers, on Sale **69c**

All wool Heavy Ribbed Shirts and Drawers **$1.29**
Extra Heavy all wool Shirts and Drawers. On Sale **$1.48**
All sizes in stock at present.

Half Price Sale of Dress Goods, Coatings an Silks. Sale Price, yard **20c-$1.95**

We lose a lot of money on this item.
27 inch White Flannelette, yard **12½c**
36 inch Fine Strong Heavy Factory Cotton, per yard **14c**
45 inch White Table Oilcloth, yard....35c
5; inch White Table Oilcloth, yard....45c
Dominion Cotton Batts, large size 70x90 for ..... **39c and 45c**

YEAR END GARMENT SALE
Ladies' Coats and Dresses, all Greatly Reduced

Selling Ladies' and Children's Underwear at prices away below the market. Be on hand early and see the price tickets.

Selling Hosiery of all kinds at greatly reduced prices. See the tables with the price tickets.

GROCERY DEPT. SPECIALS

Santa Clara, large size, Prunes at prices much less than you regularly pay.
Size 20 to 30, extra large .... 2 lbs. for 25c
Size 30 to 40, large size, ... per lb. 11c
Size 40 to 50, large size ..... per lb. 10c
Size 60 to 70 ..... 3 lbs. for 25c
Size 80 to 90 ..... 4 lbs. for 25c
Table Figs, finest quality grown, extra large, reg. 20c lb. on Sale 2 lbs. 25c
Sugar Crisp Corn Flakes ..... 3 for 21c
Soda Biscuits ..... 2 lbs. for 25c
Shortening ..... 4 lb. block 50c

F. T. HILL & CO. LTD.