1939 FORD CARS AND NEW MERCURY 8

PICTURED above are the two Ford V-8 cars and the new Mercury 8 announced by Ford Motor Company of Canada, Limited, for 1939. Top, Ford V-8 Fordor Sedan; centre, DeLuxe Ford V-8 Fordor Sedan; bottom, Mercury 8 Town Sedan. All three cars are individually styled. All have hydraulic brakes. The Ford V-8 is available in three models. It has a full grille and unobtrusive louvres at the rear of the hoodsides. Interiors are roomy and well-appointed. The Deluxe Ford V-8 has wholly new streamlines, a deep hood unbroken by louvres, a low radiator grille in bright metal and wide spaced headlamps. Both Ford cars are powered with the improved 85 horsepower engine. The Mercury 8 is entirely new to the Ford-Lincoln line and fills a place between the deluxe Ford and the Lincoln-Zephyr. It is a big car with a 116-inch wheelbase. Its V-8 engine develops 95 horsepower. The front end design with low radiator grille reflects Lincoln-Zephyr styling. There is a choice of four body types.

In Appreciation

DEAR FRIENDS,—

As we look back over the year 1938 we are moved to a deeper and more sincere appreciation of our friends.

Each year we realize more fully that our friendships, many of which are made in our business contacts, are what make life worth living, and we therefore, like to feel that there is a spirit of friendship underlying our business relations with our customers. Our daily experiences confirm this feeling.

We manifest our appreciation of our loved ones by tokens of remembrances at Christmas time, we manifest our appreciation of our friends by a word of friendly greeting and so at this holiday time we want to extend to you our sincerest good wishes as our expression of genuine appreciation of your friendship.

May the year 1939 be the most prosperous for you.

Sincerely Yours,

F. T. Hill & Co.

F. T. Hill & Co., Ltd.
MARKDALE, Ont.

Local and Personal

Mr. Leo Patton of London is holidaying at his home on the 4th line.

Mrs. Jos. Blackburn is visiting in Toronto this week.

Mr. Bob Bellamy of Guelph is holidaying at his home here.

Mr. Bert Broderick of Madoc was in town on Sunday.

Mrs. Ed. Fisher and son, Eldon, are holidaying in Toronto this week.

Mr. and Mrs. R. H. Cobb of Toronto are holidaying with Rev. and Mrs. G. R. Service.

Mr. and Mrs. Norman Huctwith and daughter of Forest are visiting with her mother, Mrs. S. McMullen.

Mr. and Mrs. J. A. Richards spent the first of the week at the former's parental home at Lucknow.

Mr. and Mrs. John McDonald and son, Jack, spent Christmas with their daughters in Toronto.

Rock Mills Baptist Sunday School treat will be held this Friday night at 8 o'clock.

Dr. and Mrs. Leslie Ferris of Cornwall are holidaying at their parental homes in town and at Eugenia.

Mr. and Mrs. Jos. McMullen and Isobel of Holland Centre spent Monday with Mr. and Mrs. C. Marriott.

Mr. and Mrs. Allan Smith of Corbetton spent the week end with the latter's mother, Mrs. C. Doupe.

Mr. Geo. McFadden of Orangeville and Misses Hattie McRae and Marie McEachnie spent Christmas at their homes in town.

Mr. and Mrs. Burton E. Field and Mr. and Mrs. Eugene Field of Toronto spent Christmas with Mr. and Mrs. Joseph Field.

Mr. and Mrs. Howard Milligan and son, John, spent the first of the week at the former's parental home at Cookstown.

Flesherton's Semi-Pro hockey team swings into action this Friday night with Ceylon as their opponents. Be sure to attend the opener.

Mr. Wes. Armstrong of Toronto was in town on Friday last. He spent Christmas with Mrs. Armstrong and son, Jim, of Dundalk.

Mrs. T. F. Andrew of Thornbury, Mr. Service's sister, and Miss Florence Andrew, niece, spent Christmas Day at the parsonage.

The Women's Institute will meet at the home of Mrs. E. Fisher on Wednesday, January 4th, at 3 p.m. Roll call, exchange of patterns. Everybody welcome.

Mr. and Mrs. Glen MacDonald and daughter, Jackie, spent the week end wtih Mrs. W. E. Morgan. They celebrated Christmas with Mr. and Mrs. Adam Smith of Eugenia.

The high school teachers, Principal Eubank, Miss Pallett and Mr. Ernest Hutton, are spending the Christmas holidays at their parental homes at Cayuga, Dixie and Hamilton respectively.

The rural mail couriers were this year enabled to spend Christmas Day with their families by a ruling at the Post Office Department, Ottawa. They will also have New Year's Day as a holiday. During the past couple of years the rural routes had to be covered every holiday. The new ruling will not work hardship on any boxholder on the routes.

LOVER WAS LOST IN DREAMS

(Creemore Star)

Boys, when you go to see your girl friend be sure you are very much awake and right up in the bit, as they say. You know, girls don't like fellows who get sleepy. The story that follows might even be told about you if you do.

A charming Creemore young lady had a boy friend who got sleepy on her every time he called and despite her charms the conversation would lag and she either had to send him home or let him have a good sleep. She decided that a good long sleep would help her suitor better than her company so on a following Sunday she asked him for supper. A little sleeping tablet was put in his coffee. An hour later he curled up on the chesterfield and was lost in dreams. The young lady covered him gently and went to bed. Several hours later he awoke and realized he had slept long and soundly so he stole away home, but he never knew about that tablet.

She: Did anyone ever tell you how wonderful you are?

He: No, I don't think so.

She: Then I'd like to know how and where you got the idea.

Boy Leaves Hospital Under His Own Power After Four Long Years

Lad's Parents Don't Pay Cent For Expert Care and Treatment

Eight-year-old Jim has gone back to the north country after four years in the Hospital for Sick Children, Toronto. He walked out, carrying his own handbag.

Four years earlier, when he was hardly more than a baby, his parents made the long journey down to Toronto, bringing Jim with them. They appeared in the out-patients' clinic at the Hospital for Sick Children and told the doctor that Jim had a sore back.

As they do with thousands of other patients every year, the doctors at the clinic gave the little boy a thorough examination. Some of the ablest physicians and surgeons in Toronto were there. They took X-rays, made blood tests and "sections," and found that Jim had a tubercular spine. They took him upstairs and put him to bed, while his father and mother stayed around for a few days and then went back up north.

Privately, the doctors thought that Jim had scarcely a chance to get better. But they worked over him unceasingly, turned loose all the magic of modern medicine—for four long years, while the little boy ticked off his birthdays.

Well, it worked. Jim did get better, and he walked out of the hospital with a strong back set on two sturdy legs. He's up home again, in the bush country of Northern Ontario.

PARENTS DIDN'T PAY CENT

And because to-day's hospitals are organized in an especially marvellous way, Jim's parents didn't pay a single cent for the four years of expert care and treatment. His municipality paid the Hospital for Sick Children the Public Ward rate of $1.75 a day for every day the sick youngster was laid up and the Ontario Government paid the statutory rate of 60c. But it cost the hospital at least $1.00 a day more than the $2.35. The Hospital for Sick Children invested $1,400.00 of its own money in Jim's recovery.

They do things like that every day in the week. The doctors who looked after Jim for four years donated their services, as they are continually doing for helpless youngsters who come to them with bad tonsils, poor eyes, weak chests, hereditary diseases and a hundred other ailments.

Broken bones come in for setting. Babies who aren't feeding properly, and older children whose teeth haven't been attended to since they were born, are looked after. The biggest men on the hospital's staff carry on their daily clinic in the morning, diagnose troubles, and give the delicate operations and care to those who are already in hospital.

Last year, for instance, the highly skilled physicians and surgeons on the staff of the Hospital for Sick Children gave free of charge more than 40,000 hours of their valuable time. Put a value on it—say $5.00 an hour, which is too little—and you have more than $200,000 worth of medical services given away in a single hospital.

MOST IN PUBLIC WARDS

Joseph Bower, Superintendent of the Hospital, listened alertly to the question, "How about it, now; don't the doctors and hospital make some of this back from the private patients who can afford to pay?"

"Would it be news," he asked, "that out of the 434 beds in the Hospital for Sick Children, 414 are in public wards? We had 9,000 patients last year, and less than five per cent. of these were private patients.

"We are a public hospital, and like every public hospital, we are required by law to accept any patient who comes to our doors in need of treatment. We give them everything they need, and it's not unusual for the hospital to furnish from $300 to $400 worth of serum to a single patient suffering from pneumonia. Whatever the cost to us, we get only our regular allowance of $2.35 a day, per patient."

Some serums are given free to the hospitals by the Provincial Department of Health; the others, not on the free list, must be paid for.

It's pretty obvious, then, that the hospital has to make up its operating loss some other way.

This is the reason for the regular annual appeal to humane and charitable citizens for donations.

The out-patients' clinic was crowded by 9:30 this morning. Waiting room and corridors were filled with parents and children from infants to adolescents. Several hundred come here every day, many from outside Toronto.

Of all the hundreds of fathers and mothers who brought in their ailing youngsters a few, who could, paid 50 cents. There might be bills a little higher for X-ray and other special work, but the majority paid less and many nothing at all.

Look closely into the heart of the Hospital for Sick Children, and you'll find not only kindness and superb skill but an organization that is almost unique in the world. It is a children's hospital for everyone in Ontario, drawing its patients from every municipality even to the farthest corners of the province.

100,000 VISITS A YEAR

"There is no statutory provision for establishing an out-patients' department in any hospital," said Mr. Bower. "But municipalities throughout the province have come to realize the importance of our out-patients department, since a very large proportion of the patients treated there would otherwise be occupying beds in the hospital. And that would result in a much increased financial load for the municipalities."

So there is one reason for the size of the great daily clinic, which hunts out the ills of thousands of youngsters and results in upwards of 100,000 visits a year.

The Hospital for Sick Children does not share in the funds collected by the Toronto Federation for Community Service because patients are admitted from all over Ontario.

Over $83,000.00 is needed this year to meet the unavoidable deficit. Even small gifts are not only welcomed and appreciated but are the Hospital's assurance from the people of Ontario that they should continue the great work of serving sick and crippled children without regard as to race, creed or financial circumstance.

Your gift should be mailed to the Appeal Secretary, The Hospital for Sick Children, 67 College street, Toronto.

Small Ad. Column

LOST — One white and blackk female hound. Reward.—John Poole, Feversham.

FOR SALE — Two purebred Hereford bull calves.—Fred Beatty, Feversham, phone 22r2. 2c21

LOST — Between Flesherton and Rock Mills a brown colored robe on December 17. Finder please leave with Laurie Russell, Rock Mills.

FOR SALE — Good comfortable cutter with a low seat for children; a buggy, and a one-horse bob sleigh.—W. S. Inkster, Flesherton.

DOG LOST—Black dog, part pomeranian, name "Timmy", a little white on breast, reward.— Mrs. A. C. McMillan, Ceyon. 14c2

FOR SALE — Large bronze gobbler $5 and turkey hen $3.—Ed. LeGard, Flesherton phone 43r12. p2

FOR SALE — Oxford Down ram 2 years old.—Lloyd Talbot, Flesherton. 14p2

FOR SALE—Several setts of light sleighs and one first class cutter in good shape.—Markdale Livery.

FOR RENT — A frame dwelling in Flesherton; also a few choice Jerey Black Giant cockerels for sale. —Mrs. C. Hindle R.R. 3, Proton

FOR SALE — Pair of hockey boots and skates, size 9, in good condition. Apply at The Advance Office, Flesherton.

CAME ASTRAY — Four young cattle came to my premises about five weeks ago. Owner prove property and pay expenses.—John Parsons, Eugenia.

WANTED — Horses or cows suitable for mink feed.—J. R. Sinclair Ceylon phone 40r2.

BOAR 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

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

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. 383, A.F. & A.M., meets in the Fraternal Hall, Flesherton, the second Friday in each month. W.M., W. G. McBride; Secretary, C. J. Bellamy.

INSURANCE
AUTOMOBILE
Special low rate for farmers
A. D. MacINTYRE, Agent
DORNOCH, Ontario

ROY LANGFORD
District Agent for
MUTUAL LIFE OF CANADA
ACCIDENT and SICKNESS, FIRE, AUTOMOBILE, BURGLARY
Municipal Liability Guarantee Bonds
Any Insurance Problem
Telephone, MARKDALE, Ont.