THE FLESHERTON ADVANCE

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F. J. THURSTON, Editor.

The Press And The Churches

One of the most easily misconstructed relationships in the publishing field is that between the newspaper and the churches in the community it serves. The newspaper man asks himself the question: "What should be my attitude toward the churches?" He endeavours to answer that question so that he will be for both to the churches and to himself.

Churches sometimes assume the attitude that as they are supported solely by voluntary donations, and as they are a spiratual and moral force in the community, any publicity desired should be given without charge by the newspaper. Strangely enough the churches do not expect the same privilege from any other business or profession. It should be remembered at the outset that most publishers are church members, and that as individuals they are decidedly interested in the welfare of the church with which they are affiliated. They give regularily and as generously as their circumstances permit. They attend the various functions designed to raise funds for continuance of the church's work. As such they must be considered as any other church member who is conscientiously striving to support the church and what it stands for.

While newspapers are more generous with space to churches than to other institutions, this is simply a recogniion by the press of the premier place held by the church in the spiratual and moral sphere in the community. However the church has no legal right to expect the press to give more generously than any individual church member. It is not expected of the man who sells the church fuel, or the public utilities which serve the church. In larger centres it is not expected that the organist should work without remuneration.

The press, we believe, will always recognize the position and value of the church in the community. It will realize that the community without the church would be like a rudderless ship, not knowing whence the tide of events and fortune might lead it. The press will continue to give service to the church as one important institution to another, but the church must also realize that to continue its service, not only to the church but to the community, the newspaper must have an income, and that income can only come from the space it sells in its columns. This same reasoning must apply to charaitable organizations in the community. To them the publisher and the men and women who work for the publisher give generously of their private means and of their time and talent. They too must prosper if they are to continue the support to the church, and all kindred organizations seeking to carry out an uplifting work in the community.

OUR BRITISH FLEET

(By Poet's Friend)

Hold on; you ships of State,
Who guard our freedom's shores;
Hold on; till some sweet day,
When victory will be ours.

Sail on; you sea born warrior's
Pride of the British fleet;
Sail on; till your duty's done,
Then rest at victory's feet.

Bear high; your royal banner,
'Tis the ensign of British might;
The flag of a mighty nation;
With Honour, Truth and Right.

And when in the midst of battle,
God's own hand may save;
To take His own from the wicked.,
And from a sinful grave.

And when the day of victory comes,
Let us seal our faith in Thee;
And no more through ocean waves,
Search our brothers of the sea.

HALF HOLIDAYS

The annual half holidays for the business places in Flesherton will commence on Thursday of next week, May 1st, when the stores will close at 12 o'clock noon. The stores will be open each Wednesday night during the summer.

Miss Edna Doupe spent Easter holidays with her grandparents, Mr. and Mrs. Robt. Haney at Eugenia.

EUGENIA

At the Y.P.U. Wednesday evening, April 16, Mrs. Cairns presided for a short devotional and business period, after which the missionary convenor, Mrs. Martin, introduced Rev. and Mrs. Annis of Markdale, who showed lantern slides of West China, describing each picture. Mrs. Annis displayed many articles which she brought from China and told something about each. All present enjoyed a very pleasant evening, which was made so by Rev. and Mrs. Annis. We hope they will be able to visit the Y.P.U. again at some near future date. A hearty vote of thanks was extended to them for their kindness. The meeting closed with prayer by Rev. Annis, after which lunch was served and a social hour spent.

Miss Dorothy Jamieson returned to her teaching duties at Lake Rosseau after spending the Easter vacation with her brother and wife, Mr. and Mrs. John K. Jamieson, at Alexandria, and with her parents and brother, Wes, here. Mr. and Mrs. Jamieson accompanied her as far as Toronto on Sunday and visited with friends.

Mr. Chas. Hopper visited his wife and family in Toronto on Sunday.

We are sorry to report Miss Lillian Magee on the sick list.

Pte. Norman Williams of the Tank Corps and Pte. Jack Traynor, Camp Borden, and Pte. Douglas Cairns of the Foresters, Toronto, were week end visitors in the village.

Mrs. Alex. Carruthers held a successful auction sale of farm stock and implements on April 15th. She and her daughter, Miss Muriel, and her brother-in-law, Mr. Ben Carruthers, have moved to the village. We welcome them and wish them the best of luck.

Miss Reta Duckett of Maxwell spent a few days at the Martin home.

Mr. and Mrs. Stanley Magee have rented the Carruthers farm and have moved thereto from Maxwell. We welcome them to the community and wish them success in their new home.

Mr. Roy McMillan of Oakville was home over the week end.

Miss Irene Martin has returned to her school at Islington and Miss Irene Dinsmore of Thornbury has resumed her teaching duties here.

We are sorry to report Mrs. Fred Duckett on the sick list again.

Sunday School in the United church here is held at 10 o'clock each Sunday morning. Now that spring has arrived we hope that the girls and boys from the country will be able to attend.

The Women's Association met on Wednesday afternoon, April 16th, in the church basement. After the usual devotional exercises, conducted by the Vice-Pres., Mrs. F. Genoe, the President, Mrs. F. Jamieson, presided over the business period. It was decided to have a "copper" contest to end May 21st. The captains chosen were Mrs. F. Genoe and Mrs. Court Smith. The roll call for the May meeting will be answered by a verse suitable for Mother's Day or pertaining to mother. Visitors welcome at meetings.

We extend our sincere sympathy to Mr. F. H. W. Hickling in his recent sad bereavements, caused by the death of his wife and his brother-in-law, Mr. J. D. Clarke.

Congratulations to Mr. Will Somers, eldest son of Mr. and Mrs. P. Somers, 8th Line, who was recently married. We wish him and his wife many happy years of wedded life.

CEYLON

Mr. Russell Purdy of Toronto was home for the week end.

Miss Isobel Cameron has returned to Guelph and Miss Janet Cameron has taken a position in Durham.

Mr. Will Stewart has returned to Toronto, after visiting his brother, Mr. John Stewart and Mrs. Stewart.

Mrs. Thos. Hazard accompanied Vernon to Toronto for medical treatment.

Miss McDonald of Aurora and Miss Swanton of Vandeleur have returned to their schools at Stone's Line and Ceylon. Miss Catherine Cairns of the Toronto Normal will spend this week with Miss Swanton.

Mr. Earl McLeod was home from Oshawa for the week end.

Mrs. Staunton of Durham spent the Easter week end with Mrs. Neil Cameron and family.

Mrs. E. Mitchell was in Toronto on Wednesday.

Mrs. Fred Wright and Winnifred visited last week with the former's brother, Harlie Speers, and other relatives at Markdale.

Miss Janet Campbell has returned after spending the Easter vacation at Hopeville.

The W. I. will meet at the home of Mrs. Sam McDermid, Thursday evening, May 1, at 8 p.m. Mrs. Thos. Stewart will read the scripture and there will be the annual election of officers. Lunch Com.: Cake, Mrs. McDermid; Sandwiches, Mrs. A. C Muir.

A number of the younger set enjoyed a surprise party Monday evening in honour of Bill Cairns at the home of his parents. Court whist was played, the winners being Frances Collinson and Austin McKee. Dancing followed.

ENGAGEMENT

Mr. and Mrs. Wm. Benson with to announce the engagement of their daughter, Ida Mildred, to Mr. Russel Melville Halliday of Singhampton, the marriage to take place the end of April.

Mr. and Mrs. Wm. J. Chard of Flesherton announce the engagement of their younger daughter, Gertrude Mari, to Mr. Gerald Ross Davidson, son of Mr. and Mrs. Ernest Davidson of Feversham, the marriage to take place quietly early in May.

MAXWELL

Miss Shirley Buckingham returned to her school at Millbrook, after spending the holiday season at her home here.

Mr. J. H. Lougheed of Toronto spent the week end with relatives in this district.

Mr. and Mrs. Howard Fenwick and family spent Sunday with her father, Mr. John Wilkinson, at Portlaw.

Miss Isobel Pallister has returned home, after spending a few weeks in Toronto.

Mr. Fred Ross is in Cheltenham this week.

Miss Reta Duckett visited friends in Eugenia last week.

The Women's Institute met at the home of Mrs. F. J. Seeley Thursday, April 17th, with a fair attendance. The president, Mrs. Leggate, presided. It was decided to sell tickets on a quilt, the proceeds to go to the war victims' fund. The afternoon was spent in sewing and knitting for the Red Cross.

Miss Ruth Mercer spent the Easter holiday with her parents at the parsonage.

Miss Kathleen Morrison spent last week with friends in Shelburne and Toronto.

We are sorry to lose Mr. and Mrs. Stanley Magee, who have moved to a farm north of Eugenia.

Mr. and Mrs. Geo. Ross visited in Toronto last week.

Mrs. M. Gould and Isobel visited with friends in Schomberg last week.

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Economy

Our Government is asking our citizens to economize wherever possible in our daily routine of living and functions. We can suggest two ways of economy, namely: by delivering your cream to the creamery and receiving 1 cent per pound fat over truck price, and also making use of our cold storage meat lockers, by freezing your own meat, which is a big saving on your cost of living.

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