THE FLESHERTON ADVANCE

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F. J. THURSTON, Editor.

The Press And The Advertiser

The relationship between the newspaper and its advertisers is as important to the newspaper reader as it is to the publisher. Newspapers are sometimes unfairly accused of being subservient to the advertisers who provide the revenue upon which the newspaper exists. This erroneous impression has been gathered because the average person knows that the newspaper must have advertising to exist, and therefore if he happens to be of a suspicious turn of mind, he concludes that the advertiser must set the policy of the newspaper.

Not only is such a suggestion untrue, but it is unfair both to the newspaper and to the advertiser. Practically every publisher will tell you that few merchants ever attempt to dictate the policy of the newspaper. They must express opposition to some stand the newspaper has taken, but few would go so far as to threaten the newspaper with the withdrawal of business, if that policy was not changed to conform with the wishes of the advertiser. The successful merchant is usually sucessful because he is an honourable man, and few would stoop to the level of threatening a newspaper because its publisher had different ideas on a given question than the advertiser.

The relationship between the advertiser and the newspaper is similar to that which exists between a merchant and his customer, only in this case the publisher is the merchant and the advertiser the customer. The advertiser purchases space in the newspaper because he has a story to tell the readers of the paper. He uses advertising as a legitimate means of drawing custom to his store. If the newspaper continues to provide the service required and adequate returns for the investment, the merchant continues to advertise. When he feels he is not getting that value he ceases to advertise. That, too is the relationship which exists between any other merchant and his customer. So long as the customer feels he is getting good value and service from the store, he continues to be a customer. When value and service cease he takes his trade elsewhere.

That, very simple, is the relationship between the publisher and the advertiser. Any suggestion that the policy of the newspaper is dictated by the advertiser is a slander on both newspaper and merchant. Best proof that the advertisers do not dictate policy is the fact that it would be almost impossible to find a group of merchants in any community whose ideas could be so identical that they could formulate the policy of any newspaper.

CRUCIAL TESTING TIME

The crucial testing time for Canadians is drawing closer and closer. It won't be long now before most citizens physical sacrifices far beyond and physical sacrifices far beyond that asked for up to this moment. Previously Canadians have been asked to tighten their belts, to roll up their sleeves. Soon, the formality of a request willbe dispensed with. The struggle for self-preservation will loom so big that the course of the average person will be obvious.

None who knows the basic character of a Canadian doubts that he will fail in the time of crisis. When the father and the mother and the grown up children wholly realize that they must do certain things to save the home from destruction, no job, no sacrifice will seem too big.

AN IMPORTANT RULING

The Ontario Court of Appeal has ruled that a motor car owner who permits another to drive his automobile while intoxicated is equally party to an offence. This judgment which was handed down last week is believed to have established a precedent in Canadian jurisprudence. In this particular case three of the persons in the car were killed and only the owner a Windsor jeweller, who was riding in the back seat escaped. The judge ruled that he was equally guilty with the drunk man at the wheel and sentenced him to one year determinate and six months indeterminate together with a fine of $500.00 or an additional five months in event of the fine not being paid.

SPRINGHILL

A Red Cross meeting was held last Wednesday afternoon at the home of Mrs. Will Johnson's, when about 12 ladies were present and completed one quilt and some other sewing. Owing to the busy summer season ahead, it was decided to hold the meetings once a month. Mrs. J. Allen has offered her home for the May meeting, which will be on the fourth Thursday in the month. All ladies are asked to try and attend.

Miss Frances Collinson, our local teacher, is now driving the car back and forth to school after the winter months.

Miss Ruby Allison and Mr. Russell Trousdale of Markdale spent Sunday evening with Mr. and Mrs. Frank Eagles.

Trooper Dave Graham of Camp Borden spent his week end leave with Mr. Jas. Harrison.

Send in the names of your visitors.

BUCKINGHAM

Word was received by relatives here of the death of Mr. John Cameron at Tyvan, Sask., on Wed., April 23rd. Mr. Cameron had been in poor health for several years and had undergone an operation a few days before his death. Mrs. Cameron (formerly Minnie Hawton) and a grown up family are left to mourn.

Mr. and Mrs. W. J. Armstrong of Barrie visited on Sunday at J. T. Davidson's.

We are glad to know Mrs. John Brown is able to be up around again, after having been confined to bed with a heart attack.

The grounded airplane has proved an attraction for visitors and on Sunday last approximately 300 people viewed it during the day.

Mrs. J. T. Davidson spent a few days in Barrie a week ago.

Mr. and Mrs. Ross Robinson of Nottawa and Miss Dorothy Hawkins of Toronto were recent visitors with Mr. and Mrs. Alf. Hawton.

ORANGE VALLEY

Mr. and Mrs. W. J. Morrison of Walters Falls spent a day with their daughter, Mrs. Gordon Hill.

Mr. J. Petch of Barrie visited on Saturday with Mr. and Mrs. Fred Bown.

Mrs. Wm. Irving and Alice spent Sunday with Mr. and Mrs. Jack Hill.

Mrs. Gordon Hill returned home on Thursday from Markdale hospital with her baby daughter.

Mr. Robt. Humble, who has spent the past winter in this locality left Monday morning for Port Dover.

Mr. Robt. Smith of Toronto is spending a few days with his wife and family here.

Miss Thelma Miller is visiting her cousin, Miss Dorthy Bond.

Mr. and Mrs. G. W. Littlejohns were honoured on their silver wedding anniversary.

Want ads cover and discover a multitude of needs.

The suggestion is now made that cities in Britain should turn on every possible light at night, instead of trusting to the blackout , the claim being that the blackout has been somewhat of a failure, while plenty of light might prove confusing to the raiders.

To All Stations In
Western Canada
SPECIAL BARGAIN
EXCURSIONS

Going Dates
DAILY MAY 17 TO 28, 1941
Return Limit: 45 days
TICKETS GOOD TO TRAVEL IN COACHES

Excursion tickets good in Tourist, Parlor and Standard sleeping cars, also available on payment of slightly higher passage fares, plus price of parlor or sleeping car accommodation

ROUTES — Tickets good going via Port Arthur, Ont., Chicago, Ill., or Sault Ste. Marie, returning via same route and line only. Generous optional routings.

STOPOVERS — will be allowed at any point in Canada on the going or return trip, or both, within final limit of ticket, on applicatioin to Conductor; also at Chicago, Ill., Sault Ste. Marie, Mich., and west, in accordance with tariffs of United States lines.

Full particulars from any agent.

ROUND TRIP
Special Rail Bargains
MAY 2 - 3
from FLESHERTON to

TORONTO	$ 2.15
HAMILTON	$ 2.45
LONDON	$5.00
BELLEVILLE	$5.00
CHATHAM	$ 6.65
PETERBORO	$4.10
SMITH'S FALLS	$ 7.35
WINDSOR	$7.65

and other intermediate points.
Going: Afternoon and evening trains May 2; All trains May 3.
Return Limit: Up to May 5
Consult Agents - Procure Dodger
CANADIAN PACIFIC

with

Suggested Modern Color Combinations:

Body	Trim
358 *Old Ivory*	188 *Shutter Green*
278 *Cream*	808 *Seal Brown*
268 *Ivory*	748 *Maroon*
448 *Golden Glow*	568 *Apple Green*
568 *Apple Green*	268 *Ivory*

Study your house carefully. Does it seem too high for its length? Has it too many gables? Styling with Paint will correct such defects and bring out its best features.

REGISTERED **Flo-glaze** "LEAVES NO BRUSH MARKS"

Paints and Enamels

Color is a dominant factor in today's living, and paint means color beauty as well as surface protection. To "color-style your home" means paint styling it in such a way as to bring out its best features and give it a character all its own.

The Council for Paint Styling, composed of leading decorators and color experts, have studied thousands of homes inside and out. They have developed a new way of using and combining paint colors to give homes individual beauty and charm.

Color-styling for homes is as new as tomorrow! Come in and let us tell you about it. Don't just paint your house. Color-style it with Flo-glaze Paints and Enamels in the latest modern colors!

"LEAVES NO BRUSH MARKS"

Flo-glaze levels out smoothly and evenly, *leaving no brush marks.* Dirt has no chance to lodge on this smooth paint film. The natural rains wash it clean.

McKILLOP'S HARDWARE
Flesherton, Ont.

Buy WAR SAVINGS CERTIFICATES *regularly!*

ROCK MILLS

Beautiful weather the past week and seeding operations are progressing favourably.

Mr. Stanley Campbell of Wareham has been in this neighborhood the past few days ploughing for the farmers with his tractor, Mr. John Osborne of Wareham is assisting him.

Mr. and Mrs. Thos. Aldcorn and daughter of Toronto spent the week end with Mr. J. A. Foster and Sadie.

The mill is now in readiness to commence sawing on May 1st. All the old hands but two will be back on the job, with two men added to fill the vacancies.

Mr. and Mrs. Laurie Russel, bride and groom of Toronto were week end guests with his parents, Mr. and Mrs. Walter Russel. Many friends here join in wishing the young couple many years of happiness. They will reside in Toronto.

A CANADIAN DAWN

Following is a poem entitled "A Canadian Dawn" composed by Argyle Martin, now stationed at Montreal. He submitted the poem to The World's Fair Anthology of Verse a year or so ago and it was accepted and published last year. He also submitted one last year which will be published in the next volume of the W. F. Anthology. He was fortunate in having both poems accepted for publication.

All is wrapt in a deadly calm,
Not a stir in peaceful land or sea;
Silence sits on her mighty throne
And patiently waits her hour to flee.

The deep blue skies grew bright again,
Illumed by an unseen, piercing ray;
Nature's peerless choir awak'ning
Sing their matins to a new born day.

The twinkling stars put our their lights,
And the moon, her golden dress she sheds.
The morning mist which hung so still
With its balmy scent from flowering beds.

The morning mist which hung so still
Slowly lifts, and mighty shadows die;
Like a sphere of eternal fire,
The crimson sun creeps into the sky.

The lake is calm from shore to shore,
A Silv'ry mirror in forest shade
The crystal, sparkling dewdrops cling,
Like diamonds to every leaf and blade.

Fair Nature lifts her murky robe
And bathes the world with a rosy hue,
Night fades out like a cloud of smoke,
Day has come with its glory anew.
—Argyle Martin.

The usual protest at the number of Quebec divorces going through the Senate and Commons has been registered. The province of Quebec is not the offender as most of them come from the city of Montreal.

NEW AND USED
Farm Machines
FOR SALE AT COCKSHUTT AGENCY

13-Disc McCormick Seed Drill
13-Disc Cockshutt Seed Drill
12-Plate Disc Harrow
Fleury Riding Plow
Hart-Parr Tractors
M.-H. Side Delivery Rake
New Renfrew Cream Separators
Toronto Asphalt Roofing
Lundy Woven Fence
Barb Wire
C.I.L. Fertilizers in stock.

Eastern Steel Products
Fertilators Barn Tracks Steel Roofing

W. EDGAR BETTS
Cockshutt Implements - Flesherton, Ont.

"Brighten the Corner Where You Are"

PAINT UP — Paints, Enamels, Varnishes, Turpentine, Oils, Paint, Brushes. Colors to suit your taste; prices to suit your purse.

CLEAN UP — Floor Wax, Polishes, Cleaners, Dust Mops, Prooms, Brushes, Paint and Paper Cleaners, Scrub Pails.

FIX UP — Roofing, Roof Coating, Plastic Cement, Step Ladders, Carpenter's Tools, Lime, Plaster, Cement.

Tools for the Lawn and Garden — Hoes, Rakes, Lawn Mowers, Garden Seeds.

Watch for our Spring and Summer Catalog.

F. W. DUNCAN
HARDWARE "Blue Coal" Phone 54

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.

MEAT STORAGE

A $5.00 box for a year will hold approximately 220 to 250 lbs. meat and you may refill the box often as you wish. You may also place meat in storage at the rate of 1½c per lb.

On account of the new government egg regulations we must take more time in grading eggs. We are asking you to co-operate with us by bringing your eggs earlier during the day to avoid congestion during open night. The creamery will remain open each Wednesday and Saturday night during the summer

NOW IS THE TIME THAT THE STORING OF MEAT SHOULD BE IN FULL PROGRESS.

Call in to see us about the storage.

THE CREAMERY WILL BE OPEN EACH SATURDAY NIGHT

Flesherton Creamery & Produce Co.
Phone 66 Angus Avis, Manager

There are no Finer Finishes than
MARTIN-SENOUR
a product for every surface

MULTI-USE ENAMEL
A high-gloss finish for all surfaces inside or outside. 28 sparkling colors.

100% PURE PAINT
For all outside home painting. Gives greater protection and lasting beauty.

NEU-GLOS SEMI-GLOSS ENAMEL
A sanitary, washable finish for walls, ceilings and woodwork.

41-5

F. G. KARSTEDT
General Merchant Flesherton Ont.