THE FLESHERTON ADVANCE

Published on Collingwood Street, Flesherton, Wednesday of each week. Circulation over 1,000. Price in Canada $2.00 per year, when paid in advance $1.50; in U. S. A. $2.50 per year, when paid in advance $2.00.

F. J. THURSTON, Editor.

The Function of An Editor

The title "editor" is sometimes misunderstood by newspaper readers, not because they want to misunderstand but because they have never been told just what the functions are of the person who holds this title. An editor, to explain it briefly, is one who superintends, revises or prepares literary matter for publication. The title does not necessarily mean that the policy of the newspaper is set or controlled by the editor. The duties of the other editors, city, sport, suburban, women's page and others, is simply to carry out the duties prescribed in their particular spheres.

For our purpose, however, we must deal with the editor in a little different light, because in fully 90% of Canada's weekly newspapers, the editor is also the publisher. In other words he fills the dual role of preparing literary matter for publication, and of deciding upon policy as well. We want to deal with the functions of an editor from this standpoint.

Essentially the editor is a human being, writing and dealing with men, women and children. He may be young or old, lazy or energetoic, bold or timid, superficial or deep, querulous or constructive, slovenly or business-like, grasping or generous. He is certain to be human. He reacts to praise and criticism, to good and evil in much the same way as those who share community life with him. The editor, and this is true of 99% of all weekly editors, recognizes the inherent decency of the countryside. He is still sufficiently old-fashioned to believe with his readers that the Ten Commandments and the Golden Rule have either been repealed, improved upon or modified by modern advances.

The editor is a student of community affairs. He has at his disposal records of public organizations in the community, and it is from his study of these records that he makes his editorial comment. He is not easily swayed by the hysterias which sway and excite and mislead people. Like the people he serves he uses good connonsense in his reasoning.

It is the Editor who decides what is fit and not fit to print. It is he who differentiates between news and propaganda. It is he who can, if he will, give the leadership that every energetic community must have. He is not hard to get along with, but he has a code of ethics which often cause him to refuse business rather than accept it against well grounded principles. He is not a super-human. He is a hard-working individual doing an important job in the community to the best of his ability, and if at times he fails in his task, it must be remembered that he is like every other human being in the community, heir to the frailties with which all mankind is endowed.

Citizens Aid Needed

In Canada during the next six weeks, news of every description will be overshadowed by that of the preparation [illegible] actual progress of Canada's [illegible] Loan 1941. From inform[illegible] at Ottawa, it becomes ev[illegible] that the Loan campaign will be [illegible] the biggest community undertak[illegible] launched in the Dominion of Canada.

The selling of bonds to large companies and to the bigger investors is a professional job. These professional bond salesmen will be paid for [illegible] work — likely on a salary basis. [illegible] since this new loan cannot possibly be fully subscribed unless tens of thousands of citizens in more moderate circumstances buy, there remains to be done a tremendous selling job by patriotic people who will work for no renumeration. Their payment will be satisfaction in carrying out a patriotic work which is just as important as anything else they could do for their country.

Hundreds of thousands of men women and children will take part in what may prove to be the dramatic highlight of Canada's war effort. They will stand solemnly around the Torch which is to be sent to Winston Churchill, and dedicate themselves anew to the task of providing the tools with which the British Empire may finish the job.

EDITOR McINTYRE RECEIVES FINE NEWSPAPER TROPHY

The Advance tenders congratulations to Editor Frank McIntyre of the Dundalk Herald on his winning the Jos. Clark Memorial Trophy for the best [illegible] round weekly newspaper in towns or villages 1500 population and under. Editor McIntyre was also elected President of the Ontario-Quebec Weekly Newspaper Association, the anual meeting of which was held in Hamilton on Friday and Saturday.

Those who have been claiming the war would drift toward the East have at least had whatever satisfaction may come from seeing the prediction come true.

Men of 30, 40, 50

PEP, VIM, VIGOR, Subnormal?

Want normal pep, vim, vigor, vitality? Try Ostrex Tonic Tablets. Contains tonic stimulants, oyster elements—[illegible] to normal pep after 30, 40 or 50. [illegible] special introductory size for only [illegible] by this aid to normal pep and vim [illegible]. For sale at all good drug stores.

CANADA NEEDS MORE SHEEP

At a time when Canada is looking in vain for export markets and staggering under the burden of farm-growing surpluses it is startling to learn that out of the 80 million pounds of wool used annually in Canada only about 10 million pounds came from the backs of sheep grown in this country. Here in this climate woollen goods are a vital necessity. Garments made of this material are most heathful and most comfortable. In spite of that we have been importing, largely in the manufactured form approximately 7 pounds of wool out of every 8 pounds.

More than that Canadian consumption would probably take care of another 5 million pounds of lamb annually. We could not increase lamb marketings freely and carelessly without disturbing other branches of the live stock industry; but statistics indicate tha sheep husbandry in Canada could be enlarged substantially without interfering seriously with cattle, swine or poultry.

Canada has had approximately the same sheep population for half a century, bpt never before was there the same necessity for adapting production to the inescapable needs of the Canadian people.

A man of 78 years in Galt has been drawing the Old Age pension for seven years but now has a job and wishes to get off the pension list. He can be sure of one thing—there will be others ready to take his place.

Priceville Holds Sale For British War Victims

The people of Priceville and surrounding countryside are planning on a "Help the Telegram British War Victims' Fund" campaign on the 24th of May. In the morning trucks will be sent all along the concession and sideroads in the townships adjacent to the village, to gather old tires, rubber, bones, rags, scrap iron and bundles of newspapers and magazines that persons will place at their gates to be picked up. These will be sold as junk to dealers.

In the afternoon a huge auction sale will be staged of articles and animals contributed by the community toward this worthy cause. Everything offered will be of some use to someone else, and no one will miss a little pig, calf, a few hens or chickens, or any other article that is given to the committee. They want you to come out and purchase these articles. It will be about the only way you can show your sympathy to those brave, but stricken, people of Britain. There will be pipers in attendance as well as amusements in the afternoon.

In the evening, commencing sharp at 8 p.m., a mammonth dance will be stage until 11.55 p.m. Good music will be supplied. If you don't dance, come out anyway. There will be plenty of fun and a good time is assured for everybody.

If the smoking of a cigarette is a nail in one's coffin then some people are going to be buried in a lot of hardware.

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.

SWINTON PARK

Mr. Ken Ferguson of Toronto spent the past week with his mother here.

Mr. and Mrs. Jack McMeekin and three sons of Mt. Forest spent Sunday at the home of Mr. Geo. Haw.

Mrs. Delbert Haw and baby spent a few days with relatives at Bayfield.

Visitors on Sunday at the home of Mr. Hugh McMillen were; Mr. and Mrs. Don McMillen and Misses Jessie and Isabelle McMillen of Toronto, also Mr. and Mrs. Marvin Little and babe.

Mr. and Mrs. H. D. Fressidder and two soldiers from Little Norway visited with friends here over the week end

Mrs. Wm. Sackett of Proton Station spent a few days with her mother, Mrs. Robt. Knox.

We are sorry to report Mr. John Aldcorn still very seriously ill. Mrs. Will McMillen of Flesherton is helping to nurse her father.

Mr. and Mrs. Robt. Ferris spent Sunday with Mrs. J. L. McIntyre in Dundalk.

CANADA CALLS

Canada has reason to count her blessings in these days of trial.

Canada is three thousand miles away from the sound of guns which are devastating Europe.

The broad Atlantic Ocean rolls between us and the ruthless savagery of the German Armies.

The strongest fleets in the world — British, American and Canadian—patrol the sea between us and the enemy.

We have a great friendly nation, probably the richest and most powerful in the world, at our side.

CANADA CAN AFFORD HER SACRIFICES

This war is a mechanized war.

We have the nickel . . . copper . . . lead . . . zinc and other metals the war industries need. We have access to the iron. We can make the steel.

We have the organized industries to fabricate these metals and make the trucks, and tanks, and guns, and planes, and the ships.

We have skilled workers and the plants for mass production. Canada has the wheat and the food supplies.

Let us count our blessings, and tighten our belts.

Canada is rich—one of the richest countries per head of population in the world. Let us lend our strength to the utmost of our power. Our national future depends upon Victory.

We must win to live.

THERE WILL BE FURTHER CALLS

There have been many calls upon the people of this country for money since Canada entered the war at the side of Great Britain.

There will be further calls.

Let us face the future unafraid.

Canada can carry the load.

But every Canadian must shoulder his and her share.

This is the most critical hour in our history. Let the future historians say of Canada, as they will say of our Mother Country: "This was their finest hour."

Get under your load...and LIFT

DEPARTMENT OF FINANCE, CANADA

43