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.

Gospel Workers' Church

Feversham, Ont.

Rev. C. McNichol, Pastor

Feversham Appointment

Sunday School — 10 a.m.
Sunday Morning Service — 11.
Sunday Evening Service — 7.30.

Olivet Appointment

Service at 3 p.m.

Flesherton United Church

REV. G. K. McMILLAN, B.A., B.D.
Minister

11.00 a.m.—Worship, Flesherton
12.00 a.m.—Sunday School, Flesherton
2.00 p.m.—Sunday School, Ceylon
2.30 p.m.—Worship, Ceylon
7.30 p.m.—Vesper Service, Flesherton

Maxwell United Church

REV. GEO. L. MERCER, B.D., D.D.
Minister

CHRISTMAS SUNDAY, DEC. 21
11 a.m. — Eugenia.
2 p.m. — Mt. Zion.
3.30 p.m. — Wareham.
7.30 p.m. — Maxwell.

THE PASTOR'S CHRISTMAS MESSAGE

Dear Friends: You will receive many greetings this Christmas season, but none will be more sincere than this message from your Pastor. You may receive many gifts, none will be equal to the one I crave for you. I long that you may find "Christmas of the Heart." These are busy and confusing days. Christmas has been organized and commercialized. It is easy for one to forget that it is the birthday of the Christ. Yet those who find "Christmas of the Heart" will hear singing angels and catch a reflection of Bethlehem's star. A beautiful mystical experience will be theirs. They will know that God lives. Will you accept my invitation for this joy? It is yours for the asking. There is room for you near the manger. You can join those paying homage to the Babe and find "Christmas of the Heart."

Sincerely yours,
—G. L. MERCER

Note: Next Sunday, Dec. 21st, will be Christmas Sunday. This special day will be observed at all appointments. Your minister will bring an appropriate message to each congregation. The choirs will lead the singing of Christmas hymns and carols, and a hearty invitation is extended to the public to share these Christmas services of worship.

PRESBYTERIAN CHURCH
FEVERSHAM
Rev. R. Forbes Thomson, B.A.
Minister
Evening Service at 7.30.

EUGENIA

Rev. G. K. McMillan, pastor of the Flesherton United Church, preached in the church here Sunday morning, delivering a very impressive sermon on missions, taking his text from Matt. 16: 18 "that thou art Peter, and upon this rock will I build my church," etc. He stressed deeply the importance of missions and told of the missionary work the United Church is doing.

The Woman's Association will hold their annual meeting Thursday p.m. in the church basement. The roll call will be answered by each donating 15 cents to the blanket fund for Britain. Election of officers for 1942 will take place.

The Y.P.U. met at the home of Mrs. J. Cairns, the president, on Sunday evening. After the usual devotional exercises, the president read the story "The Christmas Message." Readings were given by Dorothy Falconer, Mrs. Cairns and Mrs. Martin. It was decided that the Y.P.U. decorate the church for Sunday, Dec. 21, for the Christmas service.

Mr. Ben Shortt was home from Toronto over the week end.

Sgt. W. Welton and Mrs. Welton visited with the latter's parents, Mr. and Mrs. J. Campbell, on Sunday.

Several from this community attended the High School Commencement at Flesherton on Friday evening and report a fine program.

Our sympathy is extended to Mr. Geo. Mitchell and family of Flesherton in the sad bereavement of the death of Mrs. Mitchell, and to Mr. and Mrs. Victor McKenzie, 12th line, in the loss of their little daughter, Norma Margaret.

We are sorry to report Mr. Fred Jamieson not enjoying very good health. We wish for him a speedy and complete recovery.

Mr. Geo. Stewart is the mail carrier on R. R. 1, Eugenia, during Mr. Shortt's absence.

VICTORIA CORNERS

The pupils of No. 4 are not having a school concert this year, as they held a successful bazaar instead.

Snow is coming this Monday morning, looking as though a real Christmas is in store for us.

Mr. Kelly, our student minister, gave us a sterling sermon on Sunday on what Christianity really means to us. He would like as many as possible out for the Christmas service next Sunday.

Thursday of last week the W. A. met at the home of Elwyn Ferris for their annual meeting and election of officers. Our financial standing was possibly not as much as some years as there were so many other financial drains on us, yet we were able to help the church management, so that they are settled up also. The new officers elected were: Pres., Mrs. Russell Patterson; Vice-Pres., Mrs. Copeland; Treasurer, Mrs. O. Patterson; Fin. Sec., Mrs. Chas. Moore; Corr. Sec., Mrs. Elmo Stevens; Rec. Sec., Christina Duncan; Miss. Sec., Mrs. Chas. Moore; Temp. Sec., Mrs Merritt Nichol; Organist, Maude Acheson, and assistant, Mrs. Elmo Stevens; Sunshine Com., Mrs. Art Jackson, Mrs. Jas. Batchelor, Viota Richardson; Buying Com., Mrs W. Gallagher, Mrs. Jos. Copeland; Lunch and Program, Mrs. Elmo Stevens, Mrs. Herb Nichol; Auditors, Mrs. Walter Acheson, Mrs. Jas. Batchelor; Birthday Gifts, Viota Richardson and Hazel Copeland; Convenor of Church Cleaning, Mrs. J. Batchelor. A vote of thanks was moved and applauded our retiring officers. A social hour was enjoyed by all. Thirteen members and two visitors were present.

FLESHERTON AND ROCK MILLS
BAPTIST CHURCHES
Frank B. Keys, Pastor

ROCK MILLS SERVICES
Sunday School — 2 p.m.
Church Service — 3 p.m.
FLESHERTON SERVICES
Church Service — 11 a.m.
Sunday School — 12 o'clock

CENTRE LINE

We wish The Advance and all its readers a very Merry Christmas.

It has been a real winter over the week end. Sunday was wild and roads are pretty well blocked for cars just now.

Rev. G. K. McMillan of Flesherton exchanged pulpits with Dr. Mercer on Sunday. We are sorry to say that owing to the storm there were very fey out at Mt. Zion to hear his splendid talk on missions.

It was a great disappointment to learn on Monday last that our soldier boys' leave had cancelled. It is not known whether or not the boys will get home for Christmas.

The West Group of the Red Cross met at the home of Mrs. A. Menzies and completed another quilt last Thursday. The next meeting will be held at the home of Mrs. Osborne on Tuesday after Christmas.

The W. A. of Mt. Zion met at the home of Mrs. Fred Plantt on Tuesday last, when there was a good attendance and all officers were returned to office.

CEYLON

Mr. and Mrs. Gilbert McCannell, Mr. and Mrs. Alex. McCannell, Mrs. Neil McCannell and son, Alex., Jim McCannell, Miss Reta Porter, of Proton, Mr. and Mrs. F. Baldwin, Don, Shirley and Bobby of Niagara Falls, N.Y., were visitors during last week with Mr. and Mrs. John Meads.

Mrs. Cecil Alexander and Allan spent the week end in Toronto and Hamilton.

Mr. and Mrs. John Meads were Sunday visitors in Proton.

Mrs. John D. McLeod has returned home after visiting her daughters in Toronto.

Mr. and Mrs. Thos. Hazard of Galt called on friends on Sunday.

Mrs. Chas. Quesnel of Owen Sound spent a few days with her sister, Mrs. Luther Duckett.

B.S.M. Gordon Mix of Petawawa spent the week end with his wife and family.

We are sorry to report Mrs. Jas. W. McMullen a patient in the Owen Sound hospital.

Send in your Renewal Now

The Cossack, recently sunk by German action, had another distinction. She was never reported by the Nazis as having been sunk.

An airplane is reported to have crashed on a farm. The farmer found the pilot was only slightly injured, and the first question he asked was: "Can you milk a cow?"

Civic Holiday

Village of Flesherton

BY RESOLUTION OF THE COUNCIL OF THE VILLAGE OF FLESHERTON, I HEREBY DECLARE BOXING DAY, DECEMBER 26, 1941, AS A CIVIC HOLIDAY FOR THE VILLAGE OF FLESHERTON.

A. DOWN Reeve

5c to $1.00 Store

ONLY 6 SHOPPING DAYS UNTIL CHRISTMAS

Men's Ties, boxed	35c, 50c, 75	Ladies' Bed Jackets	98c
Ski Caps	$1.00	Gift SetsKLady Esther and Woodbury's	29c to $1.00
Lavender Shaving Sets	59c	Boudoir Slippers	59c to $1.10
Wool Gloves	79c	Satin Panites, lace trim	59c
Fancy Hosiery	29c to 75c	Flannelette Pyjamas	$1.19
Men's Shirts	$1.19, $1.50		

SILK HOSIERY

With silk practically off the market, what would SHE apprecaite more than a box of Pollyanna Pure Silk Hosiery (full fashioned) per pair **$1.00**

DECORATIONS

Icicles, Sparkle Balls, Cello Wreath, Tree Tops, Hinoki Rope. Electric tree lights **59c**

TOYS

Games, Dolls, Blocks, Sewing Sets, Pull Toys, Army Sets, Books for Boys and Girls of all ages.

CANDY

Boxed Chocolates (Christmas wrap) Mixtures Chocolate Drops, etc.

Christmas Cards

Gift Wrappings, Tags, Seals, Ribbon, Tissue, etc.

E. J. FISHER, Flesherton

TO THE WOMEN OF CANADA

Here is One Big War Job which You Alone Can Do

"Ceiling Prices" Must Be Maintained

This is an appeal to the women of Canada. There is one vital part of our war effort which depends on you.

Your government has placed a "ceiling" on retail prices. You are the buyers of four out of every five dollars worth of all the goods sold in this country. Your whole-hearted help is needed in this price control plan. If every woman does her part, it cannot fail.

Its success will be a big step on the road to victory. Its failure would be a serious blow to our war effort. You can tip the balance towards success.

Will you, then, undertake to make the successful control of commodity prices an established fact? We know you will. And we know that when you undertake this task it is as good as done.

This is the work you are asked to do

1. Make a list of commodities

We want you to sit down today and make a list of the things you buy from week to week and from month to month. Write down food and clothing items in particular, because these account for the biggest share of your expenditures. But we want **you** to list those articles you buy at the drug store, hardware store, and other stores, too.

2. Make notes about quality

Now go over your list again and mark down the necessary details about quality, type, grade and size. Then when making future purchases you will be able to compare values as well as prices.

3. Write down prices

After each item we want you to write down, if you can, the highest price charged at your store during the period September 15 to October 11, 1941. If you cannot remember the prices charged during that period, fill in your list with today's prices. Our survey shows that retailers, with few exceptions, are keeping prices well within the "ceiling" levels. As exceptions are being discovered they are being quickly brought into line.

4. Keep this list—use it when you buy!

Make up this price list neatly and accurately. You will not be able to get all the items at once. Keep adding to your list from day to day. Make it your permanent check list—your personal safeguard against any further rise in prices.

Prices May be Different in Different Stores

There has always been a difference in prices in different stores—even stores in the same locality. This may depend on the kind of service the store gives, or the way it operates. Some stores, for instance, have delivery service, give credit, or provide other extra services.

Under the new Price Ceiling Order there will still be differences in prices at different stores. The new price regulations will not do away with competition. The highest prices in any particular store must not be higher than the highest prices in force *in that store* during the period September 15 to October 11. They may be a little lower or a little higher than the prices in other stores.

The prices *you* will mark down will be the highest prices charged at the store where *you* shop.

A Few Points to Remember

1. The ceiling price is not necessarily the price *you* paid. It is the highest price at which the store sold the particular item between September 15 and October 11.

2. A merchant may reduce his prices for sales or other reasons—he may also raise them provided they do not go above the ceiling price.

3. Variations in seasonal prices on fresh fruits and vegetables are permitted. Rulings on seasonal markets will be announced from time to time by the Wartime Prices and Trade Board in newspapers and over the radio.

4. Fill out your price list without bothering your merchant. In many cases he is making a financial sacrifice to sell under the price ceiling. The war has left him short-staffed and the Christmas rush is on.

Items most frequently bought

This is not intended as a complete list. It is simply offered as a guide. Add to it the other items you buy or expect to buy.

Item	Description (Size, Quality, etc.)	Store	Price	Item	Description (Size, Quality, etc.)	Store	Price
FOOD				**CLOTHING (Men's, Women's, Children's)**			
Milk				Coats			
Butter				Sweaters			
Eggs				Suits			
Sugar				Dresses			
Tea, Coffee				Skirts, Blouses			
Flour				Shirts			
Cereals				Underwear			
Bread				Boots and shoes			
Meat				Rubbers, Goloshes			
Canned Goods				Stockings			
OPERATING EXPENSES				Socks			
Laundry and cleaning				Hats, Gloves			
Soaps and other cleaning agents							
Blankets, Sheets, Towels							

Why *you* must do your part

To ensure the success of this price control plan, every woman in Canada should make a list. Retailers are showing a splendid spirit of co-operation. The great majority of them are determined to make this plan work, but if *you* do not co-operate the whole plan might fail — prices might start to skyrocket. So keep your list handy. Check the prices you pay against it.

If a price seems higher than the ceiling, ask your merchant about it. If further information is necessary, report the full details in writing. Address your letter to the Prices and Supply Representative, Wartime Prices and Trade Board at any of the following: Vancouver, Edmonton, Regina, Winnipeg, North Bay, London, Toronto, rockville, Montreal, Quebec City, Saint John, Halifax, Charlottetown.

Published under the authority of THE WARTIME PRICES AND TRADE BOARD, Ottawa, Canada