Everything goes by cycles — even telegraph messages.

Savage gale whips Californias. How did that one get past the California weather news censor?

Winnipeg Tribune sees a close connection between getting up in the morning.

Some people don't know enough to learn as much as they lead people to think they know.

With the object of reviving interest in poultry the first poultry show to be held in Guelph since the winter fair was suspended, opened. Over eighteen hundred enteries were made which gives evidence of the interest at present in fancy poultry.

To Our Customers

We extend our sincerest thanks for your patroage during the past year.

May Health, Friendship and Good Cheer brighten your Christmas and stay with you through a Happy New Year.

Mrs. J. Cairns

EUGENIA, Ontario

In appreciation of very pleasant relations during the year just closing, we extend to friends and cusomers a wish for a

Merry Christmas and Happiness and Prosperity during the coming year, 1944

KEN BETTS

Groceries, Flour & Feed Flesherton, Ont.

CHRISTMAS GREETINGS

At this glad Christmas Season we pause to extend to one and all a very Merry Christmas. May the Christmas season be a pleasaant one for all.

Frank W. Duncan

HARDWARE -:- Flesherton, Ontario

Merry Christmas

We are grateful for the patronage of the people of this district, and wish them all success in return.

Bailey's Meat Shop

AND STAFF WISH YOU A MERRY CHRISTMAS

THE
Flesherton Advance

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F. J. THURSTON, Editor

Federation News

By CLIFFORD ALLEN
President Grey Fed. of Agriculture

Recently a protest meeting of the Ontario Hog Producers' Association was held in Toronto. Following the Federal Government's announcement of the new overseas bacon contract, farmers throughout Ontario became enraged.

Last spring our government urged us to produce every ounce of bacon possible, telling us that people of the United Kingdom were depending upon us and that maximum production was imperative to successful waging of the war. Accordingly, farmers increased their stock. Poor crops over the greater part of Ontario, the necessity of western grain purchases, the higher price of this along with the fact that many farmers did not have the ready cash, left it that there was very little, if any, money to be made out of the large crop of hogs now being marketed.

Then our contract, without any warning, was reduced from 675 million pounds in 1943 to 900 million pounds for 1944-45, with a mere increase of 50 cents per 100 pounds. Farmers were completely disillusioned. Since that time, however, Rt. Hon. J. J. Llewellin, British Food Minister, assured us that Britain is prepared to take all the bacon that Canada can produce, and if the quantity is not maintained the bacon ration in the United Kingdom will have to be cut from four ounces to three ounces per week.

In spite of the appalling rate that breeding stock is being liquidated, authorities say that the situation may yet be saved if our governments take action quickly.

At this conference, which I have referred to, hog producers from all across Ontario united in demanding $20.00 per cwt. basic grade, warm dressed weight at Toronto. Mr. H. H. Hannam, president of the Canadian Federation of Agriculture, tells me that he and Hon. James Gardiner, Minister of Agriculture, were in agreement on the $20.00 price before the Cabinet met prior to the overseas contract announcement. Is it that the rest of the Cabinet has more control over agricultural policies than our own Minister; It seems that Mr. Gardiner is being made the goat of Parliament Hill.

Another decision of outstanding importance arrived at, at the conference, was that before spring an attempt would be made to organize a local hog producers' organization in every county.

When the opportunity for organization arrives in this district, may hog producers rally one hundred per cent to the defence of their industry.

The delegate from the Grey County Federation of Agriculture to the conference was Mr. J. L. Lembke, Chesley, but many other hog producers from the county were in attendance.

ROCK MILLS

A Merry Christmas to the Advance staff and readers.

Mrs. Susan Doupe of Saugeen Jct. is spending a few weeks at the Hawkins home.

School was closed last week owing to the illness of the teacher, Mrs. F. J. Seeley, who was confined to her bed with the 'flu. We are glad to report that she is able to be back to school.

The Sunday School Christmas entertainment was held in the church Wednesday night when the children presented a splendid program, which was enjoyed by a large audience. At the close treats were given to the children.

Mr. and Mrs. S. Patterson and son of Orillia were recent visitors with Mrs. Hawkins and sons.

We extend our sincere sympathy to the Hawkins family, also the relatives of the late Mrs. Margaret Shier, in their bereavement.

Guard Grant Helmkay of Petawawa was home recently on five days' leave.

Mr. and Mrs. Levi Duckett and three daughters of Maxwell visited with Mr. and Mrs. Chas. Newell..

Mr. Mannie Dobson, accompanied by Miss Margaret Park, spent the week end in Toronto and Hamilton.

If you take no chances, you get what's left by those who do.

FARMER NOT TO BLAME

So far as Orillia and district are concerned, if you are short of wood fuel this winter, don't blame the farmer. True, he is the gent that starts the logs "rolling," but by no means should he be charged with the present acute shortage. Perhaps it would be unfair to lay the blame at any one particular door step. The government did sanction the ceiling price on wood and in the minds of many this is the "fly in the ointment." Orillia and other municipalities throughout the Georgian Bay district are taking steps to remedy the present condition. It is to be hoped that their efforts will meet with the expected success.

The trouble with having a woman Santa Claus is that she is likely to run off with the silk stockings—if any are hung up.

VOTERS' LIST 1943

VILLAGE OF FLESHERTON

Notice is hereby given that I have complied with Section 7 of "The Voters' List Act" and that I have posted up at my office at Flesherton on the 18th day of December. 1943, the list of all persons entitled to vote in the said Municipality at Municipal Elections and that such list remains there for inspection.

I hereby call upon all voters to take immediate proceedings to have any errors or omissions corrected according to law, the last day for appeal being the 8th day of January, 1944.

—C. J. BELLAMY.
Clerk, Village of Flesherton.
Dated December 18, 1943.

FOR him, that Long Distance call home at Christmas is the big event of the day. He's counting on it. Let's make sure that he, and thousands like him, won't be disappointed.

It means giving up our own Christmas telephoning, so that war-crowded lines will be freed to handle the flood of holiday greetings from naval, army and air force posts across the country. It means sending *our* Christmas messages by mail.

Should you find you *must* telephone out-of-town, try to do so as many days before the holiday as possible.

And especially avoid all non-essential calls to distant or war-busy centres. Winning the war is a non-stop job, and urgent messages *must* go through.

THE BELL TELEPHONE COMPANY OF CANADA — LONG DISTANCE TELEPHONE

On Active Service Giving Wings to Words

WE MUST HOLD THE LINE!

On the home front the battle against inflation is now the most critical of all.

The winning of this battle will contribute much to winning the war.

It will contribute more than all else towards the solution of post-war problems.

• • •

The purpose of Price Control is to prevent inflation. Its purpose is to *protect* and *maintain* a basic standard of living.

A higher money income will not be of any advantage if, because prices are going up, our money buys less and less.

To win the battle against unemployment in the post-war period, we must first of all win the battle against inflation.

• • •

Salaries and wages are a large element, often the largest element, in the cost of everything we buy.

If the Price Ceiling breaks down, in the long run all stand to lose.

We must hold the line against inflation to assure victory in war.

We must hold the line to provide a solid foundation on which, after the war, to build a greater and a better Canada.

W. L. Mackenzie King.

PRIME MINISTER OF CANADA

Ottawa, December 13, 1943