Before you blame your telephone...

CHECK THIS DISTANCE

Engineers designed the mouthpiece of your telephone to give best results at *one-quarter of an inch* from the lips. When your lips are farther away than this, your voice is transmitted less strongly . . . less clearly.

Failure to remember these simple facts accounts for the great majority of "trouble" reports.

Help avoid needless service check-ups, and at the same time let those you talk to hear you without strain. Just remember: *Talk clearly, normally, directly into the telephone, with your lips just one-quarter of an inch from the mouthpiece.*

On Active Service — *Giving Wings to Words*

Smoking while you talk may cause distorted reception. It also prevents your holding the mouthpiece directly in front of the lips.

If you need to reach across your desk as you talk, *continue* to hold the telephone in correct position, close to the lips.

A wall set can't come to you; stand or sit so that your lips are directly in front of and close to the mouthpiece. Don't "talk across" it.

For clear, noise-free transmission, always keep your desk telephone upright — not at or near the horizontal position.

As the old soldier says—"For every decoration won in war there are a score that are earned but never awarded.

Military policeman given 56 days' detention for spilling ink over a majors trousers. Ink, Clink. A major penalty as Foster Hewitt would say.

ADDITIONAL LOCALS

Mrs. Wm. Wyatt took a weak spell last week and has been under the doctor's care since.

The W. I. will meet at the home of Mrs. J. O. Dargavel on Wednesday, April 5th, at 8 p.m. Roll call: an April fool. Visitors welcome.

Mr. Wallace Hamilton has purchchased the residence on Sydenham street, the second house north of the Boyd Bros. garage, from Mr. Alf. Down.

The editor and three sons, Earle, Bruce and Barrie, attended the hockey game in Toronto Saturday evening and spent the week end with Mr. and Mrs. E. D. Bentham.

Mr. Gordon Avis and mother, Mrs. J. Avis of Port Elgin spent the week end with the latter's son, Mr. Angus Avis, and family. Mrs. Avis remained for a longer visit.

Miss Ruby Dunbar, manager of the Flesherton office of the Bell Telephone leaves this week to take over the managerial duties at Waterdown. Miss Dunbar has been here for the past year and has given good service to her telephone subscribers.

The editor received a copy of the Eighth Army News, published in Italy, from L.-Cpl. Wes Armstrong, which is very interesting. Wes says "The mud is a bit thick here, anywhere from the knees down. The guns are quite busy tonight, both our own and Jerry's and the swish of the shells going over is not the kind of music one cares to hear."

Mr. and Mrs. Harvey Griffin, Miss Catherine Cairns, Miss Mable Parslow, Mrs. Kate Shepperd, Mr. and Mrs. Stanley Griffin, Mrs. Annie Adams, Mr. Bell, Mr. Frank Stewart and Mr. W. A. Stewart, all of Toronto and Mr. Robt. Wilcock of Buffalo, attended the funeral of Mrs. Wm. Wilcock and visited at the home of Mr. John Stewart.

Local and Personal

New wallpapers, with the latest designs.— Richards' Furniture Store.

Tpr. Ted McCracken of Brampton spent the week end at his home.

Aircraftman Harold Best of Camp Borden is on furlough at his home.

L.A.C. Ted McTavish of Toronto is on leave at his parental home.

Moving picture show coming to Flesherton, Friday, April 7th. See next week's issue for program.

Miss Dell Thurston of Toronto spent a couple of days last week with her brother, F. J. Thurston, and family.

Due to security reasons the editor is not allowed to give information of the recent arrival overseas of any individual in the Armed Services.

Mr. and Mrs. Wm. Kaitting visited on Sunday with Mr. and Mrs. Geo. Hughson at Singhampton, in company with Mr. Ken Kaitting of Preston, and Mrs. Kaitting of town.

Mrs. Jos. Blackburn returned to her home in town last week, after spending the winter at Sarnia. Mrs. R. H. Henderson arrived Saturday, after spending the winter in Toronto.

Mrs. John Armstrong of Meaford has taken charge of the Flesherton Bell Telephone office. Mrs. Armstrong is a sister-in-law of Mr. Geo. Armstrong and Miss Dorothy Armstrong of town. Her husband is overseas.

OTTAWA NEWS LETTER

OTTAWA WILL KEEP CONTROL OF AIRWAYS

Hon. C. D. Howe's clear cut enunciation of the Government's civil aviation policy featured a week of important Parliamentary work. Mr. Howe declared that in order to assure the public of the best possible air service and to give returning air crew an opportunity of lucrative post-war employment, ownership and operation of Canadian air lines are to be divorced from the railways.

Trans-Canada Air Lines, the big publicly-owned system, is a subsidiary of the C.N.R., while most other air services in the Dominion form part of the Canadian Pacific Air Lines. A separate government-owned company is to be formed to operate T.C.A., which plans a new transcontinental service from Montreal, Ottawa and Toronto to the Yukon and Aliska, via North Bay, Sault Ste. Marie, Port Arthur, Winnipeg, Saskatoon and Edmonton.

T.C.A. retains the exclusive franchise for main air lines. Feeder and development air routes will be operated by smaller privately-owned companies in which Canada's fighting airmen will have a chance for executive positions and management when they return. Because all air franchises are under authority of the Dominion, the Federal Government will be able to exercise supervision of all commercial aviation, to assure proper facilities at fair rates.

SEEKS TO AVERT BITTER RIVALRY

Canada also became the first country in the world to outline its international post-war aviation policy when Mr. Howe tabled in the House of Commons the Dominion's proposal for joint control of internation air services through an International Air Authority. It is well understood that some satisfactory compromise on air sovereignty must be achieved if bitter post-war national air rivalry is to be averted. In this respect, Canada has given the lead in proposing that planes of all member nations have the right of free passage over other territory, the right to deliver passengers from the home country and take on passengers within any member nation, destined for the home country of the plane in transit. This would permit an equitable division of international air business and assure the Dominion of a first rank place in post-war air development, to which it is entitled because of its strategic position on main air routes to Europe and Asia. It will also mean that Canada's air prestige, won by scores of thousands of airmen during he war, will be maintained during peace, giving jobs on international air lines to a large number of men who have served in the war.

Canada is to make its own huge passenger machines for international air travel.

The Dominion has already surveyed routes for an air service to South America and pioneered a trans-Atlantic service by T.C.A. delivery of mail and war personnel to the armed forces in Britain. The considered pronouncement is furnished proof that the Canadian Government has been intensively studying post-war avia-

To The Motoring Public

We are pleased to announce that Mr. Alex. Aberdein, who so successfully looked after our Service Shop from 1937 to 1942, will again be with us, commencing Monday next, April 3dr.

Mr. Aberdein has been on aircraft machine work since leaving our employ and the further experience gained there should enable him to give your car that much better service.

D. McTAVISH & SONS

Chevrolet Sales and Service FLESHERTON

tion problems and has concrete solutions of them under way.

Two In Services Honored By Their Home Friends

(By Ceylon Reporter)

Last Monday evening the friends of Miss Ada Ostrander, daughter of Mr. and Mrs Eli Ostrander, who is with the Air Force (W.D.) and stationed at Dunnville, and Pilot Officer R. E. Oliver, grandson of Mrs. Jos. Oliver, who recently received his wings and is now posted at Trenton, were honored at a social gathering in the O.D.R. school. The address was read by Miss Sadie Oliver and the presentation of a wrist watch was made by Mr. John McKinnon to Miss Ostrander, while Miss Marie Meads presented Eric with a signet ring. Both members of the Air Force gave very appropriate replies for the kindness shown to them. A pleasant evening was spent in dancing. May we extend our wishes "best of luck."

Food rationing to last for years after the war, says British food minister. Britains will have to eat ,'a la card" meals .

Small Ad. Column

FOR SALE — Fresh cow and calf ,—D. W. Adams, Flesherton. 43p2

FOR SALE — Calf, 1 week old.—J. O. Dargavel, Flesherton.

FOR SALE — Spaniel pups, 6 weeks old—Margaret Turney, Flesherton.

FOR SALE — White face heifer calf 1 week old.—R. Park, Flesherton.

WANTED — A gander, please. Write Geo. W. Ross, Maxwell, or phone collect 4r2 Feversham. 43p2

PASTURE — For good sheltered pasture apply to Ella Neill, Singhampton, phone Feversham 2r5.

FOR SALE — Good timothy and alfalfa hay, $9.00 a ton at barn.—Mrs. Harold Best, Flesheron.

WANTED — **Animals suitable for mink and fox feed.—Bert McIntosh Eugenia, phone Feversham 5r25**

FOR SALE — Good Corona range, with coal grates. — Miss Smith, phone 17r11, Feversham.

FOR SALE — 2 Young cows, due to freshen 1st of April. — Everette Blackburn, phone 45r2 Flesherton.

FOR SALE — Grey horse, general purpose, 6 years old, work single or double; also electric iron in good condition.—Wm. Stoddart, Ceylon.

WANTED—Someone to make syrup on shares; we have bush and equipment for tapping 400 trees.—Richard Allen & Son, phone 45r21.

NOTICE — Accounts owing for bull service may be settled at $1.50 up to April 1st, otherwise $2.00 for each service.—W. T. Genoe, Ceylon.

FOR SALE — 8 h.p. M.-H. gasoline engine, or will exchange for Auto-Trac or half ton truck. — John Smith, Feversham, phone 3r12.

FOR SALE—No of young Yorkshire sows due first week in May or would exchange for cows. Apply Alex. Duncan, R.R. 1, Markdale, Phone 132r.2. 43c2

FOR SALE— Hereford heifer, due about April 1st, G. P. mare, 8 yrs. old, sound and well broken; young pigs soon ready to wean; medium size sap pan, good sugar kettle, 2-furrow plow in good condition.—F. Eagles, R.R. 3, Proton, phone 41r3.

BRAY Chicks, immediate delivery, also some started 2-3 week pullets, and dayold cockerels. Get your order in now, no telling what may be available later with heavy advance bookings. Agent John McWilliam, Flesherton.

FOR SALE — Quantity of hay, good truck road.—J. Radley, Flesherton

FOR SALE — Shorthorn bull, dark red, 1-year-old, eligible for registration.—Wilfred Lever, Flesherton

FOR SALE—Young Shorthorn bull, serviceable age.—Elwood Stevens, R.R. 3, Flesherton. 41c2

FOR SALE—Brood sow, 2 years old, due April 9th.—Milton Hutchinson, phone 41r2 Flesherton. 43p2

HIDES — Again in the market for hides—beef, horse, sheep and calf skins.—Frank Eagles, R. R. 3, Proton Station, phone 41r3 Flesherton.

FOR SALE — Brick residence with double lot on which is small barn, in Flesherton. Apply to Francis Genoe, Eugenia. 43tf

FOR SALE — House and lot, barn, hard and soft water, possession May 1st. Apply Alex. McDonald, 17½ Church St., Weston. 41c2

FOR RENT the Joseph McGrade Farm. Lot 9, Con. 8, Osprey Township. Apply Mrs. Wm. Madden. Box 263, Markdale, Ont.

FOR SALE — Driving horse, brown, good worker either double or single 7 years old, also good set of light driving harness. Apply at the Flesherton Bakery. 43p2

CHESTERFIELD and piano bargains at Schuett & Sons Mt. Forest, Ont., (opposite theatre). Select from 9 used pianos, 22 new chesterfield suites, 3 floors of bedroom and kitchen suites, studios, rugs, spring-filled mattresses. Free delivery.—Schuett's, Mt. Forest.

STALLIONS FOR SALE

One registered dapple grey Percheron Stallion "Chaptel Duke", 7 yrs. old, weighing around $2,000 lbs., also registered Standard Bred Stallion, "King Abdel", 10 years old, weighing around 1,100 lbs. Both these stallions are in first-class shape. Will either sell or give to reliable parties on shares.
phone 79w —Harold Best, Flesherton

BUSINESS CARDS

DR. J. E. MILNE
Office — Dufferin St.
Office hours: afternoons 2 to 4.30.
Wednesday and Saturday evenings 7.30 to 10 p.m.
No office hours on Sundays.

WM. KAITTING
LICENSED AUCTIONEER
for the County of Grey
Farm and Stock sales our specialty. Terms: reasonable. Satisfaction is guaranteed. Dates arranged at The Advance office or phone 4w.

Swing Into Spring

With These Thrilling New Coats, Suits and Dresses

SPRING SUITS

This is probably the largest assortment we have ever shown of fine tailored suits in tweeds, worsteds, tricotines and pin stripes. See our selection before you choose your spring suit. Size 14 to 20½.

MEN'S WORK SHOES

You really need tough wearing, comfortable shoes for long hours of footwork on your job. We have the footwear **you need.**

Rubber Footwear for Every Member of the Family.

FLOOR COVERING & DRAPERY

Brighten up the home with new Floor Covering and Drapery. New brocaded repps in blue, green and rust, yard ..... **85c to $1.00**

Homespuns and month cloths, a grand range to choose from. Going at, per yard ..... **98c to $1.75**

NEW EASTER MILLINERY

Some of the smartest hats we have ever shown in any season, never so vast a selection as now in felts and straws, including hambourine beret, the new Dutch bonnet, the coolie style and dashing sailor styles, etc.

Also good assortment of Children's Hats to choose from.

MEN'S AND BOYS' SUITS FOR SPRING

Drop around and have a good look over ou Suits, a wonderful range to choose from, all at reasonable prices.

NEW SPRING DRESSES

In all Hill's garments, the quality and styles stand out. Dozens of the newest and best await your choice, and all are moderately priced.

MEN'S AND BOYS' FELT HATS

All new smart styles in several different shades. Be suer to see our range .... **Boys' $1.50, Men's $1.95 up**

SHOES—For the Whole Family

Men's fine shoes in black or tan, all new styles, big assortment to choose from ..... **$3.95 to $7.50**

EASTER COAT EVENT

The Coats that will be featured for Spring and Easter parading, for everywhere wear new spring, bright, cheery, snappy styles. All moderate prices.

FLOOR COVERING

We have a good selection of Floor Covering in 2, 3 or 4 yd. width; also big assortment of Rugs 6x9, 12x15. Be sure and see our range.

SPECIAL

Royal Household Flour 98 lb. bag $2.50
Keynote Flour ..... 98 lb. bag $2.00
Grain Feed ..... $1.65 a bag
Barley and Wheat mixed .... $30.00 ton

This Store will be open Saturday night, commencing April 1st, and closed Thursday afternoons.

F. T. HILL & CO., Limited

PHONE 7 **MARKDALE, ONTARIO** WE DELIVER