Why We Need New Money!

This year we are spending about ten million dollars to extend our system to accommodate new subscribers.

Year by year we must spend millions so that people requiring telephone service may be accommodated!

Such huge sums of course cannot be provided out of our revenue. The only way of obtaining money in such amounts is from investors seeking profitable employment for idle funds.

Investors naturally won't put their money into any enterprise that does not promise absolute security and a sure return. Nowadays security and a handsome return on investments are not difficult to find!

Our problem then is, in spite of the high cost of everything we buy in both labor and material, to pay such a return to present investors—our shareholders—as will attract new money. This must be accomplished while, at the same time, keeping our service up to the highest standard. If the rate of return is not attractive, then the supply of new money ceases.

This is the problem of telephone companies everywhere. None of them has found any other solution than to charge a fair and adequate rate to subscribers.

THE BELL TELEPHONE COMPANY
OF CANADA

The cost of the white paper on which newspapers are printed mounts steadily upward. The increased price which went into force on July 1st represented an added expense for Canadian publishers of not less than the huge sum of eight million dollars. In December, 1916, the price of newsprint was $36 a ton. Early this year it was $80. The new price is $110 a ton—an increase of $74 over the price prevailing up to 1916—more than 205 per cent. For the last quarter of the year the price will be $130 a ton, or 261 per cent. over the price prevailing four years ago.

POINTERS ABOUT MILK

Information Relating to Cheese Factory and Town Supply.

The Percentage Composition of Milk —Handling Milk for the City Trade — Hot Weather Poultry Counsel.

(Contributed by Ontario Department of Agriculture, Toronto.)

THE term percentage means so much in 100—that is, in one hundred pounds, gallons, etc. The composition of milk is usually stated as so much of each part in one hundred parts or pounds. This varies considerably according to breed of cattle; lactation period, or length of time milking; whether first or last of the milking, and upon many other conditions. Usually, however, in Ontario, the milk will have about the following composition:

Water	87.5
Fat	3.5
Casein and albumen	3.2
Sugar	5.0
Ash	0.8
Total	100

The buttermaker takes one part only from the milk, the fat. The cheesemaker takes out chiefly two parts or constituents, casein and fat. The condensery and powder milk manufacturers make use of all the solids in milk for human food, hence are able to pay higher prices for milk than can manufacturers of butter and cheese. Because milk contains on the average only about three-and-one-half pounds of fat, which when made into butter has mixed with it from 16 to 20 per cent. of water and salt, thus making only about four pounds of butter out of 100 pounds of milk, we see why butter must of necessity be a high price per pound. The cheesemaker is able to make 8½ to 10 pounds cheese per 100 pounds milk, consequently is able to sell his product at about one-half the price per pound which butter sells for, and yet pay as high, or higher prices per 100 pounds milk than can the butter manufacturer. The condensed and powder milk manufacturers are able to sell their products at a still lower price per pound, because they are able to recover from twelve to twelve-and-one-half pounds of solid food material from 100 pounds milk.

From the foregoing we see that the commercial value of milk has a very close relation to its composition, and the use that is made of the various parts of the milk solids.—H. H. Dean, O. A. College, Guelph.

Try us for your next job printing.

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at the
NORTHERN Business College
Owen Sound, Ont.
The only Canadian School with a practical department.
Open all year. Catalogue Free.
C. A. FLEMING, F.C.A., Principal
G. D. FLEMING, Secretary.
Mention this paper when writing)

BOAR for SERVICE

Purebred Tamworth Boar for service on lot 167, S W T and S E., Artemesia,. Terms—$1.50.
Feb 15 —T. J. STINSON, Prop

Farm For Sale

Lot 155 and 156, con. 2, W.T. &S.R., Artemesia, containing about 110 acres, over 90 acres cleared, good buildings, small orchard, well watered. Apply to
ROD. STEWART,
J24 Proton R. R. 3.

ROAD CLOSING

Notice is hereby given that the Council of the Township of Artemesia will, after one month from the first publication hereof in The Flesherton Advance, the date of which first publication is the 12th day of August, 1920, proceed to pass a Bylaw to close up and disposing of the undermentioned original allowance for road, being in the Township of Artemesia, viz., That part of original allowance for road lying between lots 150 and 151, in the third range S W T & S R, commencing at a point in the S W limit for road between the 2nd and 3rd ranges S W of the T and S Road, thence S W seven chains and fifty links, more or less, to the N E limit of deviation road over said lot 50.

All persons interested are hereby required to take notice and govern themselves accordingly. —W. J. BELLAMY
Dated August 12, 1920.

For Service

One pure bred Shorthorn Bull on lot 36, con. 9, Artemesia. Terms $1.50 for grades. Must be paid within 9 months from date of service.
19.Jan.9 —R. O. TURNER.

ESTABLISHED 1872

Business was never more prosperous than during 1917—1919. Prices and profits increased—anyone could make money. There are many indications that the next two years will see a great change. When prices decline there will be many opportunities for the man with ready money. Start your savings account today.

BANK OF HAMILTON
DUNDALK BRANCH—A. M. Carthew, Manager
SUB-BRANCH PROTON—C. J. Forster, Sub-Manager

Wheat Participation Certificates

The Wheat Board has announced an initial payment of

Thirty Cents Per Bushel

on participation Certificates.

We Give Service

Bring in your certificates and we will collect the amount for you.

Our facilities are always at your disposal.

THE BANK OF TORONTO

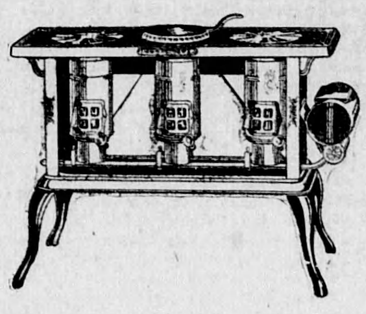
"THE ELDRIDGE"

Dependable Sewing Machines at Moderate Prices.

SOLD BY
W. A. ARMSTRONG
FLESHERTON, ONT.

Boar for Service

The undersigned has a thoroughbred Yorkshire Boar for service on lot 11, con. 8, Osprey. Terms $1.50.
FRED SPOFFARD



New Perfection Oil Cook Stove

Speedy—Touch a match to the burner and it is ready for use instantly, just as speedy as a gas stove.

Steady—Set the flame where you want it. You can always see it through the mica door and it stays where you set it.

Clean—Does not blacken pots and pans. The long blue chimney turns every drop of oil into cooking heat. None of it escapes in smoke or soot or disagreeable odor.

Hot—For every cooking purpose there is always an abundance of steady, clean, intense cooking heat directly against the utensil.

Oven—Glass door, will not steam or break. Three point lock device saves heat. Scientific heat circulation, all steam and moisture carried away. No soggy food.

Call and let us show them to you. Made in 2, 3 and 4 burners.

F. W. DUNCAN
HARDWARE. FLESHERTON

BUSINESSCARDS

Societies

PRINCE ARTHUR LODGE, No. 333, A.F.& A M, meets in the Masonic hall, Armstrong's Block Flesherton, every Friday on or before the full moon. T. Clayton, W. M., A. E. Bellamy, Secretary

Dentistry

Dr. E. C MURRAY L. D. S, dental surgeon honorgraduate of Toronto University and Royal College of Dental Surgeons of Ontario. Gas administered for teeth extraction Office at residence Toronto Street, Flesherton.

Medical

Dr W. J. Henry, M. B., graduate of Faculty of Medicine, Toronto University. Office —Dr. Little's late residence, Flesherton.

F OTTEWELL
Veterinary Surgeon
Graduate of Ontario Veterinary College residence — second door south west on Mary street. This street runs south Presbyterian Church.

Legal

LUCAS, & HENRY—Barristers, Solicitors, etc.—I. B. Lucas, K. C.; W. D. Henry, B. A. Offices, Markdale Lucas Block, Phone 24. Branch offices at Dundalk and Durham.

WRIGHT, & TELFORD, Barrister, Solicitors, &c. Offices, Grey & Bruce Block, Owen Sound. Standard Bank of Flesherton, (Saturdays). W. H. Wright, W. F. Telford K.C.

Business Cards

WM. KAITTING, licensed Auctioneer for the counties of Grey and Simcoe. Farm and Stock sales a specialty. Terms moderate, satisfaction guaranteed. Arrangements for dates may be made at the Advance office, or Central telephone office Feversham or by addressing me at Feversham, Ont.

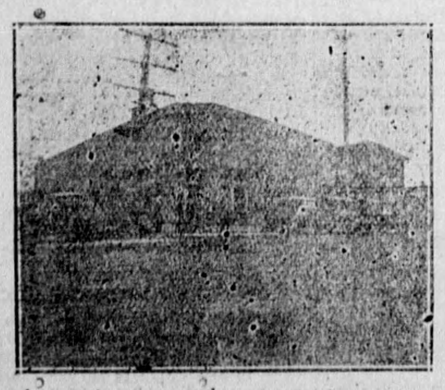
D. McPHAIL, Licensed Auctioneer for the County of Grey. Terms moderate and satisfaction guaranteed. The arrangements and dates of sales can be made at The Advance office. Residence and P.O., Ceylon. Telephone connection. Dec 6, 70

Farm For Sale

100 acres, 70 under cultivation; bush has some good timber. Good stock or grain farm, well watered, large brick house, frame barns. Possession March 1st, 1921. Apply to
ISAAC SINCLAIR, Flesherton
Or Rev. W. A. Sinclair, Lemonville, Ont.
22Oct20

Flesherton Garage

Agents for Ford, and Gray Dort Cars



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We have installed a complete acetyline welding plant and can do the most intricate work on all classes of broken metals.

Batteries rebuilt and recharged.

No-Knock Gas Saver on hand.

NOW is the time to buy your Legalite Lens.

Our large garage is now fully equipped with the latest modern appliances and we solicit your patronage.

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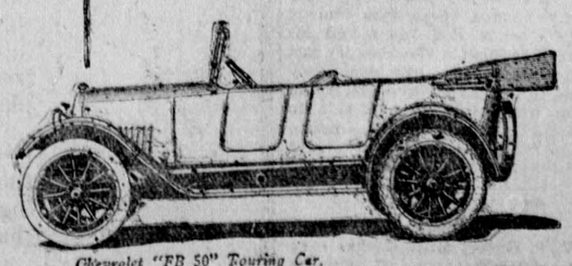
CHEVROLET

FINISH does not make the automobile any more than clothes make the man, but the finish and equipment of the Chevrolet "FB 50" Touring Car are evidence of the care with which it is made throughout to meet the requirements of the most particular motorist.

D. McTAVISH & SON
Flesherton, Ontario



Chevrolet "FB 50" Touring Car,