WE SELL

PETER HAMILTON

FARM IMPLEMENTS

CUT PRICES

- on -

MANURE SPREADER, WAGON

4 WALKING PLOWS, MOWER

JOHN HEARD, IMPLEMENT AGENT. FLESHERTON.

Insurance Is Good, But—

Insurance will, in a measure, repay you for loss from fire due to lightning.

But *it will not prevent the fire.*

It takes the DODD System of Lightning Protection to do that.

In the past thirty years over 300,000 buildings have been rodded by the DODD System and in not a single instance is there a record of the DODD System properly installed, having failed to prevent damage by lightning.

The fact that you haven't yet suffered loss by lightning only means that you are fortunate, not that you are proof against it. ***Ask us today what it will cost you to have DODD protection.***

S. HEMPHILL

Ceylon, - Ontario.

Up-to-date Clothing

Perfect in workmanship and style. Clothing made to orde. Serges, Worsteds and Tweeds on hand also a good line of Men's and Boys' stylish

Ready-to-wear Suits & Overcoats

All at lowest possible prices.

Cleaning, Repairing and Pressing

H. ALEXANDER

Merchant Tailor

Feversham, - Ontario

Flesherton Tin Shop

I have just placed on the shelves a full line of Tinware, Nickelware and Agateware for domestic use. Call on me and get your suppies.

Eavetroughing, Stovepipes and Stove Furnishings.

Repairing of a kin is promptly attended to.

Pipefitting, including pump work.

Furnaces installed. Agent for Clare Bros. Furnaces.

D. McKILLOP

CHRISTOE BLOCK

FLESHERTON ONTARIO.

BOAR for SERVICE

Purebred Tamworth Boar for service on lot 167, S W T and S E, Artemesia. Terms—$1.50. Sows not returned will be charged same as those in pig.

Feb 15 —T. J. STINSON, Prop

Boar For Service

Pure bred Registered Yorkshire Boar for service—Maxwell Jack 62903—on lot 167, S. W. T. & S. R., Artemesia. Terms $1.50. Sows not returned will be charged same as those in pig.

10,4,19 T. J. STINSON

SELLING FARM PRODUCE

Standardization Is Necessary for the Best Results.

Graded Fruits or Vegetables Attract While Mixed Grades Repel—The Satisfied Consumer Will Come Again—Quality Pays.

(Contributed by Ontario Department of Agriculture, Toronto.)

Will the consumer pay for quality? Yes, and liberally if he understands what standardization means. Criticism is frequently directed at the farmer producer for the lack of attention given to grading and packing of the product of his farm. Fruits in different stages of ripeness, different sizes, shapes and colors are frequently seen in the same package. Chickens of various breeds, sizes, types and degree of plumpness are jumbled together in the same crate and form a marked contrast when placed beside a crate containing birds of the same sex, size, plumpness and color. To the well ordered mind uniformity always appeals, while mixtures and jumbles repel as so much junk. If a child goes into a candy store it will soon learn that mixtures are sold at a lower figure than standard confections. And so it goes through life — a mental attitude is developed by the great majority of consumers to regard those products that are not standardized as being less attractive and having a lower value. The percentage of particular consumers has increased much fastter than the percentage of agricultural producers who standardize their products. In the old days the wormy apple, the misshapen potato and the old hen may not have lost their attractiveness, but times have changed, more people have more money to spend on foods than ever before. With the increase of the family income or wealth during the past twenty years the attitude of the younger generation towards the foods that they eat has changed very considerably. If we refer to the good old days when oatmeal was the standard breakfast food and citrus fruits were only seen at Christmas time, we will realize what present day attitude toward quality in foodstuffs means when compared with the past. With this advance in tastes for foods which may be largely flavor and of little value when considered from the standpoint of nourishment, the demands for foods that appeal to the eye and to the sense of taste have increased very greatly during the past five years.

People Will Pay for Quality.

Standardization of food products will put the rosy cheeked, clean, uniform, sound apples in one basket and it will put the wormy, scabby, misshapen product in another. People are willing to pay for quality providing they have a guarantee that they will be handed a quality product in exchange for their money. How many householders have had the all too frequent experience of putting one-third of their purchase in the garbage can? Inferior materials should be directed into channels where they would be used to the best advantage instead of being a millstone or dead weight in occupying space, increasing carrying costs in transportation and reducing the attractiveness of the superior portion of the commodity.

In seasons of food shortage mixed and lower grades of food products will usually sell and show a margin of profit, but when food products are abundant the more attractive grades sell most readily and create a want for more high-class produce, which demand frequently must be filled from the lower grade. This substitution of a low grade for a high or standard product kills the incentive to buy. Stung once, the particular purchaser consumer will hesitate to buy. They look, but do not buy.

Grading Best for Perishable Foods.

The amount of perishable food in the fruit, vegetable and poultry product classes that is now consumed, while very large, is not as great as it would be under standardization. Experiences with mixed grades, poor quality and poor packing leave an impression on the mind of the average purchaser that will take some time to erase. When the perishable food product of Ontario is standardized and marketed in a way that will command the confidence of the consuming public an increased demand is bound to follow.

The Satisfied Consumer Is an Asset.

If all the food produce offered for sale could be standardized and marketed in such a way as to develop the market for future crops much benefit would result. Satisfied consumers of this year's product will look to the same source again next year. Consumers know or should know what they want, and if given a standardized packet of food product in exchange for their money will, if suited, go on patronizing standard products. Salesmanship has been too frequently used to sell a consumer something that he did not want, material sold with the one idea of getting rid of it and no thought of the future.

If the farm end of the food products industry is to develop to the fullness it merits, all produce grown for sale will have to be marketed through co-operative marketing organizations. Standard, honesty prepared, packed and delivered produce is the only course to pursue in developing a worthwhile market for form produce in our Canadian cities or abroad. Any food producing community that is without a co-operative marketing organization should consider the establishment of such. Those districts that have such should consider expansion by amalgamating with similar organizations. Standardized products, common honesty, any industry will make for success in producing and disposing of farm products.—L. Stevenson, Secretary, Department of Agriculture, Toronto.

Small Ads.

Try Feversham Pastry Flour, the best for your cook. All Ontario wheat

For Sale—A few tons of good hay—Herb. Corbett, Proton, Cloverdale Farm

Chopping done on Tuesday, Thursday and Saturday—Graham Bros. Eugenia

Honey For Sale—Clover honey at reduced price—G. W. Graham, Eugenia.

Good comfortable house and stable to rent, near town. Applt at this office.

For sale—A quantity of flax seed $2.50 per bushel.—Peter Muir, Ceylon.

Stable for sale or rent in town—Apply to Mrs. M. Thistlethwaite, Flesherton.

Hay for sale—About ten tons and a few loads of straw—W Johnston, Proton Station P.O.

Six building lots in Flesherton for sale on Toronto street, finest location in town—Apply to B. Welton, Flesherton

Expected to arrive this week, one car of corn and a car of No. 2 C. W. oats—W. C. White, Ceylon. Line 2, ring 3,3

Registered Oxford Down Sheep for sale or exchange for other stock—John Parker, proton Station P.O.

For Sale—Frame house and lot for sale n Flesherton.—Apply to W. Sanderson at the Munshaw House.

For Sale—Birds pure wool Mackinaws in black, brown and grey, also knit stockings.—H. Alexander, Feversham.

For Sale or Rent—The old egg factory in Flesherton, on easy terms. Apply to R. J. Sproule, Flesherton.

For Sale—Dominion Organ, 6 octaves, in first class condition, price reasonable—W. A. Hawken's Music Store, Flesherton.

AGENCY—Manufacturer of high class Flavorings wants local agent. Must have best of references. No capita required. Splendid opportunity for lady or man of ability. Write Box 2465, Montreal.

Stock For Sale—Team of colts four years old, weigh about 1300 pounds, well broke; also two cows, one just in, the other due in about three weeks—Guy Orr, Proton Station P O.

For Sale—Choice tamarack sticks for barn timber and wood. Orders taken for scantling, planks and lumber. Apply Reg. Stevens, Proton Station.

Gunn's Fertilizer For Sale at Flesherton Station—Parties wishing to secure Gunn's Sure Gain Fertilizer can do so by corresponding with W. J. Meads, as he is agent for this district and keeps it on hand. Can be secured any week day but shipping day preferred. As the price is greatly reduced it will be in the interest of those wanting these goods to get my prices—W. J. Meads, Flesherton P. O. Telephone 3 r 4

FLESHERTON BAKERY

IT'S WORTHY—THE BREAD WITH A PURPOSE.

Yes, our Pure Food Bread has a worthy purpose It brings health and strength and a meal time satisfaction to the folks who partake of it regularly. One slice calls for a loaf, one loaf forms the habit.

Bread is your best food—eat more of it.

PHONE 8

FRED PINDER, Flesherton

THE MARKETS

Carefully Corrected Each Week

Barley	0 70 to 0 70
Peas	1 25 to 1 25
Buckwheat	0 80 to 0 80
Potatoes	1 30 to 1 30
Apples	4 00 to 4 00
Butter	0 22 to 0 24
Eggs	0 40 to 0 40
Winter Wheat	1 05 to 1 05
Spring Wheat	1 00 to 1 00
Oats	45 to 45

Flesherton Tonsorial Parlors

We Aim to Give Entire Satisfaction

LAUNDRY—Basket closes Monday night, delivery Friday ev

CLEANING and DYEING— We ar agents for Parker's Dy Works—Clothes leaned and dyed, feathers rejuvenated

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Notice of Registration Of By-Law

Notice is hereby given that a Bylaw was passed by the Council of the Township of Artemesia on the 15th day of December, 1921, providing for the issue of debentnres to the amount of $1000 for the purpose of paying the balance due by the Police Village of Priceville in installing the Hydro Electric system in the said Police Village, and that such Bylaw was registered in the Registry Office for the Registration Division of the South Riding of the County of Grey, on the seventh day af January, 1922, as No. 135.

Any notice to quash or set aside the said Bylaw must be made within three weeks of the first publication of this notice, and cannot be made thereafter.

Dated the 12th day of January, 1922

—W. J. BELLAMY, Clerk.

Bull For Service

Pure bred Durham bull, No 148013 for service on lot 162, S W T & S R, Artemesia. Terms—$2 for grades. $5 for thoroughbreds. —G. AKINS, Prop may1

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. Peter Muir. W. M R. G. Holland, Secretary.

Dentistry

DR B. C MURRAY L. D. S, dental surgeon honor graduate of Toronto University and Royal College of Dental Surgeons of Ontario. Gas administered for teeth eXtraction office and residence. Toronto Street, Flesherton.

Legal

LUCAS, & HENRY—Barristers, Solicitors, etc.—I. B. Lucas, K. C.; W. D. Henry, B. A. Offices, Markdale Lucas Block, Phone 2A. Branch offices at Dundalk and Durham.

WRIGHT, & TELFORD, Barrister, Solicitors, &c. Offices, Grey & Bruce Block, Owen Sound. Standard Bank Chambers, Flesherton, (Saturdays). W. H. Wright, W. P. Telford Jr.

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 Auctionee 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.

DR. A. TURNBULL, B.A., M.B., graduate from the Faculty of Medicine, University of Toronto. Office—Richardson Block, Flesherton, Telephone 35.

Better Rubber Footwear at the Regular Price

If Ames Holden Rubber Footwear wasn't better—if it didn't wear longer—we would not support the iron-clad *guarantee* that goes with every pair.

These facts hold good with Ames Holden Leather Tops. The finest chrome leather upper is sewn *over*, not inside the pure rubber bottom, sheds water and dirt and gives longer wear with greater comfort.

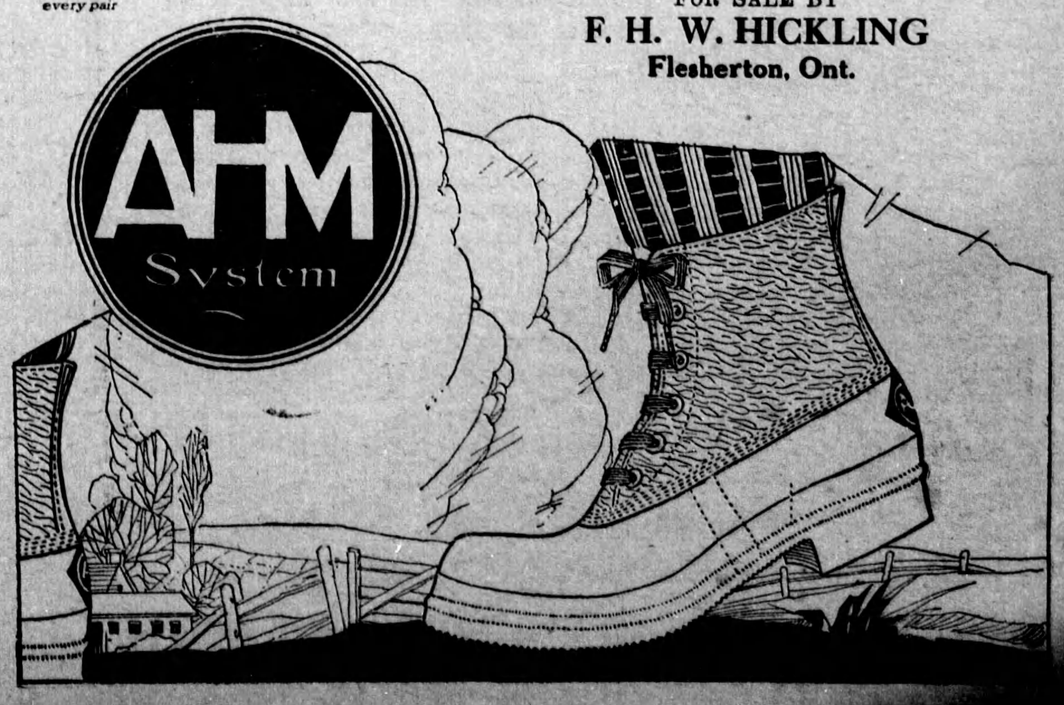
There's an Ames Holden Rubber Shoe or Boot exactly suited to the work you do, backed by the unusual guarantee and sold by us.

AMES HOLDEN RUBBER FOOTWEAR

"Every pair of Ames Holden Rubber Footwear is *guaranteed* to outwear any pair of similar shoes of any other make, sold at the same price and worn under the same conditions."

Look for the Ames Holden mark on every pair

FOR SALE BY

F. H. W. HICKLING

Flesherton, Ont.