How He Raised the Blind

A certain fancy goods dealer in Aberdeen, on being told that his blind was a disgrace to a window excused himself, on the plea that a new one was too costly. "But," his friend replied, You'll lose business if you keep a shabby blind like that." I believe you're right," said the shopkeeper. "I must really see what I can do." Some weeks after his friend called again and was delighted to see a decided change for the better. "That's a lovely blind you've got," he remarked. "It must have cost a fine penny." "It did that," was the naive reply. "But my customers helped a great deal. You see, I placed a collection box on the counter with a printed notice, "For the Blind," and I got all I wanted."

An unique situation in politics, and one probably unprecedented in any Canadian constituency, has arisen in the riding of South Huron, where two brothers have been nominated to represent different parties in the coming Federal election. The brothers are, Thos. McMillan of Hullett township, who will be the Liberal standard bearer, and Robert McMillan of Seaforth, who has been chosen as the farmer candidate.

Keep your Vacation in Kodak Pictures

You don't *spend* your vacation you *save* it—if you KODAK.

We have a wide range of Kodaks, $6.70 up, Brownies, $2.05 up, and Kodak accessories—everything for the camerist.

You'll want extra rolls of Kodak Film—the dependable Yellow Box brand. We have your size.

W. A. Armstrong & Son
FLESHERTON

KIMBERLEY

Mrs. Frank Smith of Detroit, and Miss Mae Hutchinson of Swift Current, Sask. are visiting their parents Mr. and Mrs. Geo. Hutchinson.

Mr. and Mrs. Walter Burritt and daughter Florence, of Niagara Falls, spent the past week with Mr. and Mrs. S. S. Burritt.

Mr. and Mrs. Chas Good and daughter Dorothy have returned to Toronto after spending a couple of weeks with Mrs. J. Plewis. Other Toronto friends motored up on Sunday for them.

Mr. and Mrs. Murray Thibet of Harkaway, a recent bride and groom, spent the week nd with the bride's sister Mrs. Saul Fawcett.

BORN — On Wed. August 12th, to Mr. and Mrs. Saul Fawcett, a daughter, (Audrey.)

Mr. and Mrs. Ellison and Joe, have returned after three weeks holidays with friends in Guelph, Kitchener, Toronto, and Shelburne.

Mr. and Mrs. Frank Davis spent Sunday with Mrs. Plewis.

Mrs. Ferguson was called to Meaford last week, to the funeral of her sister Mrs. Walters. We sympathige with Mrs. Ferguson in the shock of the sudden death.

Mr. and Mrs. D. A. Graham and family of Vandeleur, spent the week end, with Mr. and Mrs. Burritt.

Miss Alice Shaw has spent the past week with her sister Mr. Saul Fawcett.

Mr. and Mr. John Taylor and children of Owen Sound spent the week end with Mrs. J. Lawrence.

Mr. Norman Burritt spent the pats week at his home here.

New Carrier on R. R. 2

After a holiday of fifteen years from carrying his majesty's mail, Mr. W.P. Crossley of town is again taking up the occupation, this time on Rural Route 2, from Flesherton. Mr. Samuel Semple has been the carrier for the past three years, but on account ill health was obliged to relinquish his contract.

Detroit must spend $1,000,000 repairing street pavements damaged by recent cloudbursts.

CO-OPERATIVE SELLING

What Ontario May Learn From California Fruit Growers

An Immense Range of Business—The Market Still Growing — Organized Effort Pays the Producer—Legume Inoculation—The New O. A. C. No. 144 Oat.

(Contributed by Ontario Department of Agriculture, Toronto.)

The California Fruit Growers' Exchange shipped 17,857,417 boxes of oranges, lemons and grapefruit in 45,258 cars to points outside California; increased its proportion of all citrus fruit grown in the state from 68.7 to 75.8 per cent.; returned $55,223,450 to its members; lost through failure of customers only $6,926.70; did all this business at a cost of 1.51 per cent. of the delivered value and, including advertising, 2.48 per cent. Such is the record for its last financial year of the California Fruit Growers' Exchange, whose products are best known to Canadian consumers by the brand "Sunkist."

An Immense Range of Business.

The California Fruit Growers' Exchange is the oldest and largest of the California Co-operatives. In the last twenty years it has returned to its members $546,000,000 from the sale of their products. It is a federation of 208 local associations with 11,000 members. The locals each have their own packing houses and are fully responsible, financially and otherwise, for their own local activities. They are grouped into 21 district exchanges. Each district exchange has one director on the board of the California Fruit Growers' Exchange, which owns the brand "Sunkist" and acts as the Central Selling Agency for all the fruit. It has business connections with 3,500 wholesalers, who serve 400,000 retailers, who in turn serve 113,000,000 consumers in Canada and the United States.

The Market Is Still Growing.

The market demand for its products is being constantly increased by the Exchange. Twenty-five years ago the orange growers of the State were faced with what they thought was over-production. Since then production has quadrupled and the crop is still consumed. Judicious advertising and merchandising methods have kept demand equal to or ahead of supply. A levy of four cents a box on oranges and 6½ cents a box on lemons pays for it all. Advertising and dealers' service work is directed chiefly to the retailer and consumer. In any cross-road village in Ontario, where you could not buy an Ontario apple, you will find oranges constantly displayed according to directions worked out by those wide-awake growers in Southern California.

Lower Freight Rates Secured.

Last year an arrangement was made with the railways by which, through the use of larger cars and quantity shipments, a lower freight rate was secured on oranges. The reduction will effect a saving of $3,000,000 a year to the orange growers of the State. This works out to 14 cents a box. The total cost of the organization's services, exclusive of advertising, is 6.86 cents per box or less than half the amount of the reduction.

Organized Effort Pays the Producer.

The oldest and best Co-operative Marketing Association of California, after a quarter of a century of successful experience, is still demonstrating that the farmers' marketing problems can only be solved through organised marketing effort by the farmers themselves.—R. D. Colquette, Professor of Marketing, O. A. College, Guelph.

Legume Inoculation.

The popularity of the Bacteriology Department of the Ontario Agricultural College is attested by the following statements: During 1923 a total of 4,327 cultures of legume bacteria for seed inoculation were prepared and sent out. Of this number alfalfa was most frequently asked for, with 1,892: Red clover, 886; sweet clover, 652; peas, 524; alsike, 143; soy beans, 88; beans, 71; sweet peas, 39; vetch, 31; white clover, 1. The creamerymen and the cheesemakers asked for and were supplied with 147 lactic starters, and 63 Bulgasicum cultures.

The multiplying influence of the various bacteria sent from the Bacteriological Department during the year had a very noticeable influence on legumes of the fields and the finished dairy products of the factories.

The New O. A. C. No. 144 Oat.

The O. A. C. No. 144 oat was obtained from the Siberian variety through nursery plant selection. This oat, which matures about the same time as the Banner, has a spreading head, whfte grain and less than the average per cent. of hull found in oats. The straw is strong and it has proven to be an excellent yielder of grain.

When tested on thirty-two farms situated in twenty-one different counties in Ontario in 1923, it outyielded the O. A. C. No. 72 by 5.7 bushels, the O. A. C. No. 3 by 10.3, and the Liberty Hulless oat by 17.3 bushels of grain per acre. In triplicate plot tests at the College in the average of the last five years, it surpassed the O. A. C. No. 72 by 4.3 and the Banner by 5.6 bushels of grain per acre. During this five-year period the straw of this variety lodged less than either the O. A. C. No. 72 or Banner. Oats. —Dept. of Extension, O. A. College, Guelph.

Salt serves as a spice or condiment which whets the appetite and increases the palatability of feed for live stock.

Small Advertisements

LOST OR STRAYED

HEIFER STRAYED — Came to the premises of James McKenzie, Lot. 12 con, 13. Osprey, about July 15th, yearling heifer. Owner claim property and pay all expenses.

LOST — Lap robe colored on one side and black ont he other, between Singhampton and my home.—John Englis, Singhampton.

LOST — Black and white hound about July 20th. Answered to name of Rex. — Chas. Hanley, Eugenia, P.O.

FOR SALE

Seed wheat for sale. — W. Akitt, Flesherton.

FOR SALE — A stack of hay for sale. Cheap for cash. — J. K. McLeod.

FOR SALE — Pair of steel trucks for sale. — W. M. Frooks, Priceville.

FOR SALE—On Ford Touring car, a bargain for quick sale. — T. W. Findlay, Flesherton.

FOR SALE—DeLaval Cream Separators and repairs.—W. A. Hawken, dealer, Flesherton.

DOG FOR SALE — Black and tan hound for sale, trained on deer. For quick sale at this office.

FOR SALE — 20 young pigs for sale Apply to J. Hatton, R. R. 5, Markdale, phone 29-2.

FOR SALE—Two Mowers good as new, one 6-foot cut the other 5½-ft. cut.—H. Down & Sons, Flesherton.

FOR SALE — 1 top buggy in good condition. Must be sold to wind up estate. Apply to Thompson Davidson, Feversham.

For Sale — 1 set of blacksmith's tools. 2 set of harness, dry lumber and wagon. —A. Smith, Eugenia.

SHINGLES FOR SALE — Apply to Tom Harrison, R. R. No. 1, Varney, 4 miles south west of Priceville.

FOR SALE — A good Cleveland make bicycle, nearly new. Equipped with parcel carrier, good Dunlop tires and electric, rear and headlights, with a battery each. Mileage veeder, tire bell and supply of tools. All in good order. For particulars apply to Joe Meads, Box 62, Flesherton. Phone34-4.

MISCELLANEOUS

ROOMS TO LET. — Apply to Mrs. M. Thistlethwaite, Flesherton.

NOTICE — Chopping done on Sat. only. — Graham Bros., Eugenia.

WANTED — A calf, one week old. Alex Best. Proton, R.R. 3 phone 41-3.

Board for students — High school pupils to board or room, opposite the high school. — Mrs. Ed. Best, Flesherton.

NOTICE — Trespassing forbidden on lots 159, 160, and 161, 2nd range, W. T. S. R. — N. Archibald, Proton Station.

R. McKillop, C.P.R. Supt. Met Osprey Council On R. R. Extension

With a view to ascertain the possibilities of the extension of theSaugeen branch of the Canadian Pacific to take in villages in Osprey township, Mr. R. McKillop, superintendent of the Bruce division of the C.P.R., met the council of Osprey township, and others from that township in Flesherton on Monday afternoon. A drive was taken east to Maxwell and Feversham, and thence to Banks and Gibraltar, and viewed the scope of country in that part. Mr. McKillop would not commit himself on the project, but said that the problem would have the serious consideration of C.P.R. officials.

There has been considerable talk on this question for some years past and recently the Osprey officials have again been in communication on the subject. The proposed line was to be a continuation of the Saugeen branch of the C.P.R. and would likely take in Eugenia, Maxwell and Feversham. Whether the line will be a certainty is not known but it would be a great benefit to the people in that part if the line was extended.

Reduced railway fares will again be in effect during the period of the Canadian National Exhibition.

Arscott & Son, butchers of Grand Valley, have disposed of their business there to Robt. Lang of that town.

FARMS FOR SALE

On the Toronto Line Provincial Highway. Three farms, two of 100 acres and one of 50 acres all cleared. First class buildings, up to date in every particular. Will sell any one of these. Good brick house on each of the farms. The stabling for animals is perfect. One farm has ten acres hardwood bush and another hundred has three acres of timber and has buildinngs for everything needed, including poultry house and pig pens. No broken land and clear of weeds. Any person interested should investigate.

—T. J. STINSON.
1my Proton Station P.O.

RESIDENCE FOR SALE

The property of Mr. Roy K. Gibson situated in the village of Ceylon. Buildings in first class shape, good cellar, electric lights, cistern, etc. Will be sold for cash or small payment down with easy terms.

Full particulars from S. E. de Cudmore, phone 24-4, Flesherton.

Fall term opens Sept 1st.

ELLIOTT Business College

Young and Alexander Sts. Toronto

Every graduate of the last fifteen months has secured employment. Catalogue free.
W. J. ELLIOTT, Principal.

FALL TERM OPENS
September 1st

NORTHERN Business College

OWEN SOUND
Individual Instruction
Business Shorthand and Preparatory Courses. Catalogue ..Free.
C. A. Fleming, F.C.A. G. D. Fleming.

FARM FOR SALE ON EASY TERMS.

N. E. 50 acres of 171, and N. E. 50 acres of 172, in the 2nd con. N.E.T. and S.R., Artemesia. About 40 acres cleared, balance in bush, about 50 of hardwood; about 5 acres of soft timber; 2½ miles from Saugeen Junction If the purchaser can giv a good unencumbered farm in as collateral security, he can buy on easy terms of payment.

—GEO. RUTHERFORD,
Phone No. 7 Box 67, Shelburne

BULL FOR SERVICE

Purebred Shorthorn bull for service on lot 40, Con. 8, Artemesia.—Chas. Hanley, Eugenia P.O.

BOAR FOR SERVICE.

Tamworth Boar for service, 5 mos. old, reg. bacon type, on lot 31, Con. 1 O.D.R. Terms $1. Any sow not returned will be charged same as those in pig. Anyone wishing to leave the sow will be charged 25c per day extra—JOHN MEADS, Priceville P. O., R. R. 3. 8wks

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BUSINESS CARDS

Dr. E. C. Murray, L.D.S., dental surgeon, honor graduate of Toronto and Royal College of Dental Surgeons of Ontario. Gas administered for teeth extraction. Office at residence Toronto Stret, Flesherton.

Dr. A. Turnbull, B.A., M.B., graduate from the Faculty of Medicine, University of Toronto. Office—Richardson Block, Flesherton. Phone 35.

Prince Arthur Lodge, 333, A.F. & A.M., meets in the Masonic hall, Armstrong Block, Flesherton, every Friday on or before the full moon. G. Banks, W.M., F. J. Thurston, Sec.

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

Telford & Birnie, Barristers, solicitors, etc., Offices—Grey and Bruce Block, Owen Sound; Standard Bank Block, Flesherton, (Saturdays). W. P. Telford Jr., J. F. P. Birnie.

Wm. Knitting, 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.

C. C. Middlebro, Barrister solicitor, etc. of Durham. Will be in Flesherton every Friday from 4.30 p.m. to 8.45 p.m.

SIX HILL STORES

We buy together in order that our customers in the six communities may materially benefit individually.

F. T. HILL & CO., Ltd.
Markdale, Ontario

THE HILL STORE

A Store everyone instinctively associates with high quality merchandise at the fairest possible prices.

Large Assortment of New Goods For August Shoppers

Go ldSeal Congolenm Rugs at Less Than You Pay Elsewhere

A consignment of the four best selling sizes in three of the most beautiful patterns designed by the Gold Seal Congoleum manufacturers. Buy yours before the stock is exhausted.

Gold Seal Congoleum Rugs, 7½x9	$ 9.85
Glod Seal Congoleum Rugs, 9x9	11.75
Gold Seal Congoleum Rugs, 9x10½	13.75
Gold Seal Congoleum Rugs, 9x12	15.75

Ladies Dresses of Distinction in All wanted Materials, Most Reasonably Priced

Not in our many years of merchandising have we assembled such a complete range of Ladies' Dresses in all wanted materials such as silk cantons figured and plain crepes, crepe knit, poiret twills, flannels, silks, broadcloths, etc. These were bought in large quantities at very special prices and have been priced acocrdingly, which brings them within reach of all. No need of going out of town where you are sure to pay higher prices for similar or inferior garments. In the lott here is a wide range of prices, such as $5,95, $6.95, $7.50, $9.75, $10.75, $13.75, $14.75, $19.85 and up to $25.00.

Fancy Silk Figured Crepes, regular 2.95, for 1.98 a yard

There are three pieces of this line which were all the firm from whom we purchased it had, therefore we got a big price reduction. Regular $2.95, special $1.98 a yard.

Fancy Collar and Cuff Lace Tabs

Our showing of fancy lace tabs for collars and cuffs include some very neat and attractive designs. The colors are rick and harmonize most beautifully. This trimming gives a dress or blouse an air of distinction while adding very little to the cost of the garment. They are most moderately priced.

Stripe Broadcloths 98c.

Stripe broadcloths have been so much in demand this year that they have become very scarce in the trade. We have been fortunate in securing a good asortment of a nice quality cloth which has been specially priced at 98c. per yard.

Silk Broadcloth 1.50 a yard

A few pieces of attractive colored stripe silk broadcloth has also just been placed in stock, the quality of which is very fine and even. Specially priced $1.50 a yard.

Beadora Voile 48c. a yard

This uncommonly pretty moterial has raised white dots which form the pattern and give the voile just the right weight to hang well without clinging. Remember this is the same dependable quality sold by many merchants as high as 85c. per yard. Specially priced 48 c. a yard.

Fancy Ribbons for Trimming Purposes

Att he moment fancy ribbons are much used for trimming dresses and blouses. We have just placed a good assortment in stock, all of which have been moderately priced.

Grocery Specials

Corn Flakes	10c. per package
Shredded Wheat	2 for 25c.
Tomatoes	2 tins for 35c.
Peas	15c. per tin
Salmon, 1 pound size	2 for 35c.
Thompson Seedless Raisins	2 lbs. for 25c.
Mixed Tea, very special	2lbs. for $1.25
Glycerine Soap, large cake	3 for 25c.
Pork & Beans, 2½lb. tin, reg. 35c. for	25c. tin
Jello	3 pkgs. for 25c.
Certo	35c.
Special Broom	49c.
Pickles, quart size	50c.
Pickles, 10 oz. size, reg. 30c. for	25c.
Sweet Pickles, 10 oz. size, reg. 35c. for	30c.
Sweet Gherkins, 10 oz. sifie, reg. 40c. for	35c
Comfort, Sunlight, White Naphtha and Gold Soaps, 4 cakes for	25c.
Sugared datesc, regular 23c.; 2 pkgs for	35c.

F. T. HILL & Co., Limited, Markdale