

Good Paint Is Not An Expense

A good paint does a great deal more than beautify a building. It protects the surface, seasons the wood, and hardens and prolongs its life.

Paint is not an expense, but an investment. Not an extravagance, but a saving, for it lengthens the life of buildings.

This is not a theory, but a proved fact.

Moore's House Colors are the best paints to use—and the most economical.

Moore's House Colors



These paints are made by paint-makers who have no superiors in the world. The linseed oil in Moore's Paints is pure. It is chemically tested. When the price of linseed oil is high, adulteration is prevalent, and the individual purchaser (who is not able to subject the raw material to chemical test) is apt to be "stung." Moore's Paints and Varnishes for every purpose.

MURESCO. We also make Muresco, for wall and ceiling decoration. Send for literature describing Muresco.

BENJAMIN MOORE & CO.
Brooklyn, N.Y. Chicago, Ill.
Cleveland, O.
Carteret, N.J.
Toronto, Can.



Ontario Provincial

WINTER FAIR

GUELPH, ONT.

December 11 to 15, 1911

Horses, Beef Cattle, Dairy Cattle,

Sheep, Swine, Seeds and Poultry

\$16,000 IN PRIZES

For Prize List apply to—

A. P. WESTERVELT, Sec'y, TORONTO

Silver Pine Healing Oil
Healed a Barb-Wire Cut
without leaving a scratch

Mrs. Kate McCrane, of Mowbray, Ont., writes:

"Please send me a bottle of your Silver Pine Healing Oil. I had a colt cut last winter with barb-wire—I used half a bottle and it healed up and didn't leave a scratch. Now I have another colt that has got cut that I calculate to heal with what is left, but I would like to have you send me another bottle if I should happen to need it, for I think I could not get on without it."

For all kinds of wounds, bruises, burns and sores on animals or human beings, Silver Pine Healing Oil is a quick, safe and wonderful healer. Keep a bottle on hand for times of need. In 25c., 50c. and \$1.00 bottles, at your dealer's or from the International Stock Food Co., Limited, Toronto, Can.



Our Telephones Chosen by Majority Of New Systems

IN Ontario where the fight for business is keenest—where all telephone manufacturers enter into competition—this company has assumed a commanding position. This year The Majority of municipalities and new companies entering the independent telephone field selected our telephones and equipment.

QUALITY WINS

Price cut no figure in securing the business of these companies. Other telephones were offered for less. SUPERIOR QUALITY won us the victories.

Our telephones were selected not only by new systems, but by those who had been using other makes, because they were proven to be the clearest-talking, strongest-ringing, simplest and best constructed. They were given the severest tests, the most minute and rigid examinations. They established their superiority beyond question.

BUSINESS DOUBLING

Between 400 and 500 Independent Canadian Telephone Companies are buying their supplies from us. Our business is again repeating last year's record, when it doubled in volume. What better guarantee of satisfaction

could a municipality or local telephone company want than the evidence of the satisfaction we are giving others?

10 YEARS' GUARANTEE

Everything we sell is guaranteed. Our Telephones are guaranteed for 10 years against defects in material or workmanship. Our Side Blocks and Top Pins are made specially for us, so as to insure uniform quality. In No. 12 Galvanized Line Wire we never carry anything but the best.

We stock nothing but first quality materials. And we stock them in large quantities.

Notwithstanding our large increase in business, our facilities are such that we are able to handle all orders promptly and satisfactorily. A Price List will be mailed on request.



NO. 3 BULLETIN

Our latest book on telephones has just been printed. It contains the latest, most authentic information on construction and operation of telephone lines. Also shows the most up-to-date equipment. Ask for the No. 3 Bulletin.

If you haven't a copy of our famous book, "Canada and the Telephone," profusely and graphically illustrated by a leading artist, we will be glad to mail you one, too.

FREE TRIAL

If your company is going to replace some old phones with new ones, or is just starting a system, ask us about our FREE TRIAL OFFER, whereby the quality and efficiency of our telephones can be judged before spending a dollar.

Canadian Independent Telephone Co.

24 DUNCAN STREET, TORONTO

Limited

160 ACRES of LAND FOR THE SETTLER

Large areas of rich agricultural lands, convenient to railways, are now available for settlement in Northern Ontario.

The soil is rich and productive and covered with valuable timber.

For full information regarding homestead regulations, and special colonization rates to settlers, write

The Director of Colonization
Department of Agriculture,
TORONTO

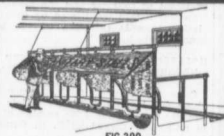


FIG. 200

B. T. SANITARY BARN EQUIPMENT

BT Stalls give cows absolute protection and freedom of movement. They will mean greater profits for you, as they cut down your expenses and increase the production of each cow. There are five exclusive features on BT Stalls which we would like to tell you about.

If you are building or remodeling send us your name and we will send you our new catalogue free.

BEATTY BROS.

Fergus, Ont.

HAVE YOUR BARN RIGHT INSIDE

When you build or remodel your barn make sure that you get the best results in interior arrangement for the comfort and health of your cows, as well as for your own convenience and profit. To insure these results the careful business farmer uses