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The Saskatoon Mutual Fire
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Saskatoon, Sask.

Dear Sir: I received your cheque for \$25.50 and receipted payment for this year's assessment on Policy, for loss of one cow by lightning, for which accept thanks. I shall certainly do all I can to get my neighbors to insure in The Saskatoon Mutual Fire Insurance Co. after the fair and equitable way you have used me in this matter.

Yours truly,
(Signed) J. H. Sandford.

The satisfaction of our Policyholders is one of the biggest assets we have.

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Saskatoon Mutual Fire Insurance Co.
813 Broadway, Saskatoon, Sask.

LIVE POULTRY WANTED

HIGHEST PRICES PAID Per lb.
OLD HENS (Big and Heavy) 12c
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SPRING CHICKENS Big 12c
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Live weight F.O.B. Winnipeg. Cash sent back the same day on receipt of goods. Crates sent on request. I guarantee to pay the prices I quote.

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THE POPULAR SCHOOL OF BUSINESS
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We are buyers of New Laid
Eggs, having a large outlet
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The Air Fleets

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for scout duty. What with the decimation of their ranks by the enemy and the natural wear and tear of active service on these smaller speed scouts, the issue soon may resolve itself into a duel between the fighting machines. If Germany succeeds in overrunning France and destroying her aeroplane and motor factories, her consequent command of the air, which seems an almost certain eventuality in such circumstances, would give her an advantage beyond estimate.

Here will lie the opportunity of some embryo Napoleon of the air. Just as long as both sides are well equipped with aeroplanes the land battles will be fought like games of chess, in that every move will be known almost in advance. The power of divination will no longer play a leading part in deciding the fortunes of war, and the advantage, as some famous general described it, "of guessing what the other fellow is doing behind the hill" will be discounted. Every move will be made in plain sight, and in each case there will be opportunity to checkmate it if its significance is correctly read. But high among the clouds, with hundreds of machines engaged, scarce able to distinguish friend from foe, open to attack from below, above or from either side, each side will plan desperate moves to wrest from the other the advantages of these far-seeing aerial eyes. Clever strategy may win, but more than likely the victory will go to the side with the greatest number of well-equipped machines operated by the best pilots.

As a rough estimate I should say the number of aeroplanes participating in the present struggle is not far from three thousand machines, divided not unevenly between France, Russia and England on the one hand, and Germany and Austria on the other. I am aware that this does not agree with the current idea that Germany is staking her all on the dirigibles, while France is risking her national life on the success of her aeroplanes. When one gets right down to actual figures France appears to have almost as many balloons as Germany, while the latter country, it seems safe to say, has more serviceable aeroplanes on hand than France. So far as relative numerical strength in aeroplane equipment is concerned, I should place the countries in the following order: Germany, some 1,300 machines; France, 1,000; Russia, 500; Austria, 200; England, 200. This assumes conditions at the time war was declared. Undoubtedly since then both sides have been turning out machines by the score, working their big factories day and night to the fullest capacity, so unless the aeroplane casualties have been far greater than press reports would indicate the number of machines in service is increasing daily.

What Canada is Doing

Continued from Page 9

The transportation of this force required no less than thirty-one large steamships. "It is probable that upon arrival in England the force will be organized as follows: Field troops, including a first reinforcement of 10 per cent., 26,400. Line of communication troops, 2,100. Total force at front, 28,500. This will leave about 4,500 men for training in Great Britain, who will constitute a reinforcement of nearly 20 per cent. for the men at the front.

Organize Second Force

"The government proposes forthwith to organize and train a second expeditionary force of 20,000 men, with first reinforcement of 10 per cent., making 22,000 in all. This force will be organized as expeditiously as possible, and the arrangement for providing the necessary arms and equipment are already in progress. The force at the front will, in this way, be brought up to 50,000 men.

"The government is also making preparations to organize and train the necessary further reinforcements for both the first and second expeditionary forces. The arrangements for organizing and training such reinforcements will be announced later."

In addition to the forces raised by the Dominion, several thousand Canadians who are reservists of the British, French, Belgian and Servian armies have returned to their former homes to rejoin the colors.

LIBERALS AGAINST RECIPROCITY

Some readers of The Guide have asked for the names of the eighteen Liberals in the City of Toronto who turned against their party and opposed the Reciprocity Agreement in the election of 1911. The following is the list:

- Sir Edmund Walker, President, Canadian Bank of Commerce.
- Sir William Mortimer Clark, former Lieutenant Governor of Ontario.
- John L. Blaikie, Financier.
- W. D. Matthews, Grain Merchant.
- W. K. George, Manufacturer.
- Z. A. Lash, K. C.
- W. T. White, Financier.
- G. T. Somers, Banker and Vice-President of the Board of Trade.
- Robert S. Gourlay, Manufacturer and President of the Board of Trade.
- R. J. Christie, Manufacturer.
- H. Blain, Wholesale Grocer.
- H. S. Strathy, Banker.
- L. Goldman, Financier.
- George A. Somerville, Financier.
- W. Francis, K. C.
- Jas. S. Allen, Wholesale Furrier.
- E. R. Wood, Financier.
- John C. Eaton, President T. Eaton Company.

BRITISH BUSINESS STEADY

Despite the fact that the large manufacturing European countries are at arms and Great Britain is seriously involved in the conflict, the wheels of industry continue to revolve in the Old Country. When the war broke out, many British firms suspended their advertising in Canada, several being Guide advertisers, because at that time they did not know how far reaching the effect of the war would be. The success of the British fleet in clearing the sea soon abolished all fears in this regard, and from the standpoint of commerce, Great Britain is safe. As a consequence business activities are again assuming the normal. Prominent among English advertisers who have returned to The Guide's advertising columns are Catesbys Limited and Curzon Bros., large British clothing houses. It bespeaks much for the business courage of such institutions that they are not confining their advertising investments to Great Britain alone. Continual advertising always means greater output, and, therefore, constant employment to the laboring classes. Behind advertised goods lies a moral guarantee, that of "genuineness." The advertiser has the faith to serve to the customers' satisfaction. British industries will still continue to look to Canada for a market and the quality of British goods ensures a steady growth of business.

IMPORTS DIMINISH, EXPORTS INCREASE

Ottawa, Oct. 5.—For the first month of August, which was the first month of the European war, the total Canadian trade reached an aggregate of \$100,374,000, compared with \$97,832,000 for the corresponding month of 1913, according to a trade statement issued today by Hon. J. D. Reid, minister of customs.

During August last, Canada exported \$8,780,000 worth of animals and their produce as against \$4,817,000 for August, 1913. For the five months of the present fiscal year, ending August 31 last, the total exports under this head were \$26,063,000, as against \$17,901,000 for the corresponding five months of the previous year.

There is also an increase in the value of manufactured articles exported. For August last these amounted to \$5,049,000, as against \$4,911,000 for August, 1913. For the five months the exports of manufactured articles were \$26,728,000, compared with \$20,963,000 for the corresponding period of 1913.

During August \$7,425,000 worth of domestic agricultural products were exported and \$10,924,000 worth of foreign agricultural products.

LOST BOY

Teddy Benjamin, a 14-year old boy, left his home in Saskatoon about September 9 probably with a farmer. He is five feet eight inches in height, and weighs 147 lbs., has brown hair, and was wearing light brown clothes. Anyone knowing his whereabouts will please notify H. H. Benjamin, 616 Temperance Street, Saskatoon, Sask.

THE MEXICAN LAND PROBLEM

The following is a translation of an agrarian decree, promulgated on June 21, 1914, by General Villareal, the Rebel governor of Nuevo Leon, Mexico:

Art. 1.—All arable lands in Nuevo

Leon which are not sown before July 10th will revert provisionally to State control.

Art. 2.—The State will then proceed to rent the idle lands to any Mexican farmer who will guarantee immediate cultivation.

Art. 3.—The state will deal directly with the farmers in making the leases and will charge an annual rent of \$2.00 the hectare for irrigated and \$1.00 a hectare for natural land.

Art. 4.—The land rent will be payable to the local tax collectors before December 31, 1914.

Art. 5.—The sums collected for rent will go to the special working fund of the Agrarian Commission.

Art. 6.—The cultivation of a lot under this decree will carry no future property right in the land.

Art. 7.—A renter will be strictly responsible for any misuse of his lot and can use it only for agriculture.

Art. 8.—In each district the highest civil (or military) official will have charge of distributing the lots. The land must be divided so as to give every applicant an arable lot and it must be handled so as to get it all into cultivation. The lots must not exceed 5½ hectares in area and must be distributed impartially.

Art. 10.—Any renter who fails to sow his lot at once, as agreed, will lose it and it will be assigned to another.

Art. 12.—Renters shall be free to sell their harvests how and where they choose.

Art. 13.—The State will record the names of those farmers who raise the best and biggest harvests and such will be favored in the definite distribution of land.

Art. 16.—The difficulties which arise in administering this decree will be decided by the highest local official with a right to appeal to the Central State authorities.

Art. 18.—Any local officials who show partiality or bad faith in administering this decree and favor their private interests or their relatives and friends will be subject to fine or imprisonment; as will also private citizens who impede this decree.

Art. 19.—On receiving this decree the local officials will assemble all citizens and stimulate them to get their land under cultivation as soon as possible.

Why Europe is Fighting

Continued from Page 7

easiest route from Berlin to Paris, and enabling the invaders to avoid the immense fortifications of the Franco-German frontier, was asked by Germany to facilitate the peaceful passage of troops and was promised her independence after the war if she would thus aid the Kaiser, but the offer was indignantly refused and the passage of the invaders resisted to the utmost. Thus the line up in the greatest war of history was completed, with Germany and Austria-Hungary on one side and Russia, France, Belgium, Serbia and Great Britain on the other. Fighting so far has taken place in all those countries except Great Britain, with the chief battle grounds at present in Northern France, North-Western Belgium, Eastern Germany and Northern Austria. Japan has chosen the present as an opportune time to attempt to oust Germany from her Chinese possessions and is attacking the strongly fortified colony and port of Kian-Choo. Both Great Britain and Japan have announced that the latter country will confine her activities to Asiatic waters.

WOODEN LEG TRADE BOOMING

Minneapolis.—The Winkley Artificial Limb Company has received from F. W. Child and Company, of New York, a request for price quotations on 10,000 or more artificial limbs for Europe. Child and Company are exporting agents. Their letter to the Minneapolis concern does not say whether any of the European governments are behind the order. It reads:

"We have received an inquiry from our foreign representatives for quotations on a large number of artificial limbs and will be pleased to receive from you prices on shipment of 10,000 or over in assorted sizes."

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