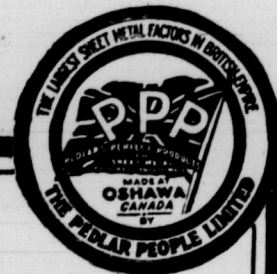




When It Pays to Sidestep the Bargain Counter



SUPPOSING you were looking for some pure bred cattle to improve the strain of your live stock—and supposing you picked up a paper, and saw some advertised at various prices—would you sit right down and send an order to the man who offered to supply you at the lowest figure. Not on your life! You'd be mighty apt to suspect that his cows were not good enough to stack up beside your own pure bred stock.

When you want **Real Value**—of the genuine dyed-in-the-wool, cross-my-heart-and-hope-to-die brand, it pays to sidestep the Bargain Counter, and give the other fellow a chance to make a reasonable profit on the deal.

And this rule works just as well for the Seller as for the Buyer. When a man has something to sell, he must consider the interests of the Buyer as well as his own. If he depends upon his sales for a living, he must give the best possible value for the money. If somebody else is offering less value for the same money, that's no reason why he should do the same thing. If he has built up a good business by quality, he can't afford to cut prices and give the same grade of goods. When you buy Steel Shingles, you want them to last a lifetime. For more than half a century Pedlar's "Perfect" Products

have represented the highest standard of quality in their field. **Every Day is Bargain Day** at Pedlar's because the only kind of a Bargain that is really a Bargain is the one that **sells on its own merits**, without the artificial attraction of the Bargain Counter.

Pedlar's "George" and "Oshawa" Steel Shingles are the best Steel Shingles we know how to make, and we've been at it for 53 years, with the result that to-day the PEDLAR PEOPLE of Oshawa are acknowledged to be the **Largest Sheet Metal Factors in the British Empire.**

**Pedlar's Perfect Products are
MADE IN CANADA**

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Write To-day for Catalogue "G.G." free on request.

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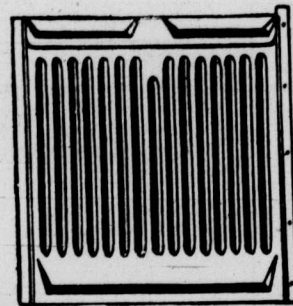
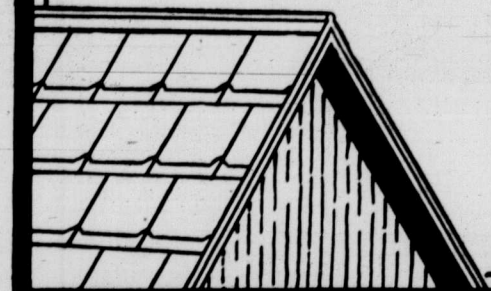
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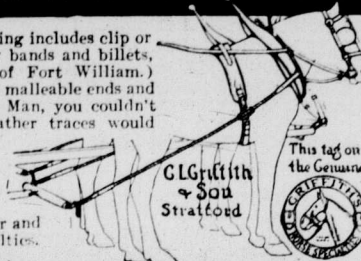
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Earl Grey—Mr. D. W. Benson.
Lemberg—Mr. Wm. Turley.



W. W. BUCHANAN DEAD

W. W. Buchanan, secretary of the
Social Service Council of Manitoba, and
one of the best known advocates of
temperance reform in Canada, died on
Sunday, April 4, at the Winnipeg Gen-
eral Hospital. Mr. Buchanan was 60
years of age, and had been ill for a
week, suffering from a complication of
diseases.

The deceased was born at Hamilton,
Ont., the son of David Buchanan, a
Scotsman. As writer, lecturer and or-
ganizer, he devoted practically his
whole life to the work of temperance
reform, and he had appeared on the
public platforms of every city and al-
most every town in Canada. A leading
official for many years of the Royal
Templars, he edited The Templar
from 1884 to 1897, having previously
been editor of daily and weekly papers
in Ontario and Manitoba. Since the
organization of the Moral and Social
Reform Council of Manitoba, now
known as the Social Service Council of
Manitoba, eight years ago, he has de-
voted most of his time to that federa-
tion, acting as general secretary and
also editing its official organ, "The
Statesman," since its appearance in
1913.

Mr. Buchanan was married in 1884

to Letitia Elena Brett, of Watford,
Ontario. She survives him along with
two daughters, Mrs. Gilbert P. Kean,
of Minneapolis, and Helen, of Winnipeg.
His brother, D. W. Buchanan, of
Winnipeg, is at present in California
for his health. Dr. Brett, of Banff,
brother-in-law, and Mrs. (Dr.) McDer-
mott, of Chicago, sister of Mrs. Buch-
anan, are in Winnipeg.

G.G.G. CO. PAYS DIVIDEND

The Grain Growers' Grain Company
of Winnipeg will mail during the
present week dividend checks to 15,000
shareholders. The sum to be sent out
will amount to \$73,600, which is 10 per
cent. of the par value of the paid up
stock of the company. The earnings
of the company for the year were suf-
ficient to pay a considerably larger
dividend, the sum of \$60,000 having
been added to the reserve.

BELGIAN RELIEF FUND

Previously acknowledged	\$5,808.22
J. W. Carr, Imperial, Sask.	5.00
Ida M. Thomson, Souris, Man.	.50
Willie H. Thomson, " "	.50
G. J. Vopni, Tantallon, Sask.	5.00
Sam. Vopni, " "	3.00
J. B. Vopni, " "	1.00
J. M. Vopni, " "	1.00
Mr. and Mrs. W. E. Bradshaw, Glen- ada, Sask.	15.00

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