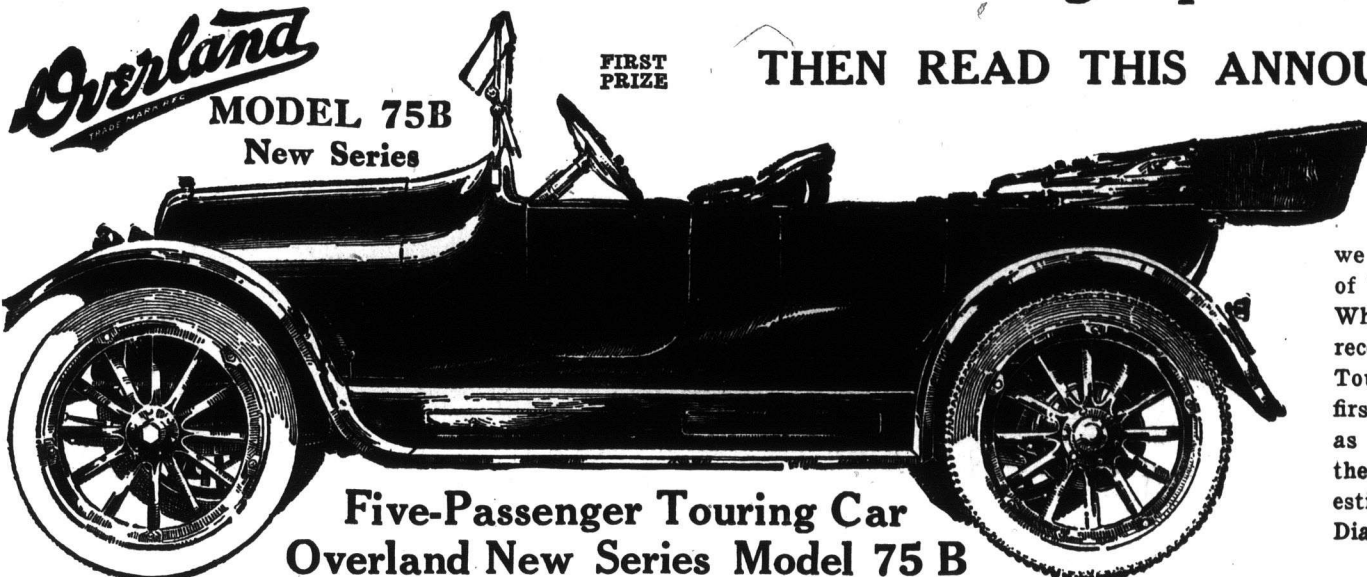


DO YOU WANT AN AUTOMOBILE A Beautiful High-Grade Piano or an Edison Diamond Point Phonograph **FREE?**



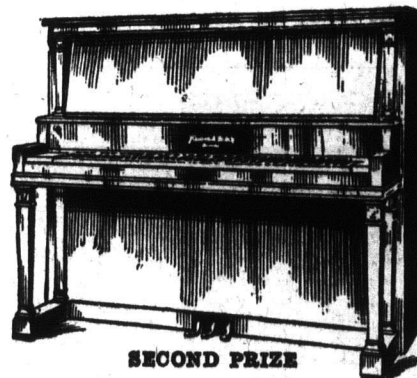
**Five-Passenger Touring Car
Overland New Series Model 75 B**

THEN READ THIS ANNOUNCEMENT

You may earn one or all if you know wheat and are willing to invest \$1.00 in a year's subscription to **THE NOR'-WEST FARMER**. All we ask you to do is to estimate the number of kernels in ten pounds of No. 1 Northern Wheat. The nearest correct estimate first received wins this Model 75B Overland Touring Car, the second nearest estimate first received wins the Mason & Risch Piano, as good an instrument as is turned out of their factory, and the third nearest correct estimate first received wins the Edison New Diamond Point Phonograph.

\$1,500.00 in Prizes

We believe a more attractive lot of valuable prizes could not be selected than those listed above. The first prize is the Overland New Series Model 75B Car, as illustrated—fully equipped with self-starter and electric lights, 31 x 4-inch tires, 104-inch wheelbase, cantilever rear springs, streamline body, and deep, soft upholstery. The second prize will be equally acceptable. It's a genuine Mason & Risch Piano, mahogany, walnut, weathered oak or fumed oak finish, full 7 1/3 octave, 4 feet 4 inches high. The regular retail price, anywhere in Canada, is \$475.00. It is just the piano you would buy and none better is turned out of the Mason & Risch factory. The third prize will be very popular—an Edison New Diamond Point Phonograph, complete with cabinet and choice of twenty-five records. The retail price of this outfit is \$75.00. Each prize will be delivered absolutely free of all carriage charges at the nearest station of the lucky winner.



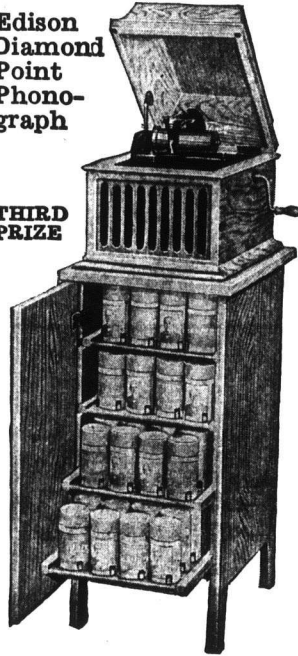
**SECOND PRIZE
Mason & Risch Piano,
Value \$475.00**

Who May Enter the Contest

Any person may enter this contest, but all estimates must be accompanied by one or more subscriptions to **The Nor'-West Farmer** for at least one year **FOR BONA FIDE FARMERS LIVING IN WESTERN CANADA**. Contest closes May 1, 1917.

**Edison
Diamond
Point
Phono-
graph**

**THIRD
PRIZE**



The Wheat Sample

was selected for us by the Chief Grain Inspector's Office, Winnipeg, under the supervision of Prof. S. A. Bedford, Supt. Manitoba Demonstration Farms, and sealed by him. It is a good average sample of No. 1 Northern, perhaps half Red Fife and half Marquis, and has been deposited by Prof. Bedford in the vaults of The National Trust Co. for safe keeping, where it will remain until the close of the contest, when it will be opened and officially counted by Prof. Bedford. We do not know how many kernels there are in the canister, and no one else will know until after Prof. Bedford makes his official count at the close of the contest.

How to Estimate

The persons who win these prizes will be those who use intelligence in estimating. Do not merely guess. A good way to do is to actually count out, say, one pound or half a pound of wheat. Do this with several representative samples, and from the average count you get, the approximate number of kernels in ten pounds may be easily estimated. There are a good many thousand kernels in ten pounds of wheat. A lot of people will be careless in estimating, so if you are careful you have a splendid chance of winning. These Big Rewards will be delivered to the respective winners F.O.B. their nearest stations.

The Nor'-West Farmer

is the oldest farm paper in Western Canada. It is published in Winnipeg on the 5th and 20th of each month, and is edited by men who have learned agriculture by actual experience. They are men who have come from the farm and know farm conditions in the West as they actually are. The best farmers in the country also relate their experiences in the columns of **The Nor'-West Farmer**. Often do we receive letters from subscribers stating that the helpful information and advice in some one article has saved them more than the subscription price for the rest of their lives. Legal and veterinary advice is freely given through our columns to subscribers without charge. Regular departments are provided for the discussion of all questions relating to the farm, including Field, Live Stock, Dairy, Poultry, Garden and Forestry, and a regular fortnightly review of live stock and grain markets. The Home Circle conducted by our lady editor, a mother, and a farmer by instinct, will appeal to every woman in the land. No farmer's wife or daughter can read this department without getting a new vision of woman's place on the farm. Our Home Circle radiates enthusiasm that is contagious.

The Nor'-West Farmer Limited, Winnipeg, Man.

Read This

Note carefully the paragraph on how to earn extra estimates. By taking advantage of our low rate for long term subscriptions, you can multiply your chances of success a great many times, as the more estimates you send in the greater chance you have of winning. Also, you can easily earn extra estimates by getting subscriptions from friends and neighbors. Every one of your neighbors should take **THE NOR'-WEST FARMER**. See them at once.



This Canister contains ten pounds of No. 1 Northern Wheat personally selected by Prof. S. A. Bedford, and is now stored under lock and key in the vaults of the National Trust Co., Winnipeg.

**THE NOR'-WEST FARMER, LTD.,
WINNIPEG, CANADA.**

Gentlemen:—Enclosed please find \$.....being my subscription to **The Nor'-West Farmer** for.....years. I am a bona fide farmer and understand that this Subscription earns me.....estimates in **The Wheat Estimating Contest** as advertised. I also understand that if any of these estimates is the first correct or most nearly correct one received, that I am to get the Model 75B Overland Touring Car; if second nearest correct, the Mason & Risch Piano; and if third nearest first received, the New Edison Phonograph, delivered free of further charge to my nearest railway station. In case of a tie, the estimate first received ranks first. My estimates are as follows:

Name
P. O. Province.....

N.B.—If other subscriptions are secured, send in names and estimates earned on a separate sheet of paper, with remittance to cover same.

W. H. M

Date 191.....