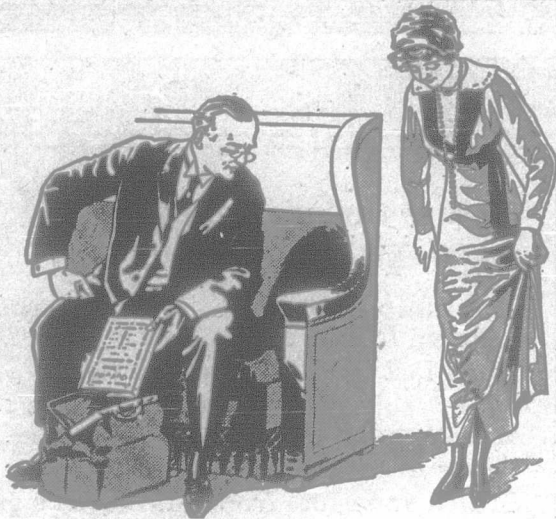


"No darning
for me *this*
trip, Dad.

Notice their
style, too. If we
stay *six months*
we're fixed for
hose."



Holeproof Hosiery
FOR MEN, WOMEN AND CHILDREN

So soft and stylish, and can be had in such light weights, that many say, "These hose can't wear." Yet six pairs are guaranteed to wear a full six months.

We pay an average of 74 cents a pound for the yarn in Holeproof. Common yarn costs 32 cents. 74 cents is the top market price for cotton yarn—Egyptian and Sea Island. Ours is 3-ply, long-fibre, fine strands. Pliable and soft, but of the maximum strength. We spend \$60,000 a year for inspection, to see that each pair of Holeproof is perfect.

The above figures refer to Holeproof as made in the States and Canada.

The genuine Holeproof bear this signature: *Carl Frischl*.

Write for Free Book on Holeproof

Holeproof Hosiery Company of Canada, Ltd.
311 Bond Street, LONDON, CANADA (447)

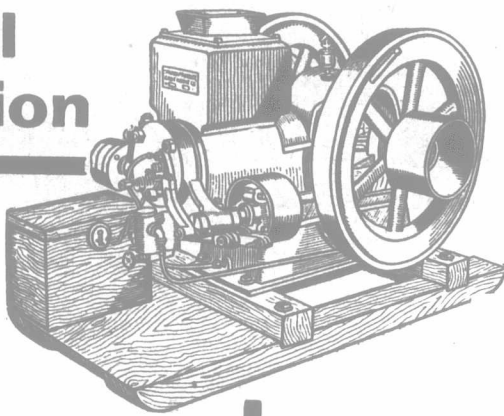
Six pairs of men's cotton Holeproof, \$1.50 to \$3 a box; women's and children's, \$2 to \$3 a box of six pairs; also three pairs for children, guaranteed three months, \$1 a box. Silk Holeproof for men, \$2 a box of three pairs. Women's silk stockings, \$3 a box of three pairs. Three pairs of silk guaranteed three months. Medium cashmere socks, six pairs, \$2; fine cashmere, six pairs, \$3. Women's fine cashmere stockings, six pairs, \$3. Six pairs of cashmere are guaranteed six months.

Genuine Holeproof are sold in your town. Ask for dealers' names. We ship direct where there's no dealer near, charges prepaid, on receipt of price.



Low Fuel Consumption

So satisfied are we of the low cost of running our engines that we guarantee the lowest possible fuel consumption on gasoline or kerosene.



Barrie Engines

are built in one of the most modernly-equipped engine factories in America. They are neat, simple, strong and reliable. So easy to start and control that a boy or girl can run one. A big, strong company stands behind Barrie Engines and guarantees everything about them.

Write for catalogue showing complete line of air-cooled, hopper-cooled and tank-cooled engines in stationary, portable and semi-portable styles. Also hoisting, pumping and marine engines. Sizes 2 to 400 horse-power.

**The Canada
Producer
& Gas Engine
Co., Limited**
BARRIE, ONT.

DISTRIBUTORS:

James Rae, Medicine Hat; Canada Machinery Agency, Montreal; H. Wolfendin, Calgary; J. E. Sheriff, Caledonia, N. S.

Book Review.

"THE FARMER OF TO-MORROW."

There was a time in the United States when land was free, and regarded simply as a means of labor. But free, virgin land, is practically a thing of the past. In the United States, the tax value of the average acre of farm land was \$16.57 in 1900, but in 1910 it had risen to \$32.40, an increase of 118.1 per cent. Land has become capital, and the "back-to-the-land" man does well to reckon with this vital fact. Antiquated methods and management will not do. But the population during the ten years specified grew by 16,000,000, and the value of farm land is directly affected by the number of mouths to be fed by its products. In the circles of agricultural science, a keen controversy has been going on over the hypothesis of the Bureau of Soils at Washington, that the mineral elements of the soil are inexhaustible, and that the soil cannot be destroyed. Antiquated methods and management will not suffice. Fineness of soil grains is held to be more important than chemical composition. Soils get "tired" and need a change of occupation. In applying barn-yard manure, it is not the addition of "plant food" so much as the toxic effect that benefits, and this increases the soil's capacity to hold moisture. These points will give an idea of the readable character of a new work entitled, "The Farmer of To-morrow," by Frederick Irving Anderson, published by The Macmillan Co. of Canada. In regard to the indestructibility of the soil, it favors the position of Wilton Whitney, and the United States Bureau of Soils-Scientists. Copies may be secured through this office at \$1.60, postage paid.

Trade Topics.

CHEAP RATES TO WINNIPEG.

As announced in the advertisement in our last issue, the 1913 Winnipeg Canadian Industrial Exhibition is fixed for the dates July 8th to 16th. See the advertisement, and note the reduced railway rates, by special train, from London, July 8th.

Attention is called to the advertisement in another column of lightning-rods, made by the Universal Lightning-Rod Company, Hespeler, Ont. Lightning destroys many buildings every season, and experience proves that buildings properly rodded are thoroughly protected against this destroyer. If you are contemplating rodding your buildings, see the advertisement and write for descriptive literature.

AN INSURANCE STORY.

To have begun in a place named "Waterloo," was, in itself, an auspicious advent for the Mutual Life Assurance Company of Canada, the story of which is related modestly, but with a literary finish and an attractiveness of "facts and figures" that one does not always look for in the annals of life and mortuary enterprises. The series of photographs of men and buildings from pioneer days in Waterloo County, Ont., down to the present, have been used to good purpose, and help in illustrating the steady and substantial growth of the business which enjoys the distinction of being the "only Canadian legal reserve company organized on the mutual system." Everyone interested in life insurance would appreciate a study of this timely and succinct pamphlet.

The old saying that "To do good work, you must have good tools," is thoroughly believed by the Winchester Repeating Arms Co., and they act in accordance with this belief. Their plant for the manufacture of cartridges and loaded shot-shells is complete, and the most skillful workmen in this line are employed in making the many tests and experiments, and in carrying on the different operations through which all Winchester cartridges and loaded shot-shells pass in process of manufacture. All Winchester cartridges and loaded shot-shells are manufactured in this plant, (and thus the invariable standards which have made the Winchester product unrivalled in all the world, are maintained. There are cheaper grades of ammunition, as there are of

all kinds of merchandise, but the shooter who wants the greatest satisfaction from his shooting should not overlook Winchester cartridges or loaded shot-shells. See the advertisement in another column.

Attention is directed to the advertisement of Tower Farm Oxford Down sheep which appears in this issue. This is one of the best flocks of the breed in Canada, many prizes at our large shows having gone to representatives from Tower Farm. A number of extra good shearing rams are offered, also one imported three-year-old ram. Now is the time to select a ram before the good ones are all taken. Ewe and ewe lambs from imported and prizewinning stock, a number of both sexes fitted for the show-ring, make one of the most attractive offerings possible. See the advertisement and phone or write E. Barbour, Erin, Ontario.

Benj. Horton, Chairman, with John Prosser, Managing Director of the "Molassine" Company, of London, England, makers of the well-known "Molassine Meal," have been making a rapid visit through Canada and the United States to secure a better idea of trade conditions in America. Last year's business for "Molassine Meal," through the able management of L. C. Prime Co., Ltd., of St. John, N. B., was far greater than anticipated, and was such as to warrant serious consideration for the quick supplying for the largely-increased requirements of the future. L. C. Prime, General Manager, recently went West for a visit, and made arrangements for supplying the Great West of Canada. This was done chiefly in response to the large number of requests coming from British settlers who had used "Molassine Meal" in the Old Country, and wanted to get it over here. See the advertisement.

In keeping with the policy of the house as originated and developed by the late Geo. H. Pedlar, additions to the force at Oshawa headquarters have recently been made which will further increase the efficiency of an already strong and capable organization. W. R. Gieske, formerly Branch Manager of The Pedlar People, Limited, at Toronto, who has a thorough knowledge of the financial end, will, in his capacity of Managing Director, bring his ample knowledge into good use, which, added to his experience in selling sheet-metal products, as manager of the branch at Toronto, will enable him to gauge the situation correctly as applying to trade conditions in sheet-metal lines. The Operating Department has been strengthened by the addition of W. Loach, who has had a wide and varied mechanical and manufacturing experience in United States and Canada. Several new developments are now under way, which will be of general interest to the trade when particulars are announced. A further addition has just been made in the person of A. T. Enlow, in general charge of sales and advertising. Mr. Enlow is a steel man of large experience, having been connected with the manufacture and sale of steel in the United States for the last twenty years. It is safe to say that the addition of these three experienced men to the already strong and aggressive staff of The Pedlar People, Limited, Oshawa, Ontario, of which W. H. Hall and F. L. Mason have been prominently associated in the development of the great business, as active co-workers with the late Mr. Pedlar, means a continuation of the policy which has kept the firm at the head of sheet-metal-working activities in Canada and abroad.

Gossip.

The dispersion sale of Shorthorn cattle, the property of J. G. Barron, Carberry, Manitoba, on June 11th, was an unqualified success. Buyers were out in numbers from Manitoba, Saskatchewan, and Alberta, and bidding was always brisk. Forty-nine head sold averaged \$206 each; 19 bulls, mostly young, averaged \$166 each, while 30 cows and heifers averaged \$236. The top price for a female was \$410, paid by Wm. Honey, of Binscarth, Man., for Fairview Jubilee Queen, by Topsman's Duke. The highest price for a bull was \$280, paid by Wm. Murdock, Greenway, Man., for Fairview Thistle, a son of Mistletoe Eclipse.