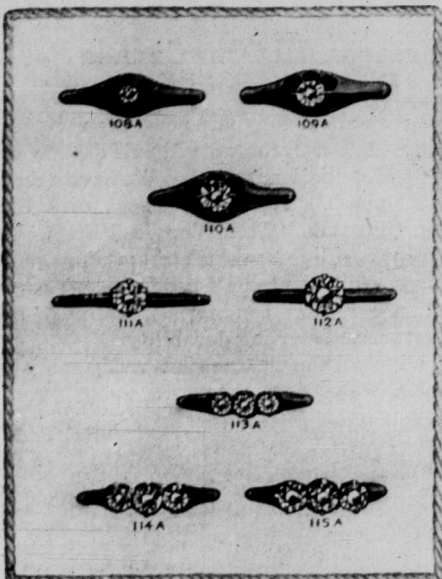


It is not
necessary
to Pay a Big
Price to
obtain a
Diamond
Ring of Fine
Quality - -
We can
sell you one
from
\$10.00 up



OUR least expensive diamonds are of the same quality and grade as the stones in our most expensive rings—steel blue in color, perfectly cut and free from flaws. The only difference between them is of size or weight, and it is on this difference that the change in price depends, so that if you buy a DINGWALL diamond ring you can be absolutely sure whether you pay \$10 or \$1,000 for it, of it being of the same high quality for which the name "DINGWALL" always stands.

The illustration shows a number of our less expensive single-stone and three-stone rings, the prices for which are as follows:

108A Showy Tiffany Setting, 14k	\$10.00	112A Tiffany Setting	18k \$100.00
109A " " 14k	25.00	113A Three-Stone Ring	15k 25.00
110A " " 18k	50.00	114A " " 18k	50.00
111A Tiffany Setting	18k 50.00	115A " " 18k	75.00

You can order by the numbers above, or if you want a further selection, write for our catalogue.

D. R. DINGWALL
LIMITED

Jewellers and Silversmiths

WINNIPEG, Manitoba

Why Not Have The Best?



There are thousands of men now wearing Scotland Woolen Mills' Suits and Overcoats at \$19 who have previously been paying as high as \$35. The reason for this is that we give a made-to-measure Suit or Overcoat worth \$30 to \$35 for our one price.

NO MORE **\$19** NO LESS

Made from the best of materials with the highest grade workmanship and sold direct to you without a middleman's profit, for we buy direct from the mills and sell direct to you.

Our Mail Order system makes it as easy for you as shopping in person. Send for our book of samples and self-measuring chart and remember our guarantee of satisfaction or money refunded.

Scotland Woolen Mills Co. Limited

486 Main Street - WINNIPEG, Man.

A good dealer will not
substitute any other
flour for—

PURITY FLOUR
More Bread and Better Bread

ADVERTISING is the foundation of all successful enterprises. If your advertisement appeared in these pages it would be read by over 34,000 prospective buyers. Patronize our advertisers—advertise yourself—and we will all be successful.

THE HONOR ROLL

Employees of Organized Farmers' Companies Who are Serving with the Colors

That the officials and employees of the organized farmers' companies are not lacking in practical patriotism is shown by the number who have given up their positions to fight for king and country.

The Saskatchewan Co-operative Elevator Co. is represented at the front and in the training camp by seventeen members of its permanent staff. Only one of these has so far figured in the casualty list, W. G. Johnston, superintendent, formerly stationed at North Battleford, who is a member of the famous Princess Patricia's Regiment. Mr. Johnston has seen much severe fighting. He was wounded some months ago, but recovered and went back to the firing line where he has since been reported wounded and missing.

A number of the agents of the Alberta Farmers' Co-operative Elevator Co. volunteered for active service, but up to the present only one, Donald McGugan, of Swallow, has been accepted. The company feels that it has other representatives "doing their bit," however, in the sons and nephews of members of the board of directors. E. Carswell has a son, James E. Carswell, three nephews, Arthur Carswell and Chas. Carswell, of Red Deer, and Morrison Carswell, of Toronto, now in France, besides a son-in-law, Walter Compling at Sarcee Camp. Rice Sheppard has two sons in the army, Rice James and William Ewart, both of whom are at present at Sarcee Camp.

No less than thirty employees of The Grain Growers' Grain Co. are "doing their bit" or have already given their lives for the Empire. Reference was made in The Guide of October 6 to the death at Langemark of Fred Kennedy, son of John Kennedy, vice-president of the company. Basil G. Roberts of the 90th Winnipeg Rifles was also killed in action, and C. G. Yeats of the same battalion has been wounded.

The Grain Growers' Guide printing office has also contributed a squad of fighters to the army, seven men having left to enlist. One of these, Sergt. William Morrison of the 43rd Battalion is now seriously ill at Edinburgh, but the rest were fit and well when last heard from.

Following is the honor roll of the staffs of the farmers' companies:—

Saskatchewan Co-operative Elevator Co.

D. A. MacDonald, R. H. Bremner, F. Bowers, L. A. Bell, R. W. MacDougall, R. Walsh, P. W. Green, P. Billington, S. W. Leigh, F. Brews, E. Wilde, all of the Regina office; W. G. Johnston, superintendent, North Battleford; W. E. Shields, elevator operator, Lipton; W. M. Eskdale, elevator operator, Landscape; Harry Baker, elevator operator, Sedley; W. Evans, elevator operator, Perdue; L. L. Redford, elevator operator, Eastview.

Alberta Farmers Elevator Co.

Donald McGugan, elevator operator, Swallow.

Grain Growers' Grain Co.

Robert A. S. Nash, Princess Patricia's; C. G. Yeats (wounded), Basil G. Roberts (killed in action) and Laurence R. Fisher, 8th Battalion; Cyril Mann, Guy Clarkson, Harry May, 27th Battalion; R. D. Leigh, R. D. Miller, Harold Peters, William Hatcher, 34th Fort Garry Horse; Ed. Sladden, C. Cameron Brown, Wm. T. Sinclair, Ed. A. McLean, Thomas Craig, 43rd Battalion; Capt. Chas. R. Stinson, Sidney J. Allanson, Arthur Slater, Wilbur Kenny, Frank Sherriff, James Courtinall, Raymond Fowler, 61st Battalion; S. G. Freeborn, Worcestershire Regiment; George Holland, Engineers; James D. Brown, Black Watch; Norman Burgess, 5th Artillery; Caspar West, 30th B.C. Horse; J. R. Morton, Headquarters Staff, Sewell; J. W. Devey, with some Old Country Regiment.

Grain Growers' Guide

Geo. Bater, J. H. Bowick, T. C. Luty, J. Lindberg, Wm. Morrison, J. Twyman, W. J. Wakefield.

A London paper learns from reliable sources in Friedrichshafen that the German headquarters staff admits the loss of 33 Zeppelins and nine Parseval airships since the war began up to August 1, 1915. Since that date a further report states two Zeppelins and one Parseval are missing. The majority of the airships were brought down by the allies' aerial guns and the rest suffered accidents while landing.

Chiclets

REALLY DELIGHTFUL

THE DAINTY
MINT-COVERED
CANDY-COATED
CHEWING GUM



JAEGER
Fine Pure Wool

For Comfort
and Safety

Jaeger Underwear is durable and comfortable; it affords real protection from chill in all weathers. Made from unquestionably pure and undyed wool for Health's sake.

Jaeger Underwear is the underwear of quality at a moderate price.

A fully illustrated Catalogue and Dr. Jaeger's Health Culture will be sent free on application to

DR. JAEGER Sanitary Woolen Co. Limited
TORONTO MONTREAL WINNIPEG
Incorporated in England in 1883 with British capital for the British Empire

Do you want to earn
\$10 a week or more
in your own home?

Reliable persons will be furnished with profitable, all-year-round employment on Auto-Knitting Machines, \$10 per week readily earned. We teach you at home, distance is no hindrance. Write for particulars, rates of pay, send 2c. stamp.

AUTO-KNITTER HOSIERY CO.
Dept. 104, 257 College St. - Toronto
(Also at Leicester, England)

**GROCERY
ECONOMY**

Splendid Values, Low Prices, Free Freight. Established over ten years. Supplying hundreds in Alberta.

Mail Order Specialists. Write for Catalogue

S. G. FREEZE

P.O. Box 449 CALGARY

CREDIT TO ALL

TERMS AS LOW AS
\$2.00 A MONTH

OUR LEADER!
Perfect 1 ct. Gopher Gem, solid 18 kt. Tiffany Setting. Special Price \$2.00. 27 down. 13 a month.

Send For Our Catalog

Illustrating our Famous Gopher Gems in Rings, The pens, etc., also our complete line of watches and jewelry. Select anything desired either for personal wear, or for gift to friend or loved one. send the small cash payment and the article will be sent for your examination. ALL CHARGES PREPAID by us. SEE and EXAMINE the article RIGHT IN YOUR OWN HANDS. Satisfaction. Keep it and pay the balance in small installments, if not satisfactory return at our expense and get your deposit.

ILLUSTRATED CATALOG FREE!
Send for our complete line of watches and jewelry. Select anything desired either for personal wear, or for gift to friend or loved one. send the small cash payment and the article will be sent for your examination. ALL CHARGES PREPAID by us. SEE and EXAMINE the article RIGHT IN YOUR OWN HANDS. Satisfaction. Keep it and pay the balance in small installments, if not satisfactory return at our expense and get your deposit.

The Gopher Diamond Co. of Canada, Dept. 11 140 Yonge St., Toronto