



For Your Winter's Supply of Vegetables

THERE is but one material that you can use to build a real root cellar—that material is Concrete.

There is but one Book that can be relied upon to give you the important facts the farmer needs to know about Concrete, and simple directions for using it.

That book is entitled: "What the Farmer can do with Concrete."

This book is the standard authority on farm building construction. Its plain directions have been followed by over one hundred thousand Canadian Farmers—any one of whom would tell you that the things he has learned from this book are of untold value to him.

If you contemplate the building of a root cellar—one that will keep the vegetables in fine condition all winter long—*get this book.*

If you think of building anything of Concrete—from a silo to a fence post—*get this free book.*

CANADA CEMENT COMPANY LIMITED
501 HERALD BUILDING MONTREAL

Sales Offices at
MONTREAL TORONTO WINNIPEG CALGARY

"Canada" Cement can be secured from over 2,000 dealers, in nearly every city, town and village in Canada. If you cannot locate a convenient dealer, write our nearest Sales Office.

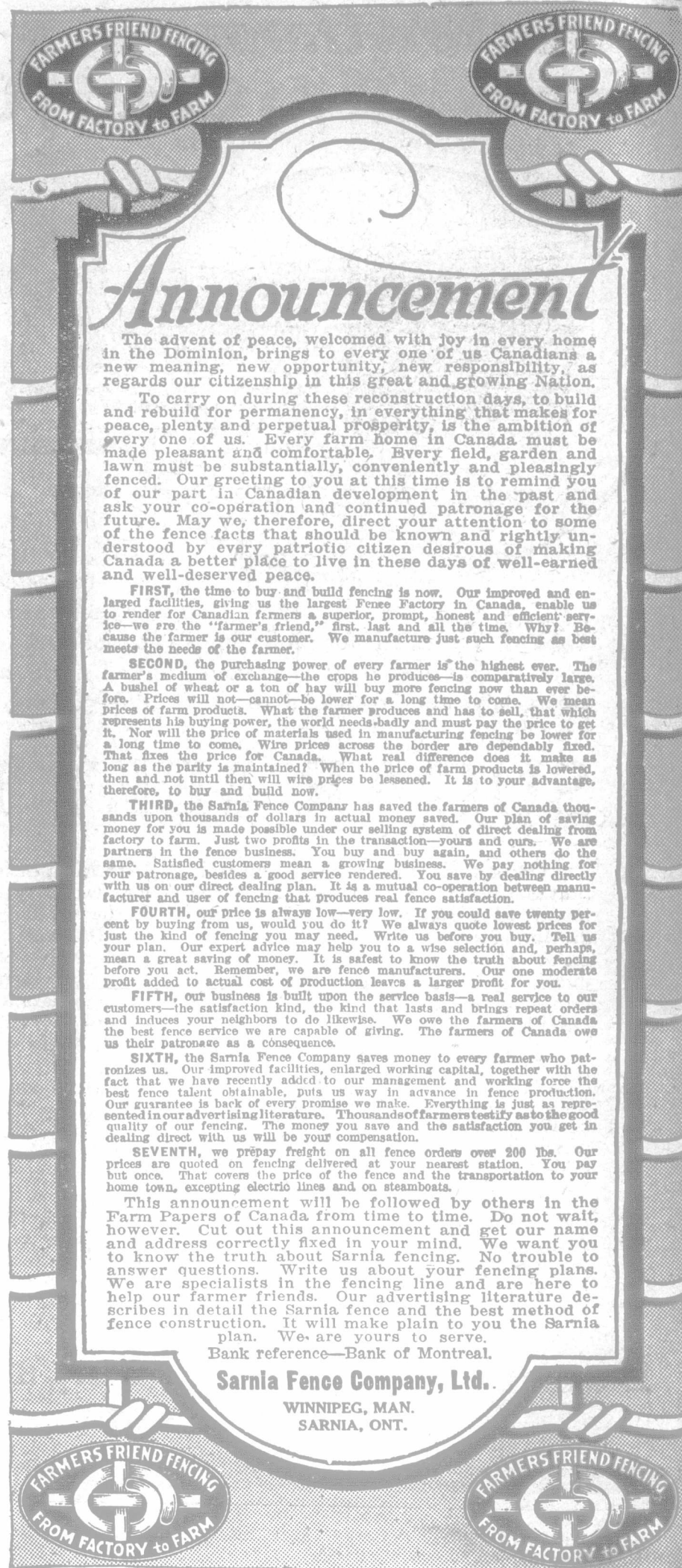
CANADA CEMENT CONCRETE FOR PERMANENCE

Send me your literature

Name _____
Address _____

Well, the "raising" came yesterday, spliced in not too badly between the haying and the harvest, which was a good thing, for besides the time required to put up the house it took some time to go to the spot, Jimmie's farm being "beyond the Block," that is beyond the big block of forest land still held here by the Canada Land Company. Past his place the land has been "taken," but the settlers have not yet come to it, so that between one thing and another there is little traffic in that direction and the road is very bad, partly rough corduroy which has sunk here and there into the mud, while farther on there is no corduroy at all, but sticky clay which turns into a

slough in wet weather and is passable only because of slash thrown across it. Everything considered, one cannot envy poor Jimmy his location, and must think that it will take all his cheery heart—and Hannah's—to carry them through. Such as this, however, has to be borne with in places all over the country, with much vexation to the settlers, and is one of the reasons why people are so willing to listen to Mackenzie's speechifying. Since early in June, we hear, he has been holding "Union Meetings" in various places, and particularly in North York and Simcoe, very openly and above board, and not in secret as was the meeting held here in the mill. That, I think, was altogether the



Announcement

The advent of peace, welcomed with joy in every home in the Dominion, brings to every one of us Canadians a new meaning, new opportunity, new responsibility, as regards our citizenship in this great and growing Nation.

To carry on during these reconstruction days, to build and rebuild for permanency, in everything that makes for peace, plenty and perpetual prosperity, is the ambition of every one of us. Every farm home in Canada must be made pleasant and comfortable. Every field, garden and lawn must be substantially, conveniently and pleasingly fenced. Our greeting to you at this time is to remind you of our part in Canadian development in the past and ask your co-operation and continued patronage for the future. May we, therefore, direct your attention to some of the fence facts that should be known and rightly understood by every patriotic citizen desirous of making Canada a better place to live in these days of well-earned and well-deserved peace.

FIRST, the time to buy and build fencing is now. Our improved and enlarged facilities, giving us the largest Fence Factory in Canada, enable us to render for Canadian farmers a superior, prompt, honest and efficient service—we are the "farmer's friend," first, last and all the time. Why? Because the farmer is our customer. We manufacture just such fencing as best meets the needs of the farmer.

SECOND, the purchasing power of every farmer is the highest ever. The farmer's medium of exchange—the crops he produces—is comparatively large. A bushel of wheat or a ton of hay will buy more fencing now than ever before. Prices will not—cannot—be lower for a long time to come. We mean prices of farm products. What the farmer produces and has to sell, that which represents his buying power, the world needs badly and must pay the price to get it. Nor will the price of materials used in manufacturing fencing be lower for a long time to come. Wire prices across the border are dependably fixed. That fixes the price for Canada. What real difference does it make as long as the parity is maintained? When the price of farm products is lowered, then and not until then will wire prices be lessened. It is to your advantage, therefore, to buy and build now.

THIRD, the Sarnia Fence Company has saved the farmers of Canada thousands upon thousands of dollars in actual money saved. Our plan of saving money for you is made possible under our selling system of direct dealing from factory to farm. Just two profits in the transaction—yours and ours. We are partners in the fence business. You buy and buy again, and others do the same. Satisfied customers mean a growing business. We pay nothing for your patronage, besides a good service rendered. You save by dealing directly with us on our direct dealing plan. It is a mutual co-operation between manufacturer and user of fencing that produces real fence satisfaction.

FOURTH, our price is always low—very low. If you could save twenty percent by buying from us, would you do it? We always quote lowest prices for just the kind of fencing you may need. Write us before you buy. Tell us your plan. Our expert advice may help you to a wise selection and, perhaps, mean a great saving of money. It is safest to know the truth about fencing before you act. Remember, we are fence manufacturers. Our one moderate profit added to actual cost of production leaves a larger profit for you.

FIFTH, our business is built upon the service basis—a real service to our customers—the satisfaction kind, the kind that lasts and brings repeat orders and induces your neighbors to do likewise. We owe the farmers of Canada the best fence service we are capable of giving. The farmers of Canada owe us their patronage as a consequence.

SIXTH, the Sarnia Fence Company saves money to every farmer who patronizes us. Our improved facilities, enlarged working capital, together with the fact that we have recently added to our management and working force the best fence talent obtainable, puts us way in advance in fence production. Our guarantee is back of every promise we make. Everything is just as represented in our advertising literature. Thousands of farmers testify as to the good quality of our fencing. The money you save and the satisfaction you get in dealing direct with us will be your compensation.

SEVENTH, we prepay freight on all fence orders over 200 lbs. Our prices are quoted on fencing delivered at your nearest station. You pay but once. That covers the price of the fence and the transportation to your home town, excepting electric lines and on steamboats.

This announcement will be followed by others in the Farm Papers of Canada from time to time. Do not wait, however. Cut out this announcement and get our name and address correctly fixed in your mind. We want you to know the truth about Sarnia fencing. No trouble to answer questions. Write us about your fencing plans. We are specialists in the fencing line and are here to help our farmer friends. Our advertising literature describes in detail the Sarnia fence and the best method of fence construction. It will make plain to you the Sarnia plan. We are yours to serve.

Bank reference—Bank of Montreal.

Sarnia Fence Company, Ltd.
WINNIPEG, MAN.
SARNIA, ONT.

doing of The Schoolmaster, who has an odd streak in him; but maybe there was some truth in the menace of Big Bill.

Jimmy was not the first on his land. Two or three years ago it was taken up by a fellow who hacked out a little round hole in the bush, burned the logs, built a little barn and a very small shanty, and then became weary of the loneliness and decamped.

Since their marriage Jimmy and Hannah have been living, as they had said they would, in the shanty, which was but a poor thing in the first place and is not worth fixing up.

Like two birds building a nest, however, they have been over the new house, and Jimmie has been putting two days' work into one, of late, to have everything ready for the building.

Very cheerfully, too. I saw him one

day down at the Corners, sitting on a load of new boards from the sawmill.

"Hello, Jimmie," I said. "How are you getting along?"

"Oh, tip-top, tip-top," he replied, smiling from ear to ear. "I've got the logs for the house nearly all hewed now. I just came in fer the floorin', an' some nails an' the window glass an' s'ich like."

"How's the road?"

He took off his straw hat and scratched his head.

"Well, that's the worst of it. It takes a month o' Sundays to get out'n in with the oxen, an' it's hell on wagons. I'll have a divil of a time gettin' in with this load. I carried the last meal an' stuff home on my back rather'n be bothered with the brutes. But"—cheerfully again—"Oh it might be worse, it might be worse."

"And how is Hannah?"