

CABLE ADDRESS "WILLOUGHBY"



Over
800
Farms
Listed

Selling Well Selected Improved
Ontario Farms around
TORONTO, GUELPH and HAMILTON

Offers Free Farm Catalogue

A
Selected
List of
Farms

THE WILLOUGHBY FARM AGENCY was established in 1900 by J. A. Willoughby, of Georgetown, Ontario, who now occupies the position of President of the Agency. Mr. Willoughby is a man who is well and favorably known throughout Ontario, being identified with several different business concerns that bring him prominently before the public as a business man. Mr. Willoughby is the founder, President and Secretary-Treasurer of the Georgetown Coated Paper Mills Co. Ltd., President of the Georgetown Foundry and Machinery Co. Ltd., Chairman of the High School Board and Chairman of the Public Library Board.

The first branch of this Agency was opened at Guelph, Ontario, in 1913, and W. W. Willoughby, of Guelph, a brother of J. A. Willoughby, the President, is the Secretary-Treasurer and in charge of the Agency of the Guelph district. With the growth of the business a third branch was opened in West Toronto in 1917, in charge of Mr. J. A. Pascoe, and during the same year a fourth branch was opened in Newmarket, with Mr. J. P. Denne in charge, and in 1919 branches were opened at Agincourt, Hampton, Erin, Bolton and Milton.

TORONTO OFFICE opened this month in the Phoenix Bldg., Corner of Victoria and Adelaide Streets, in order to take care of our increased business, and with a view of giving better service to our customers.

Let me say to those of you who have occasion to come to Toronto to either shop or on other business, we invite you to give us a call. If you are thinking of buying we will be glad to talk over your requirements; if you are going to sell we will be glad to serve you and give you our advice.

Why do people shop at EATONS and SIMPSONS? Because they have a large selection to choose from and a reliable firm to deal with.

Why do people come to the Willoughby Farm Agency? Because they have a large selection of farms to choose from and a reliable firm to deal with.



WHO ARE WE?

Men interested in the statements of the WILLOUGHBY FARM AGENCY are asked to apply to pleased and satisfied customers, or to any of the chartered banks of Canada for references.

Our statement that we are the largest FARM AGENCY IN CANADA requires no more proof. We have more than 800 farms for sale in different localities. Among them is to be found every variety of farm land, in a great range of prices, from the very low-priced farm, to that upon which a good big sum of money may be laid out for a high-class home within a few miles of the city of Toronto.

We have the very best facilities for selling you the kind of a farm you desire, as we have a large selection to choose from, and wish to add you to the many satisfied and prosperous farmers in this community.

ONTARIO PRESENTS FINE OPPORTUNITIES TO THE FARMER. Large cities are everywhere within reach of the properties we offer. Steam and electric railways, also good stone roads

for motor trucks, autos, wagons and vehicles afford easy means of transportation, of produce out, or of your goods in.

Take the three cities of Toronto, Guelph and Hamilton. To live in the district around these cities means that the farmer lives in the midst of about one-third of the population of Ontario. Good markets are always assured in a thickly-populated district.

Consider carefully where you are located. Don't let the fact that you were born on the old homestead where you are living make you stay there if the farm is not laid out to your ideals. Your common sense should tell you to move. Pick out a farm that is located near some big city. Ship milk or cream or stock or produce to that city. Let your children take advantage of the railroads or the electric roads to get to High School, University, or the Ontario Agricultural College and the McDonald Institute at Guelph. Give them the increased advantages of music and social intercourse. Get where you can have the daily papers with their educational facilities within three hours of the time they are printed.

Is the farm you are living on able to fulfil all these conditions for your family?

IF IT DOES NOT, THEN IT IS UP TO YOU. SELL THE FARM THAT YOU HAVE, AND SET OUT TO BUY THE FARM THAT WILL SUIT YOU IN EVERY PARTICULAR.

Don't be foolish and start repairing the old buildings. It will never pay you—labor, lumber, etc., has gone up 30 to 50 per cent. Sell out and buy a farm with up-to-date buildings.

Do you want a deed and a good title to one of the farms in our catalogue? If so IMMEDIATELY—get in touch with THE WILLOUGHBY FARM AGENCY. Write the head office, Department 100 Georgetown, Ont., Canada, for FREE FARM CATALOGUE. DO IT TO-DAY. A POST CARD WILL BRING IT TO YOU.

Faithfully yours,
J. A. WILLOUGHBY,
President.

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