



"ECONOMY"

Now The Watchword!

The outbreak of a general European War, with its inevitable waste and destruction, has prompted the rank and file of the people the world over to resolve to cut down expenses and thus save a larger percentage of their earnings for use in approaching "rainy days."

There may be a difference of opinion as to the effect of the European War on conditions in Western Canada, but there is no question as to the advisability of exercising economy in all commercial transactions during the coming troublesome times.

MAKE EVERY DOLLAR COUNT

Plan to get the most for what you sell, and the best possible value for your money when you buy. The Farmers' Own Company will help you solve these problems.

IT WILL PAY YOU

to get in touch with our Co-operative Department when about to buy farm necessities, also to ship your grain to us and thus secure best possible service and prompt returns.

Important Notice

BINDER TWINE on Short Notice—We are carrying a stock of Binder Twine at Winnipeg, and can make immediate shipments by freight, or, at slightly increased price, by express. If you have not ordered your twine, or should you run short and want it in a hurry, wire us, phone us.

WINTER APPLES—Our Co-operative Department are now making arrangements to supply the Associations with car-load lots of winter apples. They expect to be able to quote prices within a week or ten days. Send in your enquiry now if you are interested, and we shall reply as soon as we can quote prices.

The Grain Growers' Grain Co., Ltd.
 WINNIPEG CALGARY FORT WILLIAM NEW WESTMINSTER