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Make the Service Better on Farm and Village Lines

Enable you to talk and hear easily no matter what the distance. Are equipped with the big five bar generators that are bound to ring every bell on the line every time.

Both Desk and Wall Telephones have the same standard equipment and are equally strong and durable.

We illustrate the simple, convenient desk telephone which can be moved about the room and so is always at your elbow ready to answer.

Equipped with high efficiency transmitters and receivers, self-cleaning lightning arresters and many new refinements which make Stromberg's give such satisfactory service.

SEND FOR FREE BOOK No. 94

It describes all Stromberg Apparatus. Explains how to install and take care of your telephones. Tells how to organize and equip a party line among your neighbors and explains just why the experience gained in building over 2,500,000 Stromberg Telephones guarantees the kind of service you need.

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Stromberg Carlson Telephone Mfg. Co.

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TORONTO, CANADA

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THE PIONEER BREEDER OF DUROCS IN WESTERN CANADA. I have for immediate sale a number of early Spring Pigs; also June Pigs from the best prize-winning strains. Write me your wants, my prices are reasonable.

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CLIVE, ALBERTA

AUCTION SALE OF Clydesdales

THE PROPERTY OF

A. L. DOLLAR and W. A. McKINNON
at Midway Sales Stables, Calgary
Thursday Evening, December 12

A. L. Dollar offers—	W. A. McKinnon offers—
3 yearling stallions	7 two-year-old fillies
5 two-year-olds	8 mares from three to
4 from four to eight	seven years
years	2 two-year-old stallions

These horses are all choicely bred and of excellent individuality and this sale offers an excellent opportunity to buy high-class Clydesdales.

At the same time and place there will be sold 12 Shetland Ponies, the property of W. D. McLennan.

All other sales to be handled by auctioneer, J. W. Durno, will take place at Victoria Park.

WHEN WRITING TO ADVERTISERS PLEASE MENTION THE GUIDE

Founding of a Pure-bred Herd

Continued from Page 8

If one of the best and most popular families is chosen and good individuals selected, the breeder has a chance to make a name for himself and his herd in this particular line. At any rate it is not good practice to purchase representatives of too many different families. Desired type may be more closely bred too by using females of one or two families rather than by using a sire on females of many different strains. Keep the number of families down to one or two of the best.

Importance of a Good Sire

It has been stated many times that the sire is half the herd. If he is a good one he may be; if he is inferior in quality and breeding he is almost all of it. The choice sire used on all the females has many opportunities to improve the herd. He has as many chances as all the females together. If he does not possess quality and breeding of the best he is likely to do more damage than any other factor in the beginner's breeding operations can possibly do. First and foremost in importance is the sire. After the females are selected choose the sire to mate with them. A neighboring breeder's herd sire may be used for the first year or two but as soon as circumstances will permit the young breeder to do so, he should purchase his own herd sire of the particular type and breeding to nick well with his own females and feed him along to suit his own ideas. If the beginner is in a position to do so and is starting with enough females to warrant it the sire might well be purchased as soon as the females are collected. Always use the best available in the sire. It is never wise to pinch the pocketbook too closely in the purchase of the herd header. It is considered better practice to do with fewer females and put a little extra into the male than to buy an extra female or two and take a cheaper sire. At the start, the breeder may not be able to purchase large numbers but whatever he buys should be of the best. Mistakes are plentiful enough even when nothing but the very best are used in breeding operations.

In purchasing, buy clean stock. Avoid if possible, herds suffering from contagious disease. Where known tests are in use for certain diseases buy subject to these tests. Tuberculosis of cattle is a disease of this nature. The herd in which young stock, calves, lambs or pigs are plentiful is generally a safer herd to select from than one where the young stock is not found in plentiful supply. The crop of young stuff coming on from year to year is a fairly safe indicator of the freedom of the herd from such a contagious disease as abortion and is a very good point upon which to rely in summing up the value of the herd as regular breeders. Reliable breeders are anxious to please and generally guarantee high-priced stock purchased from them to breed. By all means start with a clean herd.

In-breeding is a dangerous practice, consequently it is important to avoid animals where pedigrees show the results of such practice. After the herd is established it is safer to buy an extra sire than to use the herd header on his female relatives just to avoid the expense of procuring an unrelated male. Look carefully to the pedigree for any evidences of in-breeding and exercise care in selection.

How many females should be purchased? Only the breeder himself knows. It is dangerous to buy too many at the start. A modest beginning generally grows into something of note, whereas too big a start often ends in a sudden grand smash. It is safer to begin at the bottom of the ladder and gradually climb than to start on the top rung, grow dizzy, totter and crash. On the preper foundation a small beginning will grow into a great enterprise. The breeder should grow in knowledge as his business increases.

Improving and Maintaining the Herd
Once the herd is established the breeder must "carry on." He must stick to his breed and his ideals. As the herd increases in size more attention must be given to breeding operations. Good feeding and care is just as essential to success as is the right



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Also **BERKSHIRES** and **HOLSTEINS**. My Berkshires are an extra good lot headed by "Amos Rival." The Sheep flock has been winners at the Western Summer Fairs.
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During these days of unsettled conditions, life insurance is the "anchor to windward." Real estate sometimes depreciates and stocks frequently do. But one never has to worry about his life insurance—its value is always increasing.
It's a "real" investment to have a policy with
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breeding. Success of care. If possible of sire a change. purchasing female herd buy only those improvement. Cull undesirable breeders. test of breeding. M careful feeding. by judicious wood. Who should four Every livestock. When should he as his experience. How should a few red the breed which w ing of his district b with nothing but the same breed. Th

British Gen
General election for a new House of place on December. The last genera Britain took place when a Liberal-ported the Asquith the present Premie chancellor of the the Parliament B heads of the house. The outbreak an end to party b a coalition govern quith as premier December, 1916, under Mr. Lloyd later took office. Mr. Asquith. De sonnel that govern

To Conti
Premier Lloyd letter to Chancell Bonar Law, leader outlining his p general election. The premier a there should be a principal reason sential there possesed of the difficult tran will follow the ce Mr. Lloyd Geor be a coalition ele being invited to will undertake t government, not war to a final peace, but to dea construction.

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The I
"I can suppo would impose. Ulster. Eightee ernment made a a settlement offered either to immediate effec six northern co operations, but time a joint e empowered to Irish parliament a convention of to endeavor to themselves. "The second but unfortunat of earnest delib found themselv anything like a "In these the right to i effect based on natives. I rec the present con attempt could must be postpo Igeland makes