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Ford Touring Car Price \$530

You'll get farther—with less expense—by "kicking in the clutch" than by "pushing on the lines." The Ford will triple your horse delivery service and increase your profits. Give the economical Ford a chance to cut down your cost of doing business.

The Runabout is now \$480; the Town Car \$780; f.o.b. Ford, Ontario. All cars completely equipped, including electric headlights. Equipment does not include speedometer. Write Ford Factory, Ford, Ont., for Catalog 1.



When You Build, Use "XLCR" Red Cedar Doors

They are durable, do not warp or shrink and take a beautiful natural finish. Made in Alberta. Sold in all Western Provinces. Ask your Lumber Dealer for them.

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Manufacturers
Factories at Calgary, Edmonton, Regina and Saskatoon

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THIS is the age of co-operative buying. Send us your address and let us tell you how to buy by this plan. The Flour that is always good.

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Capacity
300 Barrels

ECHO MILLING COMPANY
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We pay highest Prices For **FREE**

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More Trappers and Fur Collectors send their Raw Furs to us than to any other five houses in Canada.

Because they know we pay highest prices, pay mail and express charges, charge no commissions, and treat our shippers right. Result, we are the largest in our line in Canada. Ship to us today and deal with a Reliable House. No Shipment too small or too large to receive our prompt attention.

Guns We sell Guns, Rifles, Traps, Animal Bait, Shoe-packs, Flashlights, Headlights, Fishing Nets, Fishing Tackle and Sportsmen's Supplies at lowest prices. CATALOG FREE.

Hallam's Three Books "Trapper's Guide" English or French 96 pages, illustrated. Tells how and where to trap and other valuable information for trappers; also "Trapper's and Sportsmen's Supply Catalog," "Raw Fur Price List," and latest "Fur Style Book" of beautiful fur sets and fur garments. All these books fully illustrated and sent FREE ON REQUEST.

331 Hallam Building **TORONTO**

Selling Pure Bred Livestock

If you have any horses, cattle, sheep or swine to sell; this winter for breeding purposes be sure to read this.

On page 9 of this issue we publish an article of suggestion and instruction to assist those who have pure bred livestock for sale. This article has been prepared after consultation with the leading breeders of Western Canada. It should be of great help to all farmers who have livestock for sale and we would recommend them to keep it for future reference.

There is only one important point not discussed in the article on page 9 and that is in which paper to advertise your stock for sale. The only way to reach prospective buyers is to advertise your stock in one or more farm papers published in Western Canada. You should use a paper that will carry your advertisement to the largest number of farmers at the lowest cost.

The Guide Fills the Bill

The Grain Growers' Guide fulfills every requirement for livestock advertising. It reaches over 34,000 farmers every week, which is several thousand more than are reached by any other farm paper in this country. The Guide readers have the money this year and will be the buyers. The Guide carries livestock advertising at \$1.96 per inch, which we believe is a lower rate in proportion to actual paid circulation than is given by any other farm paper.

The leading livestock breeders in Western Canada use The Guide to advertise their stock because they find it pays. Among these advertisers are: J. D. McGregor, Brandon; George Lane, Calgary; Simon Downie, Carstairs; Alex. Galbraith, Brandon; Frank Collicut, Calgary; Vanstone & Rogers, Winnipeg; Michener Bros., Red Deer; F. J. Collyer, Welwyn, Sask.; and a large number of others. These men have found that it pays to advertise their livestock in The Guide. It would pay you also. There will be a big demand for livestock this winter and those who want to buy will first look thru the advertising columns of the farm papers. If you want to sell your livestock be sure to have it well advertised. If you don't know how to write out your advertisement, write and tell us what stock you have for sale, and how much money you want to spend and we will write your advertisement for you!

Use The Christmas Guide

We would specially recommend that every livestock breeder have an advertisement of his stock in The Christmas number of The Guide, which will be published on December 1. This will be one of the finest papers that The Guide has ever published and will contain articles on different phases of the livestock question written by the leading authorities of the West. The Christmas Guide will have a very attractive cover in two colors and will be specially illustrated thruout. It will contain about 60 pages and will be a magazine second to none.

In order to have your advertisement in the Christmas number it will be necessary for your copy to reach us not later than November 22. If you will send it in at once we will set it in type and send you a proof of it. If you wish us to make illustrations for your ad. from photographs you will have to send them two or three days earlier.

Read carefully the article on page 9, follow its instructions, advertise in The Grain Growers' Guide and you will be able to sell your livestock at a good price and a fair margin of profit to yourself.

ADDRESS ALL COMMUNICATIONS TO

The Grain Growers' Guide - Winnipeg