

## The Increasing Interest

In Life Insurance and increasing knowledge of the subject cause intending applicants to look more closely than ever into the ESSENTIALS of profitable protection.

The strength and progressive record of The Great-West Life, its investment success, its favorable mortality and low expense rates, the liberal policy provisions and measure of Service to Policyholders—all reach the most rigorous standard of comparison.

Ask for descriptive literature and rates, giving date of birth.

### THE GREAT-WEST LIFE ASSURANCE CO.

Dept. "I," HEAD OFFICE, WINNIPEG

In requesting information ask for a Desk Calendar for 1917.

\$69.50 and up

Write for Book

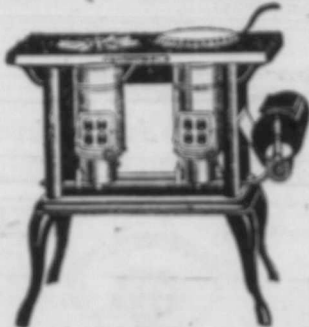


Worth its Weight in Gold

### Galloway Manure Spreaders

Many styles and sizes, each one fully guaranteed. Read these features that make for strength and good service: Endless apron, force feed, double chain drive, all steel gear, steel tongue, and many other exclusive features. **SEND FOR BIG FREE BOOK.** Tells all about Galloway Farm Machinery and quotes prices that will save you many dollars. Wm. Galloway Co. of Canada, Limited Dept. 11 Winnipeg

## IN WINTER Prepare for Summer



Cooking with a wood or coal stove in the summer is not pleasant work. With this oil stove you can avoid this drudgery. The Perfection Stove is now used in thousands of homes and its efficiency has been proven. It is free from the objectionable features which are often found in coal oil stoves. In a Perfection Stove the oil is kept in a reservoir, which is so constructed that a uniform supply flows automatically to the wick as it is required. The stove is safeguarded against smoking or smelling by the long chimney. The chimney is located right above the lighted burner, and it provides chambers in which a high temperature is reached, which entirely consumes every atom of vapor or gas generated by the burning fuel. The burner is furnished with a circular wick affixed to a metal carrier. Used with care, one of these wicks will last a full season, and new wicks can be procured from any dealer for 20 cents, and are easily and quickly inserted.

This stove has two burners, is 30 inches high, and the top dimensions are 14x17 1/2 inches. It will be sent free (with wicks and carriers) and freight prepaid to anyone who will collect twelve new or renewal subscriptions to The Grain Growers' Guide, and send the money collected and the names and addresses of the subscribers to The Guide office. If you can collect any two-year subscriptions at \$3.00, we will allow them to count the same as two one-year subscriptions, but your own subscription will not count.

Write your name and address plainly on the coupon, mail to us and we will reserve one of these splendid stoves for you and send you instructions and material for taking subscriptions.

The Grain Growers' Guide, Jan. 24, 1917, Winnipeg.

I would like to own one of your Perfection Oil Stoves. Please reserve one for me and send me the necessary supplies and instructions for taking subscriptions.

Name .....

P. O. ....

Prov. ....

uneven grades and decay strike at the foundations of a successful fruit business and always raise the margins which the jobber or retailer must add to cover the added risk.

The Exchange does not sell to the consumer because a retail business founded on a single perishable crop is as impracticable as it seems desirable. The delivery of goods of any kind to 100,000,000 American consumers is the most costly of all distributing items. The consumer usually pays from 5 to 25 per cent. of the purchase price for the service which the retail dealer renders. He pays it because he demands the service and is not satisfied to deal with a store that does not render it. To bear the necessary fixed charges that would be required to serve 100 million consumers as efficiently as they are now served, with oranges and lemons alone, would, of course, be prohibitive even if the fruit were owned by a single corporation. To attempt it with no legal right to arbitrarily fix prices or handle the distribution arbitrarily would be destructive of their investments.

During the last few years the Exchange has conducted a nation-wide advertising campaign to increase the consumption of citrus fruit. Population increases about 20 per cent. per decade, while the total supply increased 63 per cent. from 1890 to 1900, and 119 per cent. from 1900 to 1910. No other organization attempts to handle the large industrial problems which affect the future stability of the industry. The Exchange has created thru national advertising a public recognition of the delicious quality, healthfulness and use of California oranges and lemons, and is suggesting to them ways in which they can be served. There is nothing mysterious about advertising. It supplements the Exchange salesmanship and service to the jobber and the retailer by telling the public the truth about the fruit which the Exchange has to sell. It has met with the hearty approval of the trade because it helps the jobber and retailer sell the fruit. The Exchange, thru its agents and advertising department, is co-operating with the jobbers and their salesmen by developing selling arguments for citrus fruit. It co-operates with the retailer by furnishing him with attractive window display material showing the uses of "Sun-kist" oranges and lemons; in showing the retailers how to make a beautiful display of fruit to attract the consumer; and how to increase his business and eliminate losses from decay and left-overs by quick sales of his purchases thru reasonable prices at odd cents per dozen. New factors, such as chain stores, are being interested in the sale of citrus fruit, and large quantities are being handled by such firms on very low margins. This service is, fundamentally sound because it creates better merchandising methods, a larger consumption of fruit, especially of Exchange fruit, and in the end a larger return to the Exchange grower. It is absolutely essential to the prosperity of the industry. It can be handled by the Exchange, because the small volume handled by other shippers makes the national advertising of their brands prohibitive. It is included in the Exchange marketing cost, which, on account of the volume of business handled, can cover a nation-wide advertising campaign, a nation-wide distributing system, and a highly efficient business organization, all included in a marketing cost lower than any other shipper charges and not more than one-third or one-half as much as shippers charge who make a personal profit by handling the growers' product.

At the Ohio Experiment Station, a cow increased her milk production 80 per cent. thru better feeding. This increased quantity of milk cost seventy-seven cents less per hundred pounds than what she produced on the small quantity of feed and the butter fat cost twenty-three cents less per pound. This extra feed would not have been sufficient to feed another cow. By feeding one cow well about as much milk is secured as by feeding two cows poorly. And feeding the one cow well required less work, less barn room, less feed and less pasture. In many cases the quickest way to increase the profits from a herd is to feed and care for them better rather than by increasing the number.



## These books will save you money

MAILED UPON REQUEST

IT IS YOUR PARTICULAR BUSINESS to buy your farm and home supplies where you can make the most substantial savings, quality considered—you owe this to yourself.

THE LINES OF MERCHANDISE IN THESE CATALOGS represent qualities that you will find very hard to equal elsewhere at anywhere near the prices quoted. Our buyers have travelled to the greatest markets of the world and selected the lines most suited to your needs in Western Canada. Buying in the quantities we do has made it possible for us to offer you values that, under ordinary merchandising conditions, would be impossible.

WRITE TO-DAY FOR THE BOOKS YOU WANT—They will be sent Postpaid—Make sure of your share of these generous values.

(Fill in your name and address below, check square for catalog or catalogs wanted, cut out entire advertisement and mail to us)

NAME .....

POST OFFICE .....

PROV. ....

GENERAL CATALOG ☐

GROCERY CATALOG ☐

PATTERN CATALOG ☐

Grain Growers' Guide (Jan. 24, 1917).



CHRISTIE GRANT LIMITED

At Your Service

WINNIPEG

CANADA



## THE LONDON MUTUAL FIRE INSURANCE CO.

Issue a Special

FARMERS' POLICY

There is none better. See our Local Agent or write for his address to—CARSON & WILLIAMS BROS. LIMITED UNION BANK BUILDING, WINNIPEG, MAN.

## THE Wayburn Security Bank

Head Office: Wayburn, Sask.

EIGHTEEN BRANCHES IN SASKATCHEWAN

A Western Banking Institution for Western People  
H. O. POWELL - General Manager



# World's Best



That is a title which can justly be applied to the

## Famous Prize Winning Poultry

which The Guide is distributing free, and transportation charges prepaid, among Guide readers.

This poultry is being offered in the four most popular breeds, namely:—Barred Plymouth Rocks, White Wyandottes, Buff Orpingtons and Rhode Island Reds.

The eggs which produced our Famous Prize Winning Poultry were secured from poultry men who have carried off prizes at the world's big poultry shows. These eggs cost The Guide \$45.00 per hundred. They were hatched under The Guide's supervision and the result is that we are offering our readers the very best poultry stock that can be secured anywhere. There is no doubt that the progeny of this stock will bring fancy prices.

These prizes are offered to any Guide reader who will assist us by collecting only a few new or renewal yearly subscriptions to The Guide.

### PROMPT ACTION NECESSARY

The Guide has only a limited number of these birds and there is certain to be a very large demand for them as it would be impossible to secure birds of the same class without going to one of the big dealers and paying a very high price. Those who answer this advertisement first will have this Famous Prize Winning Poultry put within their reach for only a few hours work, but it will be necessary for them to act now.

Write your name and address plainly on the coupon below, mail to The Guide office, and we will send you our poultry folder which illustrates and describes fully this Famous Prize Winning Poultry. The folder also gives particulars of some other splendid poultry prizes and contains full information as to how you may secure them. Mail your coupon—TODAY.

COUPON

January 24, 1917

THE GRAIN GROWERS' GUIDE  
WINNIPEG

Gentlemen—Please send me your illustrated poultry folder as I would like to learn more of your famous prize winning or pure bred poultry.

NAME .....

P.O. ....

PROV. ....