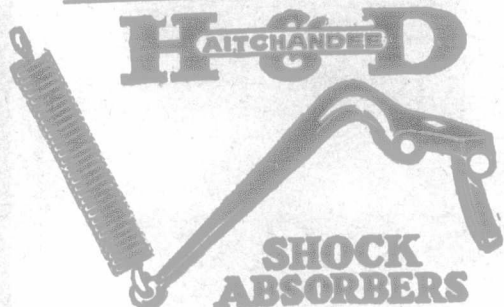
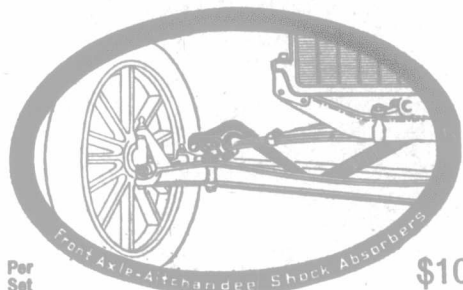


"Make Rough Roads Smooth"



FOUR IMPORTANT H & D MERITS

1. They make the car ride easy by preventing jars, jolts, and side-sway.
2. They prevent springs breaking.
3. They save the engine from the effect of sudden jars.
4. They increase tire mileage at least a third. This is confirmed by 200,000 H. & D. users. The saving on tires alone, through eliminating the hard road thrusts, soon pays for a set of H. & D's.



Per Set of Four

\$10

Remit by Money Order or Postal Note. Put them on and use them for thirty days. If you are not satisfied with them, take them off and send them back and we will refund your money.

Easy to attach. No holes to bore. Weight per set, 20 pounds.

RICHARDS-WILCOX CANADIAN CO. LONDON Limited ONTARIO

Flintstone Farm

Breeders of

Milking Shorthorn Cattle, Belgian Draft Horses Berkshire Swine.

We offer animals that will raise herds to a level of war-time efficiency. Bull calves from \$125 up.

DALTON Massachusetts

Mardella Shorthorns

Herd headed by The Duke, the great, massive, 4 year-old sire, whose dam has 13,669 lbs. of milk and 474 lbs. of butter-fat in the R.O.P. test. I have at present two exceptionally good young bulls ready for service, and others younger, as well as females all ages. Some are full of Scotch breeding, and all are priced to sell. Write or call.

Thos. Graham, R.R. No. 3, Port Perry, Ont.

Evergreen Hill R.O.P. Shorthorns

Herd headed by the R. O. P. bull, St. Clare. Nothing for sale at present.

S. W. Jackson, R. R. No. 4, Woodstock, Ont.

Glensfoyle Shorthorns—College Duke 4th in service—a high-record son of Rothschild and Taylor's noted stock. Am offering young cows and heifers, bred to this great bull. Have a few bulls of breeding age on hand.

STEWART M. GRAHAM, Lindsay, Ont.

Graham's Dairy Shorthorns

I have a choice offering in cows and heifers in calf. Bulls from the heaviest milking strains. Satisfaction guaranteed.

CHARLES GRAHAM - Port Perry, Ont.

PLASTER HILL HERD

Dual-Purpose Shorthorns Six young bulls, from four to thirteen months. Size, quality and good milking strains.

F. Martindale & Son, R. R. 3, Caledonia, Ont

Our Distribution System.

"Man was not made for things, but things were made for man,"—a fact too often forgotten.

That the fact above quoted is too often forgotten by the great mass of consumers is the very reason that expert salesmen, representing big manufacturing and distributing concerns are able to make their services a paying proposition for their employers. The essence of a salesman's existence is that "man was made for things." His employer provides him with the things and it is his business, as salesman, to sell these things to people whether they want them or not. In fact his success as a salesman depends upon how many buyers he can create, as it were, for the articles he has to sell. In short, the employer provides him with things and the salesman must make men for them. How different it would be if the consumer were left unmolested to buy what he or she chose? It is true that many a one has, as a result of having an article pushed upon him by a salesman, found the same a good and profitable investment. The numbers of this class are few compared with the masses who have been inveigled by clever salesmen into buying articles which they did not want and would, in fact, be much better without. The salesman is a trained specialist for which the consumer, on the whole, is no match. Too many articles (the articles may have merit) are sold to people who would be better without them. This business is a costly one to the distributor, but the cost is obviously finally borne by either the producer or the consumer.

The gulf between the producer and the consumer is not getting any narrower, if, in fact, it is not growing wider than ever before. There is no phase of our whole economic system more needful of thorough investigation and complete reformation and reorganization than our present wasteful and costly distribution methods.

The great octopus at the root of the whole thing is desire for profit and this desire is whetted to a keen edge by competition. It is obvious, of course, that there must be profit if distribution is to be continued along present lines. As it is, however, it would be difficult to devise a more efficient means of fleecing the masses to enrich the few. On the other hand, it is a most efficient system from the point of view of the few.

The fault is not altogether with those engaged in the distribution business, but rather in the system which has been allowed to grow up in our midst. It is one which lends itself admirably to the enrichment of the few at the expense of the many. And while those engaged in distribution to-day are not responsible for the system itself, they have been and are unfaithful in their efforts to maintain the machine of which they are taking advantage and by which they hope to profit further.

The day is coming when co-operation instead of competition will characterize our distribution methods. The co-operation must, however, spring from the consumer. The wealthy class are too much occupied with profits for themselves to think about the consumer, who does without conveniences and necessities to live comfortably, while the disease of more profits in the other class grinds him down. The consumer is gradually but surely getting educated to the fact that our distribution methods are undemocratic, very costly, and the consumer pays the bill. The more he sees himself as he is the more he realizes that something must be done and that it must be done by the consumer himself.

The principle of co-operation has proven itself a sane and strong principle among the big interests, as our great combines, mergers and associations of manufacturers have shown. It is more difficult for the masses to organize, but it is not impossible; it has been done in a small way in some places in America, and in a large way in the Old Country. The same thing can be done here.

William Stevenson & Son, of Science Hill, write that they have had a great demand this summer for their Chester Whites. Sales have been made to practically every Province of the Dominion. At the present time they have a choice offering. Their herd of Shorthorns contains the representatives of such families as Miss Ramsdens, Wimples and Marchionesses which are of high quality.

SHORTHORN SALE

Treganna Stock Farm, Glencoe, Ont., R.R. 3

September 17, 1918



Proprietors:

D. TRESTAIN, Treganna Stock Farm.

T. HENDERSON, Mosa Stock Farm.

40 Females

12 cows with calves at foot

10 heifers to calve soon

10 Bulls

Will sell by public auction 50 Scotch and Scotch-topped Shorthorns, on Tuesday, Sept. 17, 1918, at 1.30 o'clock.

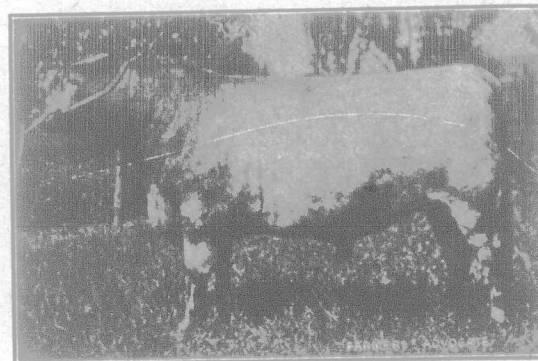
Sale at Treganna Stock Farm, three miles south of Glencoe, Middlesex Co., on the Longwoods Road. Train connections on the G. T. R., C. P. R., and Wabash roads. Offering consists of forty females and ten bulls, twelve cows with calves at foot, and ten heifers to calve soon; the balance are open heifers. Most of the cows and heifers are bred to such noted bulls as Pride of Treganna 100302, by Pride of Scotland (imp.), and Chantry Sort, a richly-bred Butterfly. Pride of Treganna, included in the sale, is a three-year-old red roan, in show shape, and a proven sire of merit. Most of the cows in this offering are good milkers, some of them guaranteed to produce 50 pounds a day. Both are old-established herds for thirty-five years. The families represented in the sale are Roan Lady, Lustre, Orange Blossom, Scotch Lily, Marr Rachel, and other good families.

Remember, in this offering are bulls and females for the best herds, and we extend to you all an invitation on the above date to see them sold. Capt. T. E. Robson will be the auctioneer. Trains met on morning of sale, and dinner served. Send for catalogue to

T. HENDERSON

Glencoe, Ont.

D. TRESTAIN



GAINFORD SUPREME, No. 115283

Harnelbel Shorthorns

Herd headed by Gainford Supreme, son of the great Gainford Marquis and Jealously the Fourth.

All my cows and heifers are bred to this young bull. Inspection invited.

SAM'L TRUESDALE, Farm Manager Islington, Ont.

HARRY MCGEE, Proprietor 61 Forest Hill Road - - TORONTO

SHORTHORNS For Profits

Shorthorn steers dressed the highest percentage at the Chicago International in 1917. Shorthorn steers are preferred by the largest buyers of feeders on the Chicago market. Shorthorn steers show greatest weight for age.

THE BREED FOR FARM OR RANCH

DOMINION SHORTHORN BREEDERS' ASSOCIATION

W. A. DRYDEN, Pres., Brooklyn, Ont. G. E. DAY, Sec., Guelph, Ont. 10

Write the Secretary for free Publications.

Lake Marie Farm Shorthorns

Herd Sire—Golden Hope, an Orange Blossom by the great Archer's Hope. We have several young bulls by him and four other 8 months calves by the R. O. P. sire St. Clare. All are priced to sell. We are also pricing a few fresh Dutch Belted cows and heifers. This breed although not well known in Canada are extra heavy milkers. Correspondence solicited.

LAKE MARIE FARMS, KING, ONT.

SIR HENRY PELLATT, Owner

THOS. McVITTIE, Manager.

Pleasant Valley Farms—Present offering: A number of good, young Scotch cows with calves at foot and rebred to (Imp.) Newton Grand Champion; also a number of 2-year-old heifers bred to same sire. Suitable for good herd foundations; priced to move them. Inspection invited.

GEO. AMOS & SONS (Farm 11 miles east of Guelph, C.P.R.), Moffat, Ont.

BLAIRGOWRIE SHORTHORNS

I have females all ages and bulls of serviceable age. Worth while to come and see, or write JOHN MILLER Myrtle Station C.P.R., G.T.R. ASHBURN, ONTARIO

SHORTHORN BULLS Will. A. Dryden

of my own breeding, around a year old; best families and good colors, are for sale. Also a few young, imported bulls.

Brooklin Ontario Co. Myrtle C.P.R., Brooklin, G.T. R. Brooklin, C.N.R.