



IMPERIAL SERVICE

If you are in doubt about the proper lubricant, ask the Imperial Oil man. He will give you courteous attention and sound advice on your lubrication problems. That is part of Imperial Service.

LET US BE RESPONSIBLE

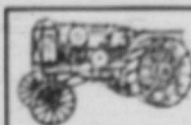
PUT your lubricating troubles up to the Imperial Oil man. It is his job to know the just-right oil for every lubrication need. He will recommend the oil that will end your lubrication troubles.

There is a scientifically correct lubricant for every machine requirement. For high speed motors burning gasoline, for heavy duty tractor motors or stationary motors burning kerosene, for slow-revolving, heavy shafts, for open bearings, for loose bearings, for tight bearings, you require oil that has just the right body, consistency and lubricating qualities.

There is an Imperial Oil manufactured for each particular purpose. You can get it in any part of Canada at any Imperial Oil station. There is one near you.

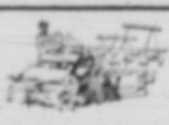
Imperial Oils are supplied in steel barrels and half-barrels—convenient, economical. No waste. You use every drop you pay for and know that every drop is uniform and clean.

A Correct Lubricant for every Farm Machine



For Gasoline Engines,
Tractor, Auto or
Stationary
POLARINE OIL
STANDARD GAS
ENGINE OIL

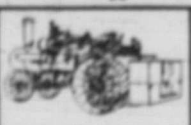
For Kerosene Engines,
Tractor or Stationary
POLARINE OIL
HEAVY
IMPERIAL KERO-
SENE TRACTOR
OIL
(Recommended by Inter-
national Harvester Co.)



For Open Bearings of
Farm Machinery
PRAIRIE
HARVESTER OIL

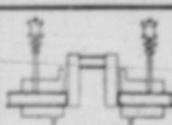
—very heavy body,
resists cold, won't
thin out with
moisture

ELDORADO
CASTOR OIL
—a thick oil for worn
and loose bearings



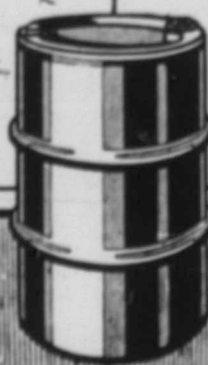
For Steam Cylinder
Lubrication, whether
Tractor or Station-
ary Type
CAPITOL
CYLINDER OIL

—the standard pro-
duct for steam
cylinder
lubrication



THRESHER
HARD OIL

For Grease
Cup
Lubri-
cation of
bearings
—a clean
solid-
fied oil
high
melting
point



IMPERIAL OIL

LIMITED
BRANCHES THROUGHOUT CANADA

LIVE POULTRY

BROILERS—Market your early hatched Cockerels as broilers. They pay best in that way. Separate them from the Pullets when they weigh about 1 pound. Feed them bran and crushed oats in am or butter-milk for two or three weeks. Get them ready now. If you have any ready now ship them to us. We can handle any amount and will pay the highest market price. When you ship to us you always receive highest prices and prompt remittances.

Broilers, per lb.	25c
Old Hens, in good condition, per lb.	23c to 25c
Ducks, per lb.	25c
Turkeys, per lb.	25c
Young Roosters, per lb.	23c
Geese, per lb.	18c
Old Roosters, per lb.	16c
Eggs	Highest Market Price

The Prices quoted are for Poultry in good Marketable Condition and are F.O.B. Winnipeg.

We are Prepaying Orders to any part of Manitoba and Saskatchewan.

Sisskind-Tannenbaum Grocery Co.
485 Pritchard Avenue, Winnipeg, Man.

WHEN WRITING TO ADVERTISERS
PLEASE MENTION THE GUIDE

Live Poultry and Eggs

WANTED

EGGS—We are paying highest market price. Egg crates supplied on request.

Old Hens, per lb.	23c to 25c
Ducks, per lb.	25c
Young Roosters, per lb.	23c
Turkeys, per lb.	25c
Geese, per lb.	20c

Old Birds in Good Condition.

We are prepaying orders to any part in Manitoba and Saskatchewan.

MONEY ORDER MAILED DAILY

Standard Produce Co.
43 CHARLES ST. WINNIPEG

SUNNY BROOK FARM
STONY PLAIN, Alberta. The Kentucky State Fair, 1917, Champion "Bramble's Charm," 220122 and "Anne Bird," 148, brother to the world's champion, are at the head of my herd of Berkshire Pigs. I have also for sale, Champion Tamworth Hogs and Oxford and Shropshire Sheep. Officially tested Holstein Cattle. Bull Calves for Sale. Write for Booklet. Booking Orders for Delivery at Any Time. **WM. GILBERT, Proprietor.**

MARCO

MORE POWER

RUBBER BELTING

Costs Some More
Worth Much More

PLEWES LIMITED
DISTRIBUTORS - WINNIPEG

CHALLENGE

Keep their shape and freshness unimpaired in all weathers. Cleaned instantly with soap and water. Stylishly cut, with the correct finish. 25 cents at all stores or direct.

ARLINGTON CO. OF CANADA, LTD.
34 & 36 Fraser Ave., Toronto



Government Assistance in Seed Growing

Continued from Page 20

Field crop competitors who use registered seed as foundation stock to produce the highest class commercial seed, and seed merchants acting in an advisory capacity are all interested in their improvement and should have representation on provincial and Dominion seed boards. Practically all of the provincial departments of agriculture have concurred in these suggestions, and some have already appointed their seed boards.

In the prairie provinces a few of the Grain Growers' elevators at central points might be properly equipped with cleaning machinery and serve for the assembling, cleaning and distribution of superior seed stocks produced by the local associations. The use of approved seed stocks in field crop competitions will require the development of an abundant supply, and growers who make a specialty of multiplying these seed stocks under the provincial inspection given to field crop competitions, should also be provided with these facilities in preparing their high-class seed for the market.

Breeders' Notes

THE WILLOW SPRINGS HEREFORD HERD
In looking back over the past few years one is amazed at the enormous strides which have marked the expansion of the pure-bred cattle industry in Alberta.

It would hardly be correct to state that this great development has been confined to one breed alone, all the beef breeds and to a lesser extent the dairy breeds as well have profited by this livestock boom, if boom it can be called.

But when all is said and done, no breed has shown such marked development as the Herefords, with their active nature, excellent rustling qualities, black records and peculiarities of temperament which makes them an especially suitable breed for the Alberta range. And it must have been just these same peculiarities, together with an inherent love of good cattle, which started Frank Colliant, of Calgary, at first in quite a modest way, then slowly but surely expanding, until at the present time he owns over 900 head of "Whitefaces," the largest Hereford herd in Canada.

The Willow Springs Ranch, on which the Colliant Herefords range, is 35 miles north of Calgary and some six or seven miles west of Crossfield. It will pay any one well who is interested in good cattle, to visit the ranch at Willow Springs. The visitor will experience the unfailing courtesy and fine hospitality of the proprietor, he will be taken over a well watered and a well sheltered ranch, he will see fine barns and buildings and he will get a few good impressions as to the manner in which this well known breeding establishment is run. It is well within the mark to state that the development of the Hereford industry in Alberta is attributable in no small degree to Mr. Colliant's desire to get the best of the breed his money could purchase, and that he has been successful in his present herd is witness.

A shrewd business man, watching his opportunity, he purchased some years ago the Baxter-Reed herd at Olds, some 120 head, all good imported stock, with the old country size, smoothness and quality, which is to be seen today reflected in their offspring. A little later he was fortunate in purchasing 30 head from Simon Downie & Sons, Carstairs, Alta., and in this purchase he formed one of the best females the breed has produced. We refer to the cow "Bally," a well known prize-winner and still in the best of bloom and a consistent breeder.

A couple of years ago Mr. Colliant, looking for a herd leader to mate with his good females, purchased "Gay Lad 40th" at the Harris sale at Harris, Mo., for \$11,500. The calves from this sire are just beginning to come, and to judge from what the representative of The Guide saw of them a few days ago, Mr. Colliant made no mistake when he purchased this bull.

The progeny of "Gay Lad 40th" are showing the type, breeding and character of their sire.

Another sire which has left and is leaving his mark on the young stock at Willow Springs is "Fairfax Perfection," a son of the great "Perfection Fairfax," and the big majority of the young stock on the ranch show this sire's great style and true Hereford character. Still another worthy individual as a herd leader is the good bull "Governor Hadley," a useful sire that is leaving a high class commercial grade of stock. Last fall Mr. Colliant purchased a number of the pure-breds of the Glenagarry herd, at Claresholm, Alta., included among them being the \$20,000 "Gay Lad 16th," a big smooth fellow, weighing well over 2,300 pounds, of wonderful smoothness, well rounded symmetry, and also quick and agile on the feet. He was originally purchased from Messrs. Harris & Sons, Harris, Mo. He is a bull of the latest type and will be very hard to beat anywhere. With the above mentioned sires, together with the younger bulls coming along, Mr. Colliant has a wonderful line up, when one contemplates the massive broad-backed, full-joined females which will mate with these sires, it must be admitted that there is a splendid future ahead of this herd. Space will not permit the writer to go into the merits of these females, suffice to say, they are on a par with the males and will have to be reckoned with in the show ring this summer, when the herd will compete at some of the leading Western fairs. Mr. Colliant is in the Hereford game to the finish, and with the good healthy rivalry among the breeders of Alberta, the kind of rivalry which makes for good business and good stock, it is quite safe to predict that the Colliant herd will stay well to the front for long years to come.