



SOMETIMES a man is tempted to buy a cheaper engine than the Alpha, hoping to save a little money. If you are tempted to take such a chance, it will pay you to first study engine construction carefully. It is only reasonable to assume that if other engines were as good as the Alpha they would cost just as much. Why shouldn't they?

In considering the purchase of an engine, do not let the first cost blind you to the vitally important things you wish to buy in an engine. You want an engine that has plenty of power; that is simple and easy to operate, that is free from weak, complicated, troublesome parts; that is strong and durable enough to give you years of good service. With these things in mind, compare the Alpha, part for part, with any other engine. You will then see that for the slightly higher cost of the Alpha you get by far the most for your money.

Then talk to any of the thousands of Canadian farmers who are using Alpha Engines and they will tell you they are glad they did not take a chance on some "cheap" engine. It does not pay to take chances. Be on the safe side and buy an engine that sells on its merits; that has something more than its price to recommend it.

There is nothing mysterious about the superiority of the Alpha. The better design of this engine, the quality of material and workmanship that go into it, are easily seen. Ask for a copy of our catalogue. It illustrates and describes every feature of the Alpha and every feature of this engine has in it some sound reason why the Alpha will give better service and last longer. Read the catalogue carefully and you will see where the extra value comes in.

Alpha Engines are made in eleven sizes—2 to 28 H.P.—each furnished in stationary, semi-portable, or portable style, with hopper or tank cooled cylinder.

THE DE LAVAL COMPANY, Ltd.

LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA.
Sole distributors of the famous De Laval Cream Separators. Manufacturers of Ideal Green Feed Silos. Catalogues of any of our lines mailed upon request.

MONTREAL PETERBORO WINNIPEG VANCOUVER

Engine Owners, Attention!

The Crouch Vaporizer with Kerosene Attachment

Why use expensive fuels? Use kerosene or distillate. More power, units, half the cost, less danger, and longer life to the engine. Converts nearly all classes of the gasoline engine for the use of these heavier fuels.

EASILY ATTACHED AND FULLY GUARANTEED TO GIVE SATISFACTION
PRICE—Stationary and Portables, \$10.00 to \$50.00; Tractors, \$65.00.

Agents wanted. Manufactured and sold by—

The Saskatchewan Distributing Co., Regina, Sask.

Registered Marquis Seed Wheat

Grown on our own farms, and cleaned in our up-to-date cleaning plant, under the inspection of the Canadian Seed Growers' Association.

Price \$2.50 per Bushel. Sacks 8c per Bus. Extra.
F.O.B. Indian Head. Cash with order
Seed Grain Freight Rates Apply.

NOTE—Our Registered Marquis Wheat won 1st prize in the Dry Farming Section, at the International Exhibition, El Paso, Texas, in 1916.

Angus Mackay Farm Seed Co.
Indian Head, Sask.

and of good transportation facilities have been some of the many difficulties encountered in the trading work of the last three years.

Central-Reorganization

With the termination of your agreement with The Grain Growers' Grain Company the organization of the Central trading activities on an absolutely self-contained basis was undertaken and while this will add greatly to the strength and efficiency of the Central organization, it leaves the association entirely dependent upon its own resources. We have adopted the policy of dividing the work of the Co-operative Trading Department into branches, so grouping the various commodities handled under each that every commodity will come under the direction of a departmental head who has expert knowledge of it. Experience has proven that for such an undertaking as ours, men are not available who have expert knowledge of all the lines handled. We already have a special lumber department under a most competent and experienced manager. We have excellent connections with a large lumber company. We are free from brokers and can thus give excellent service at a minimum cost.

Rural Superintendence

It has been recognized for some time that a closer and more personal connection between the Trading Locals and the Central is required to be established for the permanently successful prosecution of the work. There is urgent need for the employment of district superintendents; men who will periodically visit all trading locals, confer with and assist them in their local activities, instruct local secretaries in their duties wherever they are inexperienced in matters of business and accounting and report to the Central the recommendations and requirements of your locals.

Such men should be available to investigate any goods which might be delivered in an unsatisfactory condition. They would aid in the adjustment of claims and be of great assistance in checking up more closely than has heretofore been possible the services rendered to the association by distant shippers of such goods as are not actually handled and inspected by the central or its employees. Such men are difficult to secure and are expensive but we believe well worth while.

Here are a number of points of disadvantage brought out in our three years' experience and which need correction to attain full success.

(1) Perhaps chief amongst them is the habit of so many members to shift responsibility upon the local secretary and their disinclination to pay him sufficiently well for the work required.

(2) The lack of capital and of storage facilities at local points without which neither coal nor flour can permanently be handled successfully.

(3) The failure of locals to order sufficiently early goods that must be contracted for many months ahead of requirement and the consequent disappointment.

(4) One handicap to our business is the absence of control of any means for marketing goods contracted for.

(5) Many locals are spasmodic in their purchasing. This lack of continuity of business does much to make that business unattractive to those from whom we require to purchase.

Business from a dealer is active the year around and more or less regular. Business from locals is not regular but spasmodic. It is difficult to order and give satisfactory service without more regular interest by all locals.

Such bodies as the Alberta Co-operative Elevator Company which has warehouses and carries goods at its many elevator points in conjunction with the U.F.A., and serves only outlying locals as well, have a definite central control of sufficient local business to enable them in purchasing goods at any time on a favorable market to order them shipped to their local warehouses knowing that they will thus be brought to the immediate notice of prospective customers. If a measure of similar control could be acquired by your central the service could be still further improved.

In conclusion we wish to thank

GREAT DISCOVERY!

Remarkable Cloth that won't wear out or tear! Samples free by post to any reader.

Just fancy, readers! Whether a blacksmith, carpenter, engineer, laborer, farmer or clerk, could you by solid, hard, grinding wear, every day in the week—not just Sundays—wear a small hole in a \$2.25 pair of Pants or a \$6.50 Suit in six months? Could any of your boys wear a small hole in a \$2.27 Suit in six months? Remember, six months of solid grinding wear and tear—not just Sundays—but every weekday and Sundays, too! If any reader can do this, he can get another garment free of charge!

A remarkable new untearable cloth has been discovered by a well-known firm in London, England. These new Holeproof Cloths are amazing! You can't tear them, you can't wear them out, no matter how hard you try. Yet, in appearance, they are exactly as finest tweeds and serges sold at \$20. But the price is only \$2.25 for a pair of Trousers, Breeches \$2.60, and for a well-made, smart, stylish Gents' Suit delivered by post, with no further charge whatever \$6.50 only. Boys' Suits from \$2.27, Knickers from \$1.00. Readers are reminded that the above sums cover cost of postage and all charges, and there is nothing more to be paid on delivery. Full particulars of these remarkable cloths, together with a large catalogue of patterns, fashions, and a simple measure chart with which readers can measure themselves at home, will be sent absolutely free and postage paid to all those who just send a postcard to (Agents Dept. 3), The Holeproof Clothing Co., P.O. Box 777, Winnipeg. The firm's London address is 56 Theobalds Road, London, W.C., Eng., but all applications for samples should be sent to Winnipeg.—Advertisement.

A Good Watch at a Reasonable Price

Our new 1916-17 Catalogue is now ready for delivery, and will be mailed free upon receipt of your name and address. You will be pleased with the clear, exact illustrations of the actual goods we offer you, and you will find the prices reasonable, considering the high quality of goods we sell. We quote here one item from our Watch Department, Page 32 of this Catalogue.

No. 3202A—18 Size Gentleman's Watch, Fortune Quality, Gold Filled Case, Open Face screw Front and Back, Plain, Engine Turned, or Engraved Pattern, 15 Jewel Waltham Movement, \$10.25

The above prices include all transportation charges, and the watch is guaranteed to be a satisfactory timepiece or money refunded. Let us have your name for our Mailing List.

D. E. Black & Co. Ltd., Jewelers

Herzog Building Calgary, Alta.

ALBERTA SPRING SHOWS, CALGARY

HORSE SHOW PURE BRED CATTLE SHOW

AUCTION SALE OF BULLS

Beef breeds Only
APRIL 11TH TO 14TH 1917
Rules and Entry Forms for Bull Sale now ready.

ENTRIES CLOSE MARCH 10th

Catalogue ready March 20th

Horse Show prize list mailed on request.

ENTRIES CLOSE MARCH 27th

Geo. Lane, Calgary.

Pres. Alberta Horse Breeders' Assn.

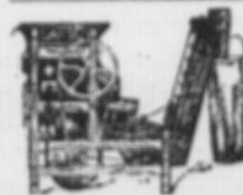
J. L. West, Calgary, Cal. B.

Pres. Alberta Cattle Breeders' Assn.

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Secretary and Managing Director

Alberta Livestock Assn., c/o Horse Park, Calgary.



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The best and latest mill for cleaning and grading all kinds of Seed and Grain.

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