DED 1868

SHOP FRANCES



Was there ever a time when so little farm produce would buy

Wheat at \$2.25 buys almost double what it bought 4 years ago in spite of the general rise in prices.

Potatoes at over \$2.00 also buy double the farm machines, double the buildings, double the equipment of every kind.

barn such as shown here?

Beef at \$11.75 makes a farmer think about stable and barn capacity.

At \$1,766 this 100-ton barn is good value. In terms of farm produce its cost is very, very low.

In capacity it holds 100 loads of grain or hay. It is built under our patent construction, known the country over as the Steel Truss Barn. It is roomy, convenient, light and well ventilated. It is fire-proof and lightning-proof. Our process of building is so simple that the old-time barn-building gang is not needed. The Steel Truss Barn idea saves money in the erection and saves labor in loading and unloading grain.

The complete description of the Steel Truss Barn is worth any farmer's time to read. It is told in our special Book on Barns which we send free to farmers on request.

## Prices to Drop?

Any farmer can make money in 1918.

A good farmer can make more money than he ever made before. He can make big money.

Prices are good. They will be better. They can't help but be better. Because food is scarce and growing scarcer. The growers of food will become rich.

To make an increase in crops in 1918 should be the aim of every practical farmer. This is one year when an increase in crops cannot possibly lower prices. For this year the world is hungry and the whole world is Canada's market.

The farmer who holds back in 1918 is standing in the way of the best chance he ever had.

If a machine is needed to increase the crop—no matter how high the price of that machine—it is as nothing compared to the money that can be earned with it.

If extra housing for crops, stock or machines is needed every effort should be made to get the buildings erected. For they will begin to make money at an unheard-of rate this year.

It is true that farm equipment of all kinds costs more money to-day than before the war.

But, is that a sound reason for waiting to buy?

The opportunity to make money out of such equipment will not wait. This is the golden opportunity for the live farmers. This is the year of all years to DO THINGS.

And to the best of our belief the prices of all metal materials will not be lower for years to come.

To-day when farm produce will buy almost double in Can any farmer remember a time when 12 steers would buy a the way of equipment what it would have bought three years ago is the proper time to invest.

> The farmer who holds back, who contents himself with smaller crops; who lets crops spoil because his barn is not large enough or in bad repair; who has not enough stable room to winter profitable stock; and all because he wants to wait for prices to come down before he invests in machines and buildings, will find that the few dollars he may possibly save, will cost him thousands in profits.

> Two years, some farmers have waited. They have worked without tools. They have produced far less than they should. They have not made the money they should. To-day, they must see that waiting was a mistake.

> Already the move to improve the farms and get the utmost in profit has started. Our barn department is working on plans for over a hundred new barns, and more are being asked for every day.

> We urge the farmers in all earnestness to think about getting their building plans under way without delay. Our capacity for building stables and barns is, as all know, very great. We are anxious to serve Canadian farmers well and promptly. But building materials are not unlimited. We warn all those who wish to build this year to get started early; to have our plans before them, and get their orders in as soon as possible.

> Our books on barns, the expert services of our barn experts, the stable plans, and full specifications and blue prints are furnished without charge, Write to-day if you are interested.

## The Metal Shingle & Siding Company, Limited

Preston, Ont., and Toronto

Write Vearest Branch

Factories: Montreal, Toronto, Winnipeg, Suskatoon, Calgary.



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