

Sow Flax

Because

1. October Flax is selling now around \$1.85 per bushel. This makes it a decidedly profitable crop.
2. Flax can be sown for three or four weeks yet. Sow it on the land you hadn't time to seed to wheat. Break up as much more as you can, and put in flax.
3. Flax does well on first breaking, and is the only crop that does. With it you can turn a fruitless summer-fallow into a profitable field.
4. Flax loosens up the ground and prepares it well for the next year's wheat. It is a farm-improver as well as a profit-maker.

IT PAYS!

The Canadian Underwriters Limited

Solicits your
HAIL INSURANCE

This Company wrote Hail Insurance last year amounting to over \$1,327,000.00. Liberal adjustments by experienced farmers, and prompt cash payment of awards direct from our office at Moose Jaw.

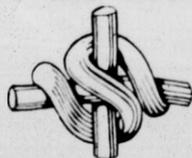
Full Government Deposit

for the protection of policy holders. Representatives all over Saskatchewan.

The Anderson & Sheppard Company Limited
Box 1059 General Agent Moose Jaw, Sask.

IDEAL

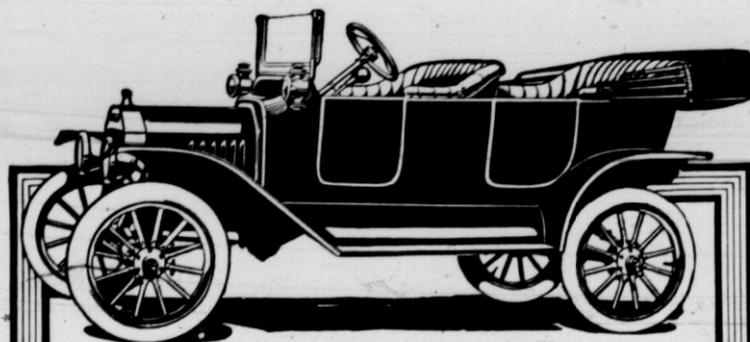
The Sure Means of Distinction
is the Lock



Write for Catalogue and Prices to

The Ideal Fence Co. Limited, Winnipeg

Quality Fence 18c a Rod and up. We pay the freight.



"MADE IN CANADA"

Ford Touring Car

Price \$590

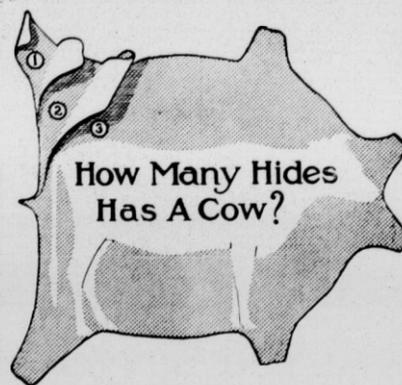
Your neighbor drives a Ford—why don't you? We are selling more Fords in Canada this year than ever before—because Canadians demand the best in motor car service at the lowest possible cost. The "Made in Canada" Ford is a necessity—not a luxury.

Runabout \$540; Town Car price on application. All Ford cars are fully equipped, including electric headlights. No cars sold unequipped. Buyers of Ford cars will share in our profits if we sell 30,000 cars between August 1, 1914 and August 1, 1915. Write Ford Factory, Ford, Ontario, for catalogue I.



ADVERTISING is the foundation of all successful enterprises. If your advertisement appeared in these pages it would be read by over 34,000 prospective buyers. Patronize our advertisers—advertise yourself—and we will all be successful.

The Truth ABOUT Leather



How Many Hides
Has A Cow?

IN a recent defensive circular to the auto trade, leather manufacturers define leather as "the skin or hide of an animal, or any part of such skin or hide, tanned or otherwise prepared for use."

But since whole hides are too thick for upholstery, and the under fleshy portion must be split away from the grain side to make it thin enough, why should the two or three sheets into which the wastage is split, be called leather? Although artificially coated and embossed to look like real grain leather, these splits are weak, spongy, and soft—they crack, peel and rot.



TRADE MARK

MOTOR QUALITY FABRIKOID
For Buggies and Automobiles

CRAFTSMAN QUALITY FABRIKOID
For Furniture

Guaranteed far Superior to Coated Splits.

Fabrikoid is frankly artificial leather, guaranteed superior to coated splits. Its base is cotton fabric, twice as strong as the fleshy split. It is coated much heavier and embossed in the same way.

America's largest auto makers adopted it for upholstery because it outwears coated splits.

A leading furniture manufacturer says: "The cheap split leathers should be entirely eliminated in furniture upholstery."

Two-thirds of all "leather upholstery" is weak, flimsy coated splits. Demand the superior Fabrikoid on your car, buggy or furniture, and Fabrikoid Rayntite tops, guaranteed one year against leaking.

Sample of either quality free. Mention your dealer's name. Or, if you send us 50c, we'll mail a large working sample 18 by 25 inches, sufficient to cover a chair, etc. Write us to-day

DU PONT FABRIKOID COMPANY

"Fabrikoid" is made in Canada.

Dept. 504 Toronto