

More Money for Your Grain

If You Use My **Chatham Fanning Mill**
Pay Me as It Saves For You

You can get a Chatham Fanning Mill and pay for it as it saves for you. I sell on liberal long time terms to all responsible parties.

You can get first price for your grain if you clean it with a CHATHAM FANNING MILL. It will weigh more to the bushel. A CHATHAM FANNING MILL takes Cockle and Oats out of Wheat, or any one kind of grain from another.

It takes all chaff, weed seed and withered kernels out of seed-grain.

You don't get "mixed crops" nor "sow weeds" if you clean your seed with a CHATHAM FANNING MILL.

It will save you money and become a source of profit, for you can sell seed grain to others instead of buying it yourself.

A CHATHAM FANNING MILL will clean Barley, Wheat, Oats, Timothy, Clover, Millet, Flax, Peas, Beans, Grass Seed.



Alsike, Blue Grass, Red Top, Buckwheat, and everything of this kind.

My FREE Book

"How to Make Dollars Out of Wind" tells all about the CHATHAM FANNING MILL and how it puts money in your pocket. It tells about my factory and how I have been making CHATHAM FANNING MILLS for many years.

The book tells all about these mills—how I make them and why they are best. It tells why I sell on time and how I can afford to do it.

But send for the book today and read the interesting story for yourself.

Your name and address on a post card mailed at once gets it by return mail postpaid. I have responsible agents nearly everywhere in Canada.

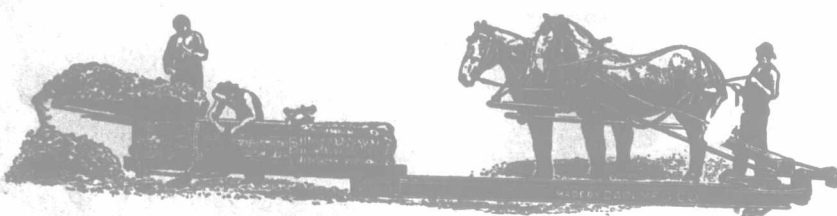
If I have no agent near you, I will tell you how you can get a mill direct from the factory, or from one of our warehouses at Brandon, Regina, Calgary, Montreal or Halifax; shipped freight prepaid to your Railroad Station. Is that fair?

Send for my book at once. Read the dollar making facts with which it is filled from cover to cover.

Write me today.
Address all mail to
MANSON CAMPBELL CO., Ltd.
Chatham, Ontario.

Dain Hay Press

STILL TO THE FRONT.



Greatly improved and strengthened in every detail.
The only pull power press.
Full circle, two feeds to round.
No breaks with the Dain.
Will make bales as high as 200 pounds.
Has an automatic tucker, and makes smooth bales.
Greater capacity than ever. 12 to 16 tons a general day's work with experienced operators.
Easy on team. Send for catalogue.

The Dain Manf'g Co., Preston, Ont.

The Fairchild Co., Winnipeg, Man.,
Agents Manitoba and Western Provinces.

The SUCCESS MANURE SPREADER

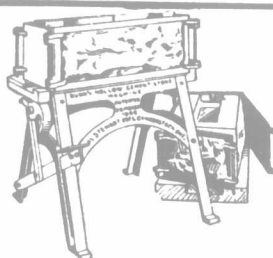


OLDEST
NICEST WORKING
BEST WORK
LIGHTEST DRAFT
MOST DURABLE

The "Success" has the largest rear axle and strongest drive-chain of any Spreader made. It is the only machine with Beater freeing device and many other points covered by strong patents. Our catalogue tells all about it and gives much valuable information for farmers. Write for it.

Eastern Agents: THE FROST & WOOD CO., LTD.,
Montreal, Quebec, St. John, Truro.

MANUFACTURED BY
THE PARIS PLOW CO., LTD.,
PARIS, ONT. WINNIPEG, MAN.



DUNN HOLLOW CONCRETE BLOCK MACHINES
are in use from coast to coast, and every one giving the best of satisfaction. Concrete blocks make the handsomest, most durable and cheapest building material. They are simply and quickly made on the Dunn Machine; and the cost of outfit is very moderate. Full directions furnished.

Write for catalogue to
Dept. O.

THE JAS. STEWART MFG. CO., LIMITED, Woodstock, Ont.

Publicity vs. Advertising.

By many publicity and advertising are regarded as synonymous, and publicity looked upon as the aim, purpose and the end of advertising. Publicity and advertising, in the more comprehensive meaning of advertising, may be as divergent as the poles. Publicity is advertising, but only in a restricted, narrow, meager sense. Publicity alone may be cold, heartless, and even repellent; it breathes no warmth; it announces, but no more. Advertising that does not attract, influence, persuade, tempt, inspire, induce, convince, captivate, that is not magnetic, is the product of an abortion, and still-born. Its usefulness is that of a locomotive without steam, a furnace without fire, or a woman without a heart.

Half the money spent for publicity might as well be consumed by fire, in so far as are concerned appreciably beneficial results to the spender. Probably two-thirds of the money spent for publicity has been virtually wasted, except as it was a benefaction to those through whose hands it passed, or in whose trousers it found lodgment. Yet, not half the money that might advantageously be used to bring buyer and seller together is devoted to such purposes.

All advertising, to accomplish a good purpose, must be built on integrity. Its sponsors must be able to deliver the goods, of the kind and quality promised, in full measure. As to expense, high-cost advertising may be entirely reasonable, while that which looks low-priced may be absurdly high.

Striking illustrations of the idea that half to two-thirds of the money for publicity is thrown away are afforded by calendars, desk blotters, lead pencils, tape measures, fans, badges, and buttons. Well-nigh millions are disbursed every year for gimcracks, gewgaws and trumpery of this class, and, I believe, such expenditures never returned ten cents on the dollar and never will. This, too, in the face of the fact that usually the recipient accepts, uses, and is in a way thankful for the gift. Yet, that it in any effective way persuades him to buy your wares, or even makes him specially think of you or of them, I regard as a beguiling fallacy. He may have the calendar, blotter or pencil constantly before him, but the legend or name it bears is read only at the moment, if at all, to forget and never to heed. I use on my own desk, for example, the blotters which this or that insurance company supplies in generous bundles, but they are never perused. I never know what company they are supposed to speak for, and I am no more influenced by them than by the paper on the wall. I look elsewhere, and not to such sources for information; if I do not read them they do not inform me, and, if not informed, I am not persuaded to be a patron. Their gift does not, as is supposed, secure my friendship, for no man whose friendship is of any cash value gives it in return for barker so unsubstantial.

I would rather, for business-building and business-getting, have three lines of well-placed, favorable reading notices in a reputable journal, in the right territory, in the right season, than a bale of blotters, a dray-load of calendars, and a badge or button for everyone silly enough to lend himself as a sandwich man for my uses.

F. D. COBURN.

ADVICE TO COUNTRY VETERINARIANS.

The reason the advice is headed to the rural V. S. is because he is in a position to do more effective work among live stock in the community than is possible for his urban confrere, inasmuch as the rural man, should he betray an intelligent interest in live stock, is apt to be consulted by his clientele more frequently than if he lacked that interest. Many a veterinarian fails to keep his reputation for lack of good reading material, on account of the cost, but because he does not always depend upon reviews, which are far too laudatory as a rule, because he simply neglects to send a volume needed. Let him secure a card and send it to Ottawa for a copy of the V. D. G.'s evidence before the Agricultural Committee, appendix No. 1. The pamphlet is one of 121 pages, and is replete with up-to-date information.

20,000 Acres Wheat Land

In the Famous Goose and Eagle Lake Country, with Homesteads Adjoining.

If you have Western Lands and wish to sell, kindly furnish us with description of it, the price per acre and terms of sale, and we will undertake to find you a purchaser.

C. W. Blackstock & Co.,
BOX 21, REGINA, SASK.

MEDICAL DEPARTMENT

Western University, London.

The 25th session of this well-known Medical College opens **SEPTEMBER 18th, 1906.** Students commencing the study of

MEDICINE

should consider most favorably the advantages of this school; its students have for years taken the highest stand at the Ontario Medical Council Examinations.

Hospital and Laboratory facilities unexcelled. A double course leading to the degree of B. A., M. D., is provided.

For further information and announcement apply to

W. H. MOORHOUSE, B. A., M. D., DEAN.
W. WAUGH, M. D., O. M., REGISTRAR.



FARMS

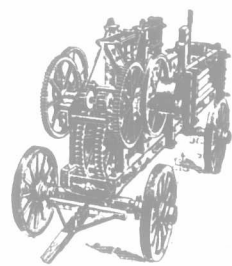
Send for our list of Alberta farms for sale.

Benson & Houlton, Calgary, Alta.

100 Men Wanted

to sell the

COLUMBIA HAY PRESS.



We guarantee it the best belt press made or no sale. Capacity, 50 tons in 10 hours. Write for full description and agency.

Columbia Hay Press Co.,
Kingsville, Ontario.

A Telegrapher has steady employment the year round, with splendid opportunities for advancement. We qualify you for an excellent position in from five to seven months. Obtain the illustrated telegraph book free.

B. W. SOMERS, Principal,
Dominion School of Telegraphy and Railroad Coding.
TORONTO.

Saw Mills

The Good Kind—At Right Prices.

Also Edgers. Send for Catalogue. HACKETTSTOWN, N.J.

Advertise in the Advocate