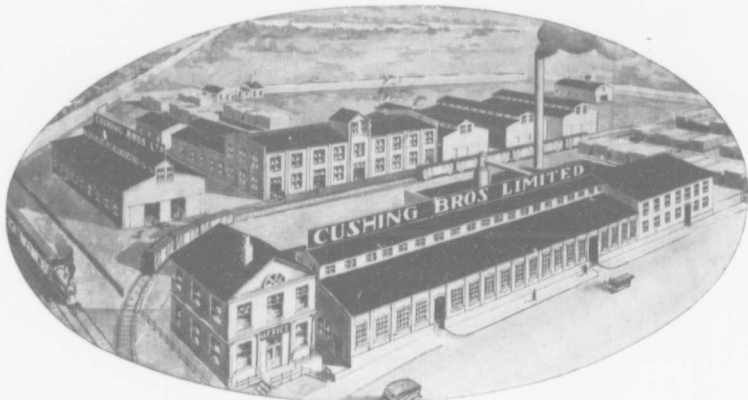


Cushing Brothers Co., Ltd.



Napoleon said: "An army marches on its stomach."

We say: "A business prospers by the service it renders, by the quality of workmanship which it develops and by its persistent adherence to the idea of giving full value—dollar for dollar—"skin for skin", as the fur-traders said.

We have been at the business of supplying the needs of the builders of the West for over a third of a century—our real start was made in 1885.

It took us ten years to get really started. During that time we were binding friendships, establishing business relations, in fact, building goodwill. That is worth more to us today than any other asset.

A friend of ours asked a prominent Western contractor what he thought of the products of the Cushing Factory. His answer was, "They make it a little better." That is the testimony we want from our business friends. We make it a little bit better than anybody else.

Not alone do we make it better, but our facilities enable us to distribute it at a more reasonable price.

We have our factories in Calgary, Edmonton, Regina and Saskatoon—our own lumber yards at Red Deer, Fort Saskatchewan, and Morinville. We are large purchasers of raw material. We are quantity producers. We are equipped to do the best work, to give the best service at the most reasonable prices. We mention price last because it is the least important. **VALUE** is really what you want—for mere lowness of price without value is a fundamental extravagance.

We are looking forward to big developments within the next few years. We are prepared for it. We ask for your co-operation—frankly, we are after your orders—we want your business. We ask it on no other basis than our ability to give you the best service. That should be capable of proof—put us to the test.



Cushing Brothers Co., Ltd.

CALGARY

REGINA

SASKATOON

EDMONTON

SASHES - DOORS - WINDOWS - BUILDING SUPPLIES