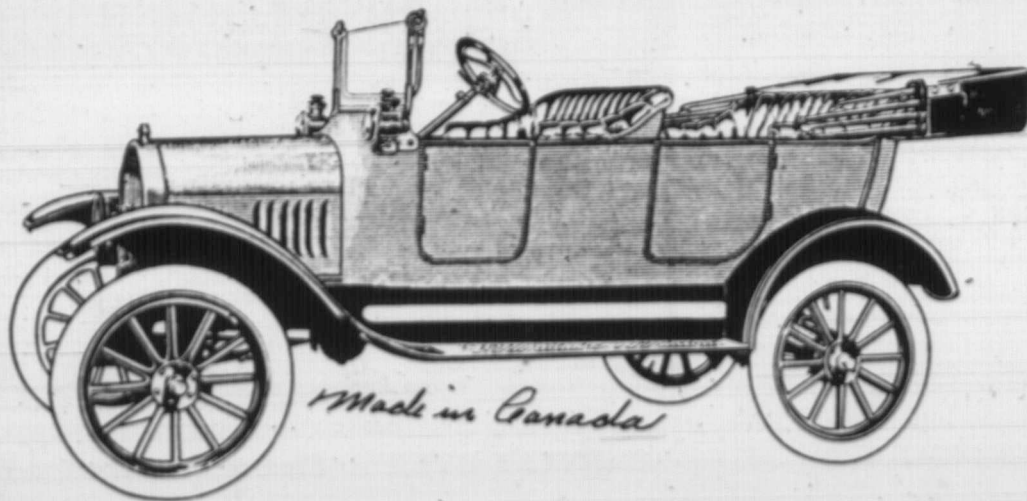




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THE old, reliable Ford Chassis—Stream line effect—crown fenders—tapered hood—new radiator with increased cooling surface.

Chassis	\$450	Coupelet	\$695
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All right, then. We will guarantee to sell you a suit, made from fine English cloth, cut in best Canadian style and guaranteed to fit perfectly, laid down at your door, all duty and carriage charges paid, for about one-half what you would have to pay for a suit of as good quality in Canada.

Prove it—you say. Well—we will prove it. Just fill out and mail to us the coupon below. Upon receipt of it, we will send you our New Season's Style Book, 72 pattern pieces of cloth and a letter, which tells all about our system of doing business.

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\$13.25 Duty and Carriage Paid

the cost of transportation. This is not an abstract theory of government, but a matter which governs our daily life. The man who lives in the prairie provinces will find, on weighing it all up, that his year's returns for all his labor is a certain sum from which the items to be subtracted can be rolled up into one grand total formed by the cost of obtaining at his nearest station the things he must buy, and of delivering to distant consumers the products of his toil. His savings depend entirely on what is left after his outgoing and incoming transportation bills have been paid. The same is true of his brothers all the way to the Atlantic or Pacific coast, whose interests are linked with his. The higher the cost of keeping in touch with his brothers at the sea and beyond, the heavier the toll taken from his and their earnings. That is surely self-evident. The less the cost of this transport both ways the greater can be the volume of his transactions or the larger the balance left to himself. If he as a citizen is a shareholder in his nation's ownership of the means of transport, what signifies it to him whether there is a surplus over the cost of working that transport system? If he wishes to have it so, then as a shareholder in his country's business he participates in the surplus.

But the advantage of the cheapest possible transport is not alone for the prairie farmer or eastern manufacturer. The conditions which thus leave him a larger margin will attract new neighbors who are glad to share like advantages, and the larger the distribution of population the easier the burden on each, because of increased traffic. The greater the restriction on transportation by high rates the harder will life be for him and the less attractive will be the surroundings to newcomers. Here again we have the experience of other lands that have sooner or later reduced rates thru national ownership, and we have further the analogy of the post office. Contrary to the doleful prophecies of postmasters general and members of parliament, every reduction of postage rates in the past has been followed by such an increase in the use of the mails that deficits have been covered and ultimately surpluses made, which on the same principle of the utmost service to the greatest number are again devoted to the extension of postal facilities.

Getting Money Out of Cattle

Continued from Page 7

case is doubtless above what most farmers could hope to make in the feeding end of the game. If they cashed in \$15 to \$20 per head they would do well and be making good labor returns. There are few ways a farmer can make \$200 to \$400 in the winter time so easily. There is no speculation and not a big element of chance about it. One has always of course to keep in mind the big element of common sense. I know of a case where it cost one Alberta farmer \$40 a head to winter steers. He loaded them up with timothy hay when prairie wool would have been less than half as dear and far better.

Where the Most Money Lies

Today there are innumerable waste areas all over Western Canada that never see a hoof all summer. Grass to your knees, and far higher, grows up year after year and dies down again. In the country north-east of Calgary between the C.N.R. line and the Battle river and far north of that there are unlimited stretches not being used at all. Thousands of acres of the best cattle land out of doors with comparatively mild winters are being held in here by various companies and speculators. The same is true of not a few parts of Saskatchewan. Some cattle men are using a little of it, roaming stock here and there and making plenty of money. If definite leases at a reasonable price could be taken on plenty of this land all kinds of capital could be induced to go into the business. Men who know the business are buying one and two year old steers, carrying them over the winter out in the country mentioned at \$5.00 to \$6.00 per head for the winter and the next summer and selling them for \$55.00 to \$60.00 or

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