

IF it is a duty—

to economize in the use of food—IF it is essential to increase the volume of food production—IF it is imperative to make the most of Canada's raw materials—

THEN WE HAVE NOT THE SLIGHTEST HESITATION, not the smallest scruple of false modesty, in asserting that no plan, whether for helping the farmer to get labor, or cultivating back yards, or advancing seed-money to the Canadian farmer can do as much, as cheaply, as quickly and of as great permanent value to Nation and Empire, as can the British Cattle Supply Company.

YOU KNOW THE PRICE OF BEEF. You know the importance of maintaining that supply not only for our armies, but for our people. You know how the breeding herds, through neglect or by act of war, or for lack of capital, have been reduced to a dangerous margin. Not only are these things true, but—while we talk about meatless days—while Eastern Canadian farmers are sacrificing their young cattle to Americans because they haven't money to feed them during an Eastern Canadian winter—thousands upon thousands of acres, millions upon millions of tons of the best cattle feed in the world is absolutely unused—wasted in our Canadian West, Alberta.

This Company is now growing cattle, and will continue to build up its breeding herds, purchase and "finish" unfinished animals on Alberta grass (the best finishing feed in the world) and to combat the beef shortage as a matter of profitable business. We have already \$2,500,000 paid up capital, consisting—not of promotion stock or water—but in part of 492,000 acres of grass land, in part of 1,500 of the best breeding cattle and in part of several well-managed ranches already in operation.

Ask any stock-raiser—or, if you are a stock-raiser, ask yourself—how much money he could make if he could winter his cattle outdoors, if he could provide the best of winter feed in unlimited quantities, for the mere cost of putting it up, and if that feed was of such a quality that it equalled the expensive "distillery feed" of Eastern Canada as a finisher. He will tell you that (even with normal beef prices) even without these advantages he could make good profit if he had the capital to carry his stock.

THEN, HOW MUCH MORE can be made—how much greater and better production can be achieved through a comprehensive and efficient organization under the direction of the most experienced cattle men in the Dominion, using the cheapest and best land, co-ordinating all their efforts toward raising cheaply and marketing with a minimum of loss? Communicate with any Branch in Canada of the Royal Bank of Canada, or write or call at the Company's head office for application blanks or prospectus. Shares, \$100 (par), 10% on allotment, 30% in 12 months, and 30% in 18 months.

WE THINK IT IS NOT ONLY GOOD BUSINESS, but good citizenship to try to increase the scope of our operations to a maximum. We are offering the balance of our capital stock—not at a discount, but as a straight business opportunity. **WE CAN** give employment to your capital. You can do a practical thing toward helping reduce the food shortage and at the same time make money. Your investment will be no less patriotic because it has enormous possibilities of profit.

"Alberta cattle, fed on nothing but grass, superiority to the Chicago market."

President and Treasurer:
T. E. GOOD (formerly General Manager and Treasurer of the Union Stock Yards, Toronto).

General Manager:
HARRY TALBOT (formerly Head Buyer, William Davies Co., Limited).

Secretary:
R. H. MCLEOD, M.P.P.

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C. R. McKEOWN, M.P.P.
J. H. FUSSELL (Vice-President, Fussett-McReynolds Co., Ltd.).
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D. B. WOOD (General Manager Wood Milling Company, and formerly President Hamilton Board of Trade).
J. C. DOANE (Vice-President, Winnipeg Live Stock Exchange).

British Cattle Supply Company, Ltd.

Union Stock Yards: City Offices, Excelsior Life Building, Toronto

FINANCIAL AND COMMERCIAL

WINNIPEG OCTOBER 23 CENTS DOWN

Offerings of All Grains There Surprisingly Liberal.

TRANSACTIONS BULK HUGELY

Between 20 and 30 Millions Is Estimate of Contracts Cleared.

Winnipeg, May 15.—At 12:30 today the word passed quietly round the exchange that the entire May contracts outstanding when May was suspended from active trading was cleaned up. This applied to not only the big long and short included in the specific agreement, but the smaller men also. It will be one week tomorrow since the new arrangement took effect. Just what was the total amount of these contracts only the clearing house knows, but somewhere between twenty and thirty millions is probably not a bad guess. Under the new restrictions as to October trade was limited. There was some mistake at first, and a little trouble arose over someone buying who had no previous contract to fill, but this was speedily adjusted.

Winnipeg October closed 25c lower on a fluctuation of 14c. Oats closed 54c lower for May, 24c for July and 24c lower for October. May barley closed unchanged. Flax closed with May 54c and July 54c lower.

The cash situation was without new features. Offerings of all grains and 24 grades were surprisingly liberal. The agent of the Allied governments took all offerings within the grades of the prescribed agreement releasing May and July, principally May.

Cash grain: Northern, \$2.85; No. 2 northern, \$2.82; No. 3 northern, \$2.77; No. 4, \$2.65; No. 5, \$2.40; No. 6, \$1.95; feed, \$1.45.

Oats—No. 2, C.W., 75c; No. 3, C.W., 72c; extra No. 1 feed, 74c; No. 1 feed, 70c; No. 2, 1.32; No. 3, 1.27; No. 4, 1.07; No. 5, 1.07; No. 6, 1.07; No. 7, 1.07; No. 8, 1.07; No. 9, 1.07; No. 10, 1.07; No. 11, 1.07; No. 12, 1.07; No. 13, 1.07; No. 14, 1.07; No. 15, 1.07; No. 16, 1.07; No. 17, 1.07; No. 18, 1.07; No. 19, 1.07; No. 20, 1.07; No. 21, 1.07; No. 22, 1.07; No. 23, 1.07; No. 24, 1.07; No. 25, 1.07; No. 26, 1.07; No. 27, 1.07; No. 28, 1.07; No. 29, 1.07; No. 30, 1.07; No. 31, 1.07; No. 32, 1.07; No. 33, 1.07; No. 34, 1.07; No. 35, 1.07; No. 36, 1.07; No. 37, 1.07; No. 38, 1.07; No. 39, 1.07; No. 40, 1.07; No. 41, 1.07; No. 42, 1.07; No. 43, 1.07; No. 44, 1.07; No. 45, 1.07; No. 46, 1.07; No. 47, 1.07; No. 48, 1.07; No. 49, 1.07; No. 50, 1.07; No. 51, 1.07; No. 52, 1.07; No. 53, 1.07; No. 54, 1.07; No. 55, 1.07; No. 56, 1.07; No. 57, 1.07; No. 58, 1.07; No. 59, 1.07; No. 60, 1.07; No. 61, 1.07; No. 62, 1.07; No. 63, 1.07; No. 64, 1.07; No. 65, 1.07; No. 66, 1.07; No. 67, 1.07; No. 68, 1.07; 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