



Best for Baby

After many years' use by parents of all classes, in Royal Nurseries and humble homes, Savory and Moore's Food has the reputation of being a thoroughly reliable food for infants.

The experience of parents, nurses, and medical men all goes to show that babies do thrive remarkably well on this famous food, that its use prevents infant ailments, and that it builds up a strong constitution so important in later life. You may therefore bring up baby on Savory & Moore's Food with the assurance that you are doing the best you can for your child.

MOTHER'S GUIDE FREE

Savory & Moore's Little Book, "The Baby's Guide," is full of useful information on Infant Management and contains chapters on Feeding, Teething, the Toilet, Infant Ailments, and many other subjects. It is just what a young mother needs, and will prove invaluable in the home. A Free Copy may be obtained on application to Savory and Moore, P.O. Box 1601, Montreal.

SAVORY & MOORE'S FOOD

Of all Druggists and Grocers

22-inch Switch \$1.98 Special

Switches Hair Goods

Ladies, send us your combings. We make them up into switches at 50c per ounce.

We will add new hair as desired to combings at from \$2.00 upwards.

Satisfaction Guaranteed

Elite Hairdressers Parlors

207 Edmont Building WINNIPEG

Porter's Food

Is the very best for Baby IN THE HOT WEATHER

More babies die in July and August than any other time of the year because of wrong feeding on unsuitable milk.

Porter's Food is a nutritious cereal food and can be given to the youngest and most delicate infant.

Porter's Food Saves the Babies from Diarrhoeas and Summer Complaint

Mother need not fear to wean baby if this use Porter's Food. Highly recommended by the Medical profession.

Sold in tins, 15c., 35c. and \$1.00 at all Drug Stores

Mother are invited to send for free sample and booklet about feeding baby, from George Porter, 305 Victor street, Winnipeg.

Among our Advertisers

ELECTRIC LIGHT IN THE FARM HOME

So inexpensive, so convenient, safe and so far superior to any other method, of obtaining artificial light has an effective electric system now become that scarcely a single farm home will be without it any longer than it takes to install the plant.

It is not needful to enlarge on the mess, the accumulated filth and the constant danger associated even with the most approved system of oil, coal gas or acetylene lighting. Anyone who has handled these knows all about it, but he or she is not so keenly alive to the more hidden but no less real danger to health that lurks in the vitiated air caused by either oil or gas combustion.

An ordinary lamp or acetylene gas burner will consume as much oxygen from the atmosphere of a room as would five persons, while it is a thoroughly established fact that many lives have been sacrificed directly from this poisoned air—particularly through the ravages of diphtheria and tuberculosis.

Were it for no other reason than the convenience and safety it affords in the lighting of the stock barns and out-buildings, the comparatively small initial cost of a complete system of electricity would quickly be wiped out of all memory, while the "upkeep" is altogether inconsiderable.

We have great pleasure in directing the notice of our readers to the announcement of the Mainer Electric Company on page 45 of this issue. The Mainer Company has established an enviable reputation for its electric lighting specialties. It is not an "agency" but a Winnipeg manufacturing firm with a financial status of the first rank, always on the spot to make good any disappointment or supply delays without delay or unnecessary expense.

In designing the "Mainer Lighting Plants" the aim has been, first at perfection and secondly, at simplicity. It is a comparatively easy matter for any electrical man to put together a generator and a gasoline and put it on the market as a lighting outfit, but to design a lighting plant which may be safely left in the hands of the most inexperienced person and still have it give, year in and year out, satisfactory service is an entirely different matter.

We regret space is not available in this issue to give many interesting features of this fine outfit for the farm home and country use generally. We can, however, speak in the strongest terms of the invariable success our friends have scored over a wide field in Western Canada and would strongly recommend any interested readers to get in touch with the Mainer Company.

A GREAT WONDER OIL

If the reader will turn to page 14 of this issue, he will find some striking particulars given of a new and remarkable oil which has recently been discovered and is now on the market, one of the effects of which is to sensibly reduce the almost prohibitive price of gasoline while it produces perfect lubrication, prevents carbon trouble and as a natural conse-

ERROR

In the advertising of the INDIANA MANUFACTURING COMPANY on page 25 of June issue, by an unfortunate printer's error, the meaningless phrase, "agents for," was prefixed to the name of "THE STEWART SHEAF LOADER CO." The name of this company should merely have been added to those preceding it as one more of the concerns authorized under license by the INDIANA COMPANY to manufacture the SHARP GRAIN-SAVING WIND STACKER.—Ed.

Visit the Exhibit

OF

The George White & Sons Co. Ltd.

AT

Brandon and Regina Expositions

And become conversant with

The First Quality Line

quence, greatly prolongs the life of the internal combustion engine.

Whether our readers are automobile or tractor owners, this new "Wonder" lubricant is of unusual interest and value to them. It is applied by pouring into the gasoline and is thus taken into the combustion chamber. There combustion separates the oil from the gasoline and the explosion sprays the oil on the surrounding parts. Wonder oil supplies the only possible method of lubricating every wearing surface of the engine. One scarcely realizes the wasted energy through friction which all automobile engines have to contend with. It is nothing uncommon for a machine which makes 6 miles per gallon of gasoline to secure 10 or 12 miles per gallon of gasoline with the addition of Wonder Oil. The small machine which has been getting 20 miles per gallon will increase its mileage to 25 or 30 miles per gallon. This is not the work of magic, but merely the every-day performance of Wonder Oil.

We have seen the testimony of quite a number of automobile and machinery men who have tested this oil and they unanimously agree that it does all that is claimed for it.

BIG MONEY AND QUICK RETURNS FOR YOUR CREAM

We are glad to put in a strong word for our friends the "Holland Creameries" whose announcement will be found on page 66. This is a strong company organized and operating in Winnipeg who guarantee to give the highest current prices for cream and to pay for all shipments of same consigned to them within 24 hours after receipt of the cream.

We can give an unqualified guarantee as to the high character and financial rating of the "Holland Creameries" and have not the slightest doubt that any of our readers having dealings with them will experience businesslike treatment and perfect satisfaction.

A NEW OIL PLANT FOR WINNIPEG

On another page of this issue will be found the advertisement of Phillips & Windrum who handle all classes of oils and greases. This firm is making an effort to reach the farmers of the Canadian West direct, and are doing their utmost to bring about the confidence in their product and their methods they feel they deserve.

To this end all their goods are sold on a "money-back" guarantee so that the purchaser takes no chance. If he does not get what he bargained for, he has the privilege of returning the goods and having his money refunded. All moneys that have been advanced for carrying charges will also be returned.

This firm has just moved into a large and well-equipped warehouse at Winnipeg and carry a large and complete stock of oils at all times.



"Personality is not purchasable—no bank book can compass it."—Anne Monroe.

HAWK BICYCLES

An up-to-date High Grade Bicycle fitted with Roller Chain, New Drivetrain or Hercules Coaster Brake and Hubs, Detachable Tyres, high grade equipment, including Mudguards, Pump, & Tools \$22.50

Send for FREE 1916 Catalogue, for 60 pages of Bicycles, Sundries and Repair Material. You can buy your supplies from us at Wholesale Prices.

T. W. BOYD & SON,
27 Notre Dame St. West, Montreal.

PATENTS TRADE MARKS AND DESIGNS

Write for booklet, circulars, terms, etc.

FETHERSTONHAUGH & CO.
FRED. B. FETHERSTONHAUGH, E. C. M. E.
GERALD S. ROXBURGH, E. A. S.C.

36-37 Canada Life Bldg. WINNIPEG

CHALLENGE COLLARS

Wipe them off with SOAP & WATER. — PRESTO! —

JUST LIKE NEW

BEST QUALITY DULL FINISH SHIRT AND DRESSY

OR YOUR DEALER'S OR DIRECT, FOR 25c

THE ARLINGTON CO. OF CANADA 1101 BAYVIEW AVE. TORONTO

Pace, Harrison, Limited

Winnipeg

INSURANCE

LIVE STOCK
Fire
Accident
Sickness
Automobile
Plate Glass
Liability
Bonds
Tornado

WRITE FOR AGENCY
Pace, Harrison, Limited
General Agents, Winnipeg