



Elmira
FINE FELT SHOES

keep the feet warm and comfortable, no matter how long you are out. They are the only possible means of protecting the feet against cold. They prevent you taking cold—and make walking—driving and curling an extra pleasure.

Elmira Felt Slippers are fine for the house. See that the trademark, as shown above, appears on the sole. All genuine Elmira goods have the above trademark.

Sold all over the West by best dealers. 53

Health Means Power!

Power Spells Success!



No matter what may be your work; whether you are a teamster, a blacksmith, a salesman or a college professor, it's the man with the greatest Vitality in any walk in life that wins! It's the man who jumps out of bed in the morning after eight hours' refreshing sleep, the man with a clear head, a strong heart and warm, red blood dancing through his veins, who makes his mark in the world!

Give me a man who crawls around, "Packing" a load of Dyspepsia, dullness of eye, a drowsy brain, a lame back, tired legs and a woeful look in his face, and I can transform him into a man of brawn and brain with my Electric Belt—a man full of life and action, able to face the world, to fight its battles and conquer.

It's a grand thing to meet a healthy, hearty, cheery man. He gives your hand a grip that's an inspiration—the very tones of his voice proclaim his power; he radiates cordiality like a depot stove radiates heat. What is the secret of his success? Energy Magnetism, a body full of animal vitality.

This Magnet force is within reach of all of us. Thousands and thousands of men—forceful men, successful men, today—came to me wrecked in mind and body, and I have restored them to health and happiness with my Electric Belt. These men are shouting the praises of my Belt, and they'll gladly tell you what my great appliance has done for them.

Electricity is life! It's the greatest curative force in the world to-day. I have developed a method of applying this force to the body by means of my Belt that has resulted in more actual cures than any system of applying Electricity yet devised by man.

It restores the Vital Force to men and women. It makes strong and healthy men and women out of mental and physical wrecks. It is a positive and lasting cure for Indigestion (Dyspepsia), Constipation, Headache, Drowsiness, Rheumatism, Neuralgia, Lumbago, Sciatica, Weakness of the Back, Weakness of the Nervous System, Sleeplessness (Insomnia). It overcomes the terrible results of early indiscretions. It restores the vitality that is lost. It corrects every sign of mental and physical breakdown. Here I give you a few samples of the kind of letters I receive every day by the score from people who have found Health, Strength and Happiness through the use of my Belt:

MR. G. PRATT, TREHERNE, MAN.,

writes:—"Dear Sir:—I have worn your Belt as if life was worth living. I now spring at everything and never quit until it is done. I now have no pains if I bend my back, and no racking headaches. People say, 'Is that the young fellow that used to walk around like an old man? What has come over him?' If they ask me the question I will tell them My ambitions have risen sky-high; before they were in the grave. I cannot thank you enough."

MR. SAMUEL QUINN, EDMONTON,

ALTA., expresses himself in these words:—"Dear Sir:—I have been using your Belt for Lumbago and Weak Kidneys and have found it just what I needed, as my back is stronger and I feel better in every way. I can recommend it very highly to any one suffering from these troubles, as I was a chronic sufferer for many years before I got the Belt. Thanking you for the benefits I have received."

MR. E. H. DOHERTY, FROBISHER

SASK., has this to say:—"Dear Sir:—I am getting along nicely now. My nervous system is getting stronger all the time. Your Electric Belt has certainly worked wonders for me, and I will have great pleasure in recommending it to any one who may wish to use one. I would not be without it now for far more than its cost me. You may use this as you wish."

If you come to me and I tell you that I can cure you. I've got confidence enough in my treatment to take all the chances. I am curing hundreds of weak men and women every day, and I know what I can cure and what I can't. If you will secure me you may

Take My Belt, Wear It Until Cured—Then Pay Me My Price

The Dr. McLaughlin Electric Belt is a cure for all signs of Breakdown in Men and Women. The Vitality of the body is Electricity—the force in the Nerve Cells. My Electric Belt will give you back this power and enable you to fight on in the Battle of Life!

Dr. M. D. McLaughlin, 112 Yonge St., Toronto, Can.

Dear Sir:—Please send me one of your Books, as advertised

NAME

ADDRESS

Office Hours—9 a. m. to 6 p. m. Wednesday and Saturday till 8.30 p. m.

Write Plain

CALL TO-DAY

Free Consultation BOOK

If you can't call send coupon for free book

there are very few producers, who will use sufficient care.

I see samples of sugar in a retail grocery, marked at various prices, each grade of sugar marked a different price. There are half a dozen different grades of sugar and the difference between cheapest and the highest is only two cents per pound. This sugar is all sweet and fit to eat. Would you count it good business if the grocerman instead of offering his sugar at different prices for each grade, would simply say: It is too much bother. I am going to dump the sugar all in one pile; it is all sweet and all good to eat, and I am going to sell all my sugar at six cents per pound. If our grocerman should do that, he would immediately become the laughing stock of his neighbors, and perhaps he would be sent to an insane asylum.

Turn from the sugar a moment to eggs. In most primary egg markets, you will find only one price paid for eggs, good eggs, bad eggs, little eggs, big eggs, dirty eggs all thrown together all count at one price. Practically all of the farmers of this country sell eggs in a market that does not distinguish between values. There is no incentive for the farmer to keep his eggs good. There is no incentive for him to get them to market. The difference in the value of different grades of eggs is very much greater than the difference in the value of sugar. For twelve years I have been buying eggs on a graded basis. At present we are paying 32, 26 and 22c. for the three grades of eggs, which we make, that are good to eat. We are not paying anything at all for the rotten, which is the fourth grade. So far as we know, we have no competitors who buy eggs in this way. So far as we know all of our competitors pay a straight price for mixed grades of eggs. During the twelve years we have been buying eggs graded, we have seen the average quality of the stock in our territory raised until our second grade is now a better egg than any first grade that we could possibly make under the old system of buying.

There is nothing hard or nothing difficult in buying eggs graded. The first thing necessary to do is to get a man who has had proper training in a microscopical laboratory, so that he can make a careful study of eggs in order to get the data from which to train the men who do the egg grading. After this data is secured, it is only necessary to train a bunch of intelligent men to grade eggs the way you want it done, then pay for each grade exactly what it is worth. This hangs up a premium for good stock. It pays the man who produces the good eggs good money, and it pays the man who produces the rotten eggs nothing at all. It puts each producer of eggs on his mettle. Each producer starts out to give you the best possible egg he can. They will pay attention when you try to educate them how to handle their eggs. They will read everything they can find on the proper handling of eggs. They will watch the result obtained by their neighbors and will watch the result of their own efforts.

This system of paying for eggs insures a constant supply of good stock to the shipper. I am well aware of the fact that each shipper must watch his expense account, and I am well aware of the fact that this way of handling eggs increase expenses. If, however, this system of buying eggs increases the value of the eggs faster than it increases expense accounts it becomes a profitable system. It has been our experience that the grading of eggs has enabled us to put on the market stock of a higher value than we could ever make under the old system. We meet very little competition. We are enabled to get a satisfactory price for our good stock and have never been able to get a surplus. Because of the fact that we pay a high price for our good eggs, we can lower our price for cheap stock to a point where they will show us a profit.

This system of handling eggs is simply an application of common sense to the egg business. We appeal to you, who have not tried it, to make an effort to encourage the farmers of this fertile land to help us to furnish our people with the best supply of eggs that any of the peoples of the earth receive.