



Here's the Most for Your Money

You can't get away from the high price of boots, but you *can* increase the wear you are going to get.

*Everybody who has worn Neolin Soles will tell you the same thing—Nothing can equal Neolin for wear.

It doesn't matter what you pay for your boots, \$10 a pair or \$4. If they have Neolin Soles they give longer wear—every pair, for Neolin is made in only one grade.

Go to your store and demand Neolin Soles on a pair of work-boots. You can get them for yourself, for your wife and the whole family.

Buy Neolin for the comfort of a boot that bends as you walk.

Buy Neolin because it is waterproof. Buy it because it eases the foot—

And buy it because it will save you money by giving you the longest wearing soles you ever had.

Now that boots are high in price it's worth many a dollar to you to get Neolin Soles, to half-sole old boots with Neolin, to look close and see that you get the genuine.

The name "Neolin" is stamped plainly on every pair.

The Goodyear Tire & Rubber Co. of Canada, Limited

Neolin Soles

After the Harvest

When planning your fall expenditure, bear in mind that the surest way to protect the profits of a good season is by investing a fair proportion of your gains in Life Insurance.

A Life Policy is the one investment that reaches its highest value when needed most.

The Great-West Life Insurance on all plans. Premiums are low and the profits paid to Policyholders remarkably high.

Ask for the leaflet: "To Farmers and Farmers' Sons."

The Great-West Life Assurance Company

Dept. "I,"
HEAD OFFICE WINNIPEG

FARM LANDS

AND THEIR RELATION TO TRUSTEESHIPS

The undernamed Company has assets in its hands for realization, which belong to estates under its care, and which must be sold to enable these estates to be wound up.

Send for lists, particularly those dealing with lands, improved and unimproved, in Manitoba, Saskatchewan and Alberta, showing location, prices and terms. There are many bargains to be had.

THE STANDARD TRUSTS COMPANY

TRUSTEES EXECUTORS
346 MAIN STREET WINNIPEG

Capital \$1,000,000. Reserve \$600,000

Branches: SASKATOON, LETHBRIDGE, EDMONTON, VANCOUVER

NORTHWESTERN LIFE POLICIES

Head Office: WINNIPEG "NONE OTHER SO GOOD"

Representatives Wanted Everywhere—Farmers Preferred.

Mixed Farming

Never Fails in the

Carrot River Valley

22,000 acres of Wild Land for sale. Low prices—easy terms. Write for Booklet.

Black & Armstrong
WINNIPEG Man.