

Paint particularly manufactured to withstand time and weather—in a word "climate-proof" is none too good for your out-buildings.

Stephens'

Barn and Elevator Paints

Strong, solid paints—made honestly that cover well, give long protection and come in colors most suited to the various jobs. Your hardware dealer has them.

G. F. Stephens & Co., Ltd.
Paint and Varnish Makers
Winnipeg Canada



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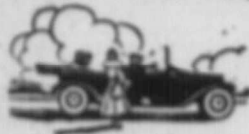
FLEET FOOT

Shoes on the Farm



For work and play—in the middle of the day—and when on pleasure bent.

For field, farm and wagon, wear Fleet Foot Shoes. They are far cheaper than leather—light, easy, comfortable—long wearing. For every-day wear, you will find them immeasurably better than hot, heavy, expensive leather boots.



When you're out for a good time, wear WHITE "Fleet Foot" Shoes. In fact, you must wear White Shoes this summer, to be well dressed. Dealers everywhere have "Fleet Foot" Shoes, in all styles for men, women and children.



WHEN WRITING TO ADVERTISERS PLEASE MENTION THE GUIDE

MANITOBA RETAILERS' CONVENTION

The Retail Merchants of Manitoba held their Annual Convention at Winnipeg Industrial Bureau from June 12 to 14. It was largely attended from the country and was the most successful the association has ever held.

E. B. Moon of Chicago who has built a most extensive business in a small town near Chicago and who has carried on much valuable research work in merchandising, addressed the convention on "Business Extension, Meeting Competition and Community Building." He clearly showed the necessity of a thorough accounting system, of trained clerks, of courteous treatment and careful advertising.

Good homes, churches, schools, honest government and honest business he believed the five fundamentals of successful community building. Farm papers were the leaders in fostering community spirit and stay-on-the-farm movement. The modern farm wife is too much overloaded with drudgery. Merchants should be church leaders in their community.

W. J. Keyes, of Kelvin Technical School, advised retailers to set aside a definite sum for advertising purposes and recognize this as a necessary fixed liability as they would insurance, depreciation, etc. The co-operation of the merchant and local publisher were essential for the most economical work. Merchants should be ready to pay reasonable rates for this advertising and not the starvation rates now in force on too many country weeklies.

A newspaper, to command the respect of its readers and secure complete paid distribution in the territory it serves must give the news of that territory fully and accurately. To do this and meet its obligations it has to sell one column of advertising for each column of reading matter and the price charged for the column of advertising must pay the cost of setting the type for both the advertisement and the reading matter, and cover the cost of writing and editing the reading matter as well.

Time was when subscriptions paid these expenses, but in these days the dollar and a half received from the reader in most cases does not cover the price of the blank paper, the office rent and taxes, so the publisher must look for returns from the advertising space to cover his other expenses.

Adequate prices must be paid to employees, for goods, etc. and nothing less to publishers would guarantee proper service making for the highest community interests.

R. C. Henders Speaks

R. C. Henders, president of the Manitoba Grain Growers' Association, emphasized the need of closer co-operation between retailers and farmers. Farmers were not out to replace retailers, but believed the latter were a vital factor to economic merchandising. He discussed taxation methods and showed the desirability of a land values tax. The merchants should apply the principle of co-operation so successful among the farmers to their own business to a greater degree.

G. F. Chipman, Editor of The Guide, showed the educational value of the farm paper and its service in education and building better communities and a more enlightened public. The columns of The Guide were always open to everyone, and it was as much the field of the efficient retailer as of mail order houses or anyone else. The retailers should extend their organization and their co-operative dealings as quickly and safely as they could.

ALBERTA BETTER FARMING TRAIN

The Fair and Institute Branch of the Alberta Department of Agriculture in conjunction with the C.P.R. is running a better farming train this summer over the Empress, Lacombe and Wetaskiwin branches of the C.P.R., making two stops each day. Thirty-eight different classes will be visited and the train will be held at Calgary two days during the exhibition. The train starts at Empress on Wednesday, June 27, again at Crossfield on Friday, June 29, and at Wetaskiwin on Sunday, July 1, and at Camrose July 12.

It consists of 15 cars, including three cars of horses, cattle, sheep and swine; exhibits of farm buildings, grain, cream, wool, students' work, dairy products and farm dairy equipment. Demonstrations and lectures will be given on many phases of agricultural work and domestic science. One car will contain exhibits from the Household Science Department of the School of Agriculture, and another will be under the direction of the Women's Institute Department where demonstrations will be given in home cooking, making, mending of boots, vegetable, meats, etc. A special car will be provided for children so that mothers may be free to attend the lectures and demonstrations. It is to be hoped farmers will endeavor to visit this train. Alex. Gadsden, Department of Agriculture, Education, Alberta, will furnish full particulars to anyone.

BUTTER

Ship your butter direct to us and get the biggest market price.

We are paying to-day 34 cents delivered Winnipeg for first grade. Lower grades according to value.

Quotations subject to market changes.

Check or money order forwarded the day your shipment arrives.

A post card will bring you any further required information.

Reference: Any Bank or Banker

LAING BROS.
304 Elgin Ave., Winnipeg

How Do YOU Buy Fruit ?

From the store, some days old, or fresh tree-ripened fruit by express from the growers?

TRY OUR SERVICE

and satisfy yourself that the "Co-operative Mail Order" is the best. Send us your order NOW for Apricots, Peaches, Plums or Cherries. Apricots are going to be scarce and command a big price.

All Our Fruit is Guaranteed

Ask for our booklet "From Tree to Table"—It is FREE.

Co-operative Orchard Co.
Summerville, S.C.

Annual Meeting

The Ninth Annual Meeting of the shareholders of Public Press Ltd. will be held in the offices of the company on Wednesday, July 4, 1917, at 8 p.m.

W. H. QUINN,
Sec.-Treas.

BIG SALES AT CALGARY FAIR

The Calgary Industrial Exhibition, that just concluded a successful Western exhibition, is being held the year from June 25 to July 5. The usual extensive program of special features will be staged. The prizes for livestock are being graded as they were last year, so that the more entries there are the more prizes will be awarded. A special exhibit of dairy products will also be held and four days, June 25, 26, July 2 and 3, will be featured by horse and automobile races. At the latter at least 50 champion professional drivers of international reputation will compete in races of various distances. Cheap rates on all railways.

During the fair several sales of livestock will be held. F. M. Smith & Co. will offer for auction a carefully selected consignment of their best Clydesdales and Shorthorns of various ages and sizes.

A combination sale of 75 head of Shorthorn, 40 females and 15 bulls, is being staged at the exhibition grounds on Wednesday, July 4, by Hon. Duncan Marshall, Olds, Alta., and Yub & Brown, Calgary, Alta.

The bulls are high class broody fellows and the females either have calves at foot, are in calf or are open heifers. They are big strong, smooth, lively females and altogether a good bunch of cattle that should improve Western herds.

J. W. Dutton is the auctioneer. On the day following the fair, July 5, A. Layzell is offering at the Alberta stockyards, Calgary, 400 head of horses from the Craghton stock (Great River). Fifty mares and geldings are lot 1400 to 1500 pounds, 120 head from 1,100 to 1,200 pounds and 80 head of one and two-year-olds. This should be a good chance to get horses, as they will be put up in lots to suit the purchaser.

RECORD SHORTHORN SALES

One of the greatest Shorthorn sales ever staged was that of Carpenter and Ross, of Marshall, Okla., at Chicago last week. This firm, which is at the peak of Shorthorn accomplishment in America, recently made a large importation from England. The appreciation of American buyers for this stock breed and reared in the Old Land was certainly unstinted. One hundred and seven head realized \$144,375, an average of \$1,349. One bull, California, a richly bred Rosewood calf, brought \$7,000 from F. A. Gillette & Sons, North Manassas, Okla. Another bull brought \$3,200 and still another \$2,100. Breakley's Jumbo 1905 and B. Juby 1905 were the two highest priced females, bringing \$3,100 and \$2,000 respectively. The 81 females averaged \$1,292 and 26 bulls \$1,606. They were not all imported animals.

Four Chicago sales held in one week ending June 16 resulted in selling 327 Shorthorns for \$265,815, an average of \$1,120, and the demand far from satisfied.