

Announcement

Watch Your Label

Quite a number of subscriptions to The Guide will expire during the next few weeks. You can tell when your subscription expires by watching the label that appears each week on the front cover of your paper. This issue is No. 38. If your label is No. 41 your subscription will expire in three weeks. If it is 38 then your subscription expires with this issue. We want you with us. Send us your dollar at once and help along the cause. We have a great many good things in store for our readers during the coming year and do not want any person to miss a single copy.

Remember you are getting big value for your money. It costs us more than \$5.00 to publish The Guide. We give it to you for \$1.00. Our advertisers pay the balance for the privilege of placing before you their advertisements. Thus you see the importance of the advertisements, and you should patronize the advertisers who use our paper. Tell them you saw their ad. in The Guide. Send along your Dollar for renewal promptly.

THE GRAIN GROWERS' GUIDE

\$10 and \$12.50 RAINCOATS

FOR \$4.95



We are offering special values in fine Raincoats for a couple of weeks. They include fine serge and worsted effects in Oxford greys with invisible checks and stripes, also a number of plain blues. Steam vulcanized cloth, velvet collars, dressy styles. Sizes 36 to 44 in., full length.

Write for Mail Order Price List :: ::

F. J. KNOTT 266 Main St. WINNIPEG

Better Than Leather!

STEEL Shoes

Better for Your Feet—and a Minute's Trial Will PROVE IT!



Our Free Examination Offer To Every Reader of This Paper

We are so confident that our Steel Shoes are just what you need that we want to send you a pair at our own risk for examination. Just try them on right there in your own home, and if you're not convinced at once—then we are the losers. You don't buy the shoes. You merely deposit the price as an act of good faith. There's no sale unless you say so. Money is yours if it looks better to you than the shoes. You run absolutely no risks—you're put to no trouble. We couldn't afford to make this offer if our Steel Shoes were not all we claim them to be. In fact, we can't even do them justice by writing about them. There's so much to tell that you couldn't believe it all. Once you have seen them you will wonder how you ever got along without them. All we ask is that you merely try on a pair before you buy any other style working shoe. If you don't find them easier, dryer, lighter, more comfortable, neater and better in every way than any shoes you have ever worn, then refuse them instantly. Don't hesitate. Write to us at once to send for the shoes at our expense, and every penny of your money will be returned immediately.

Send Today

Write a letter like this: To N. M. Kingston, Steel Shoe Co., Dept. 425 Toronto. Enclosed find P. O. order for \$..... Send a pair of your Steel Shoes, size..... for examination. If not satisfactory you will send for the shoes immediately and I will get my money back at once.

STEEL SHOE CO., Dept. 425, TORONTO, CANADA

AMAZED AND DELIGHTED—THOUSANDS OF WEARERS—ENTHUSIASTIC PRAISE Could Nowhere Near Realize the Wonderful Advantages of Steel Shoes Until They Actually Tried Them! Strongest—Easiest—Lightest—Best in Every Way!

The great enthusiasm aroused everywhere by the discovery that Steel Shoes are better for the feet and better for the purse than any leather shoe is attracting so much attention that we give the following for the information of readers:

Steel Shoes are made at Toronto, Canada. The whole bottom of the shoe and one inch above the sole, all around, is made of a special, light, thin, rust-resisting, seamless steel. One piece of steel from toe to heel. Uppers are of best quality pliable waterproof leather, fastened forever to the steel. No moisture can possibly get inside. Soles are lined with soft, springy, comfortable hair cushions which add to the ease of walking and absorb all perspiration and odors. Steel Shoes are lighter, more springy

and more comfortable than any other work shoe or boot made. They prevent corns, aches and blisters.

Adjustable steel rivets protect the sole from wear and give a firm footing. Can easily be replaced when worn off—50 rivets for 30 cents—enough to keep the shoes in perfect condition for two years.

One pair of Steel Shoes will outwear three to six pairs of leather shoes or boots, and save \$5 to \$10 a year right there.

Then, by protecting the feet from mud, slush, cold, dampness and all weather conditions, they prevent colds, rheumatism, lost time and doctors' bills.

Steel Shoes come in different heights for different uses. Any height can be had in any size from 5 to 12.

Steel Shoes, 6 inches high, \$2.50 a pair; better grade of leather, \$3.00 a pair; extra

grade of leather, black or tan color, \$3.50 a pair; 9 inches high, \$4.00 a pair; extra grade of leather, black or tan color, \$5.00 a pair; 12 inches high, \$5.00 a pair; extra grade of leather, black or tan color, \$6.00 a pair; 15 inches high, \$6.00 a pair; extra grade of leather, black or tan color, \$7.00 a pair.

Steel Shoes are the most important discovery for working men in the last 100 years. Any reader desiring to examine them can do so upon deposit of the price he wishes to pay. Just write to The Steel Shoe Co., Dept. 378, Toronto, Canada, state what size shoe you have been wearing and what style you want.

The 6-inch high, at \$3.50 per pair, or the 9-inch, at \$5.00, are the best for ordinary work. The shoes can be returned if not satisfactory, and your money will be refunded. [42]

Don't Delay!

You'll say, "The greatest shoes I ever wore. Don't know how I ever got along without them. No more foot troubles." Every day you wear Steel Shoes you save money, so—

Send Today!

A Great Farmer's Paper

WE HAVE plans made to develop The Guide into a journal which will be to the farmers of the west the most complete and valuable on the continent. At the outset we broke new ground and began to show our readers how they were being fooled and robbed by special interests. This we will continue to do. We have been publishing the best collection of farmers' letters to be seen in the west. Our provincial departments have recorded the growth and activity of the farmers' associations in the various provinces. Our market reports are the only ones of their kind that the western farmer ever sees. Our other departments have been improving. We have in mind still greater improvements that will mean a great deal to our readers. All these improvements cost a great deal of money and the paper will be improved as we receive support. Another very important part of The Guide is the advertising pages. These pages contain announcements of business firms who want to sell to the farmers of the west. Every farmer should read the ads. in his paper. Gladstone once said that it was a liberal education to study the advertising pages of an American magazine. If it was profitable for an empire builder, how much more valuable is it for the farmer who buys through these advertisements? We want our readers to get in touch with the dealers through The Guide. It will help us all. If you don't see what you want in The Guide ads, let us know. Our aim is to have advertised in The Guide everything the farmer wants to buy. We can do this if our readers patronize the firms that advertise with us. That will help us to make The Guide a better paper, and soon the farmers of the west will have the satisfaction of knowing that they own and control the finest farmers' paper in Canada.

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