

The Guide Pays Well

On account of the splendid support which Guide readers are giving to build up their own paper advertisers are securing excellent returns from their announcements in The Guide. The following letters just received explain the matter fully:

CONSUMERS' LUMBER COMPANY

Direct from Forest to Consumer

Birk's Building, VANCOUVER, B.C.,

April 21, 1914.

Grain Growers' Guide,
Winnipeg, Man.

Dear Sirs,—

We have been checking over returns from our advertising of the past three months. The results should be interesting to you, and go to prove that the farmers in the prairies not only read The Guide, but apparently carry their confidence in its reading matter to the advertising columns.

4 advertisements in The Guide brought 179 replies
2 advertisements in (another Winnipeg farm paper) brought 14 replies
1 advertisement in (another Winnipeg farm paper) brought 5 replies
1 advertisement in (a Winnipeg daily paper) brought 1 reply
Not traceable to any paper in particular 121 replies

We might add that a large percentage of the replies not directly traceable to any paper can be credited to The Guide. Of the actual business closed, 80% is directly traceable to The Guide, and 20% not traceable to any paper. We would say that this information is unsolicited and you are at liberty to use it in any way you see fit.

Yours very truly,

CONSUMERS' LUMBER COMPANY.

(Signed) Jno. A. McCrae, Manager

HORSEBREEDERS PLEASED

It has been a feature of comment generally that breeders of horses and cattle have secured exceptional results from their advertisements in The Guide. These two letters are typical of many:

MAPLE VIEW IMPORTER—

R. P. STANLEY, Proprietor
Moosomin, Sask.

Breeder and Importer of Belgians, Percherons, Shires and Hackneys
MOOSOMIN, Sask.

The Grain Growers' Guide,
Winnipeg, Man.

April 18th, 1914

Dear Sirs,—

Please withdraw my advertisement until further notice. The sales season is almost over and I do not want to carry an ad. for a while. I was well pleased with the advertising in your paper, the results being many inquiries and several good sales.

I wish The Guide every success.

Yours truly,

(Signed) R. P. STANLEY

GUIDE MADE MANY SALES

JOHN CLARK, Jr.
Range, Crowfoot Creek

Breeder and Importer of High Class Clydesdales
All Stock Sold in Alberta Brand Vented

GLEICHEN, Alta.

Grain Growers' Guide,
Winnipeg, Man.

April 9th, 1914

Dear Sirs,—

Kindly cancel my ad. in The Guide, as I have sold all the Stallions I can spare. I have had very good business this year, and my ad. in The Guide helped me to make many sales. There will always be a good market for good stock.

Yours truly,

(Signed) JOHN CLARK, Jr

POULTRYMAN MAKES SALES

RACKHURST DAIRY FARM

231 Avenue A South

SASKATOON, Sask.

Grain Growers' Guide,
Winnipeg, Man.

Gentlemen,—

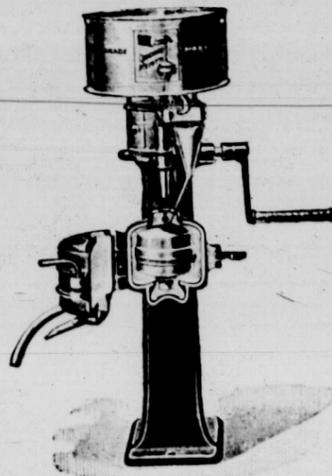
I am more than satisfied with results from my ad. last winter re sale of Turkeys. I wish The Guide every success, it's doing a grand work.

Respectfully yours,

(Signed) JESSE KETCHUM.

We are endeavoring to keep our advertising pages clean and allow none but reliable firms to advertise in them. By patronizing our advertisers our readers are helping to make the paper stronger to work for them.

THE GRAIN GROWERS' GUIDE



Solid Base Models, Sizes 1—2—2A—2B—4—5—6. Capacities 400 to 1300 lbs. per hour.

In Reality You Don't Pay for The Melotte Cream Separator At All—It Pays for Itself Out of Your Increased Profits!

The Melotte—the best Cream Separator ever made, the prize winner all over Europe, is offered you for a free trial. We want to prove to you in your own dairy with your own cows' milk the superiority of the Melotte Cream Separator. The winner of 264 International prizes—25 in 1913 alone.

Dear Sirs—We bought a second-hand MELOTTE Separator fourteen years ago and have used it continually ever since, and it has only cost us ninety cents to date. Our seven year old girl turns it with ease. It has always done clean skimming and will outlast half a dozen more separators now of the just-as-good makes. We unhesitatingly say when you want satisfaction and always an easy running separator, buy a MELOTTE, and further, we have always had good treatment from the R. A. Lister

Co. and their representatives.
(Signed) Mrs. C. BOWSKILL,
Maymont, Sask.

Dear Sirs—I have used one of your No. 1 Capacity 400 lb. separators for eighteen years and it has given me perfect satisfaction. In that time it has cost me very little for repairs. In my mind it is the only machine on the market today. I remain, Yours truly,
Alexander, Man. (Signed) A. D. WILLEY

Write Today for Free Trial

It won't cost you one cent!

Guaranteed to Last a Lifetime

You Make \$15.00

The whole principle of the MELOTTE is simplicity. The self-centering, self-balancing bowl, the low speed, light running, durability, and the absence of complicated, delicate parts, have firmly established the superiority and long life of the MELOTTE. The MELOTTE skims perfectly and does not whip the cream. The very low speed of the MELOTTE, the absence of friction producing bearings, the spring of the suspended spindle, and the general simplicity of the entire operating mechanism make this a cream separator that will keep right on giving good service long after the ordinary cream separator has been discarded.

The MELOTTE will increase the productive value of each of your cows at least \$15 per year—paying for itself in one year if you have five cows. (We will give you the very easiest of terms.) In reality you do not pay for the MELOTTE at all—it pays for itself out of your increased profits. We want to demonstrate and prove to you that the MELOTTE DOES pay for itself. We want you to know that the MELOTTE is the best Cream Separator in the world—we want you to know why it turns easiest, why it is the closest skimmer, and why it saves you time and money; then you will be convinced that it is the only Cream Separator for you to have. Get our catalog fully describing this fine big labor-saving, money-making separator.

Trade in your Old Separator for a New Melotte!

We will make you a liberal allowance on your old separator, no matter what make it is. Your word that you would like to see the MELOTTE, the Peer of all Cream Separators, will bring it to you at once; we give you a free trial within five days after receipt of your request. No papers to sign, or trouble for you at all, and you don't have to pay one cent unless you decide to do it. Will you send us your request today? Mention this paper.

He's a Wise Farmer Who Buys a "Lister" Engine

Because they are built for long efficient service. Our engineering experience of nearly one hundred years has enabled us to build the best engine money can buy, and we stand behind each and every engine we build with a guarantee of satisfaction.

The "Lister" engine is the greatest labor, time and money saver on the farm—it will save its cost over and over again by doing your work in less time and cutting down the farm help. The simplicity of construction, the quality of materials used, the workmanship, and the efficiency have made this a "troubleproof" engine that will do good work under the hardest conditions. The "Lister" engine is built at the Lister Works, Dursley, England, and maintains that reputation for solid construction and long life which is associated with goods British manufacture the world over.

If you are interested in Gasoline Engines Write for our Catalog G

R. A. Lister & Co. Limited
Winnipeg, Man.

Toronto, Ont.

St. John, N.B.

