

MONTREAL
1917.
\$14,400,000
11,422,639
167,984,501
ROYAL, G.C.M.G., Hon. Pres.
C.M.G., President.
General Manager.
in Canada. Also in Lon-
don, Newfound and Mexico.
States, Europe and Canada.
ARTMENT.
of \$1 and upwards at cur-
rently.
E. S. Martin, Manager.

STON
Box 104
CONTRACTOR
FINISHED.
GUARANTEED
next to City Hall.

BAKERY
White, Graham,
Bread, Buns,
Satisfaction
ed.

NNON.

Claus' Vain Search
patron saint of Christmas
cannot find in all his travels
meat or poultry mart than
"S. Tisn't only the qual-
ity of the meat fit for the table
it's the way we store and cut
should appeal to those who
eat for the appetites of
ed women folks. It must be
however, to be true: Earliest
get best attention for Christ-
mas.

nt & Co.

ARRIE
GAS FITTER....
SHIP GUARANTEED
Way and Toronto Streets.

The ONTARIO
HOUSE
First-class \$1 a
day house.
NO BAR
H. HOBSON,
Proprietor

Painting
Paper-
hanging
Kalsomining
JOS. HORD.

me people are leaders,
ners are content to follow;
t for good meals
CKEY'S PLACE beats
them all hollow.

81 Main Street

For J. & T. Bell's
FINE
SHOES
GO TO
H. W. WELAND
For
Fresh Groceries
Phone 54

UNITED STATES FOLLOWS THE
LEAD OF ALBERTA.
Lesson Learned That Will Save Loss
of \$800,000,000 in Cattle Trade
—Red Deer Cattle Going to Chicago.
Chicago, Ill., Dec. 30.—"Maybe
those range steers bawling out there
in the feed lots would just hate all
this warmth and light and hand
music," drawled a Texas ranchman.
He waved his hand inclusively about
the amphitheatre when the great
stock show was held recently. "Best
critters from the range always have
got a bum deal, ever since we began
getting in this expensive breeding
stock. Plenty of snow and north
wind for them in winter, heated for
hours in crowded cars without water,
only to get knocked in the head with-
out a smell of high life like this."
Out in the cold and snow there were
15,000 tired steers waiting their turn
up the runway to the slaughter-
house. Seemingly no Thanksgiving
or Christmas or New Year's brings
to the millions of range cattle cause
for rejoicing.
And yet, if they did but know it,
the millions of suffering steers upon
the range have cause for a grand
celebration this year, for at least
they would have found a friend.
Alarmed at the frightful loss and
suffering during the severe winters,
the United States government has
intervened on behalf of the ill-fated
cattle and is moving a thousand gov-
ernmental wheels to bring about bet-
ter conditions for the live stock
which forms such a large item in
America's annual bill of fare.
AN EXPENSIVE LESSON.
Bound up with the government's
tardy action is the story of the dis-
covery of an \$800,000,000 leak in
the nation's wealth, of a lesson
learned from Canada and of condi-
tions on the range that beggar belief.

For years reports have poured in
to the department of agriculture of
the suffering and wholesale deaths of
cattle left to winter on the range
with no other food than the grass
that the snow did not cover and no
shelter—but many new line fences.
Each year the report was worse, and
finally, not long ago, the depart-
ment sent an agent to investigate
and to suggest possible remedies.
The situation he found was fright-
ful. In the last year for which fig-
ures are available 2,687,027 cattle
died from all causes, over half of
them succumbing from exposure.
Over 1,000,000 sheep died from ex-
posure, and another million from
other causes. Hundreds of thou-
sands of sheep and steers are left
to their own devices every winter, when
snow and ice cover the grass of the
plains (the only fodder for the cat-
tle) and after frantic, futile efforts
made by the cattle to penetrate the
crusts of ice, with lips and noses
torn to the bone, and blood freezing
in their veins, they finally surrender
to their fate.
This is awful, were it unavoidable,
but, according to the report, the
most awful part of it seems to be
that no attempt is made to provide
food, water and shelter for the stock
it being calculated that a three per-
centage of the stock may be lost. If
the winter be a severe one, and that
if there is no expenditure for food,
the cattle being made to subsist on
the grass of the plains, even a heavy
loss of cattle by cold and starvation
may be sustained and still leave a
profit to the cattle raiser.
The financial loss incurred each
year in this way is estimated at no
less than \$24,000,000. "Thousands of
frozen carcasses can be seen every-
where, lying in snow drifts or lean-
ing against the endless fences of the
railroad right of way."
FREE RANGE NO MORE.
Now the "free range" is no more.
Yet the range methods persist. No
fodder or shelter is provided for the
majority of cases, and the ranch-
man expects to get a profit of 75 per
cent of his stock at the end of a
severe winter.
The full significance to the wealth
of the country of this reckless waste
of animal life is only disclosed by a
careful examination of recent gov-
ernment figures of the value of cat-
tle. The story they tell is startling.
On January 1, 1907, there were
\$1,566,731 cattle in the United States,
exclusive of milch cows. This was
the largest number in the history of
the country. The value of these cat-
tle was estimated at \$88,557,396.
In spite of the size of this figure it
is more than \$25,000,000 less than the
total value in 1901, when there were
6,000,000 less cattle. In other words
the hardships and losses due to the
range winters have not only retarded
the growth of the number of cat-
tle in the country, but they have al-
so caused a marked deterioration in
the quality of the survivors.
On the basis of the government fig-
ures the average value of the cattle
of the country on January 1, 1901,
was a trifle over \$20 apiece. Six
years later, in January 1907, after
the ranges had been fenced in and
grazed out, an average value was
little over \$10 or a depreciation of
nearly 50 per cent. As was seen
this loss was absolute as well as re-
lative and the country's cattle are
not worth today the price of the
smaller herds of six years ago. On
the basis of the 1901 value, the
farmers and stockmen of the country
ought at this moment to be richer
than they are by \$80,000,000. Clearly
it is up to Uncle Sam to find
some means of putting a stop to
this enormous depreciation.
In their search for a solution of
the problem, the government experts
turned to Canada, to discover, if
possible, how conditions had been
met there. Curiously enough they
found the situation entirely different
owing to milder winters and richer
forage for the steers.
ALBERTA TEACHES LESSON.
In Alberta the warm "Chinook"
winds, blowing up from the lower
Columbia river lick up the snow and
make a season of bright, cloudless
days, with occasionally scanty snow-
falls, broken by frequent and pro-
longed periods of warm weather.
Sometimes the temperature drops
very low, but seldom dangerously so,
and anomalously, the average is con-
siderably above the average further
south. This cuts down the suffering
and loss of live stock to a marked
degree.
The problem, for the Canadian
stockgrower is also simplified by the
fact that Canadian cattle are free
from that other curse of the range,
Texas fever which alone, caused a
loss of from \$40,000,000 to \$100-
000,000 in the United States in 1906.
Alberta in particular, owing to its
location in the northern latitude, is
free from the ravages of injurious
sects of all sorts, one of which is re-
sponsible for the deadly Texas fever.
But the day of the free range is
over in Alberta, as it is in Texas
and the Dakotas.
"Who is doomed and the English
"younker son" no longer rules, from
the saddle domains as large as pin-
points. The same fertile prairie
that has enriched the stockgrower
has raised the eye and ear of the
farmer. The vast cattle ranges are
already giving way to the farm, yet
cattle raising will always be a lead-
ing industry in Alberta. The high
altitude produces a strong-legged,
hardy breed of cattle with enormous
feeding capacity.
CHRISTMAS FOR CATTLE.
Here, if anywhere, the cattle have
reason to be thankful, and might be
expected to celebrate Christmas if
some idea of the meaning of the day
should penetrate their stupid in-
tellects. For wiser than the stock-
men in the States, the ranchers of
Alberta have avoided the mistake of
overcrowding, which leads to over-
grazing, failure of range and starva-
tion. They have learned the lesson
that our own department of agricul-
ture is trying to inculcate, of the

enormous profit that is to be made
by raising smaller herds of better
stock. The results are already evi-
dent in the increased shipments to
Chicago.
"I reckon, you're from Dakota,
stranger," said the Missourian to
one of the men who were with the
cattle.
"No, sir, we're from Alberta,"
was the patriotic response.
The Missourian was nonplussed.
"Stranger, you've got me," he
said. "That State ain't on my
map."
Definitely the Canadian produced a
map and indicated a point midway
between Calgary and Edmonton.
"Stranger, you're a long way from
home, but if those are grass cattle
you've got good grass up there, and
what's more, you know how to make
cattle."
This is merely one of the incidents
that give color to the daily life of
the great stockyards, but it is an in-
cident of significance, for Red Deer,
while the cattle cause, is far
north than in the old school range
raphies it used to be included in the
great white blank that stretched in
broken desolation to the Arctic
ocean. This land now frequent be-
covered with rich nourishing grasses,
so that it is possible to raise cattle
and ship them as far south as Chic-
ago and still sell them at a profit
in competition with other steers.
The Canadian Pacific Railway com-
pany had orders for 1,500 cars for
the shipment of cattle during the
month of November, and during this
month's stock shipments the largest
in the history of the country. An
idea of the quality of the range
bred cattle in some of these ship-
ments can be had by noting the prices
they brought. A top load recently
averaged 1,396 lbs., and sold at
\$6.10 per cwt., grossing \$85.15 per
head. A second load, averaging
1,374 lbs., was put over \$5.30, gross-
ing \$75.57, and the third load av-
eraging 1,245 lbs., at \$5.30, grossing
\$66.83. The fourth cut, 64 head, av-
eraging 1,159 lbs., grossing
\$53.84. Some medium
weight cows grossed \$40 per head.
Red Deer is the most northerly
point from which cattle have ever
been shipped to Chicago as yet, but
representatives of Swift & Co., in
Alberta, predict that the Peace river
range, lying away north of the Mas-
sachusetts valley, will within the
next decade be the centre of an im-
portant cattle range industry.
NO PROBLEM IN CANADA.
In other words, Canada has no
such live stock problem as there is in
the United States, and the question
now before Uncle Sam is whether our
western range can be put on an equal
footing with that of Alberta by mit-
igating the effects of our severe win-
ters.
The department of agriculture has
opened its campaign by trying to
induce stockmen to provide feed and
shelter by showing them the possi-
bility to be made in that way. In the
next place, it is urging them, to
rest their over-grazed lands and to

ROYAL CROWN SOAP
Equally as good for hard water as for soft
Many women complain that
the soap made from a special formula
for the hard water of this country,
does not give satisfactory results with
hard water. Such soap is too weak
to properly cleanse the clothes.
Our advice to these women is
to try Royal Crown Soap—
Made Only By
The Royal Crown, Limited, Winnipeg
Write for list of premiums given free
for Royal Crown Soap Wrappers.
promote better grass growth by re-
seeding of pastures. The stockmen
themselves are asking for some kind
of legislation which will enable them
to lease and improve sections of the
public land so that they will be able
to take care of the large herds now
grazing on them. Lastly, the best
solution of the difficulty lies in cut-
ting down the herds and grading up
the stock, so that when the stock
man can no longer grow beef he will
be in a position to dispose of high
class feeding cattle, which he will aim
to sell as yearlings or two year olds
to eastern feeders.
All these points are brought out
the recent report of J. S. Cotton,
who is the assistant in range investi-
gation in the government's bureau of
plant industry. The hearty co-op-
eration of the live stock men is re-
quired before any great results can
be accomplished. But if this co-op-
eration is given a stop will be put
to what is now a blot on the coun-
try's industrial life as well as a
source of great loss, and a brighter
day will dawn for the much abused
beef steer.
Suspends Publication.
Lethbridge Daily News Quits.
The Southern Alberta News pub-
lished at Lethbridge announces that
its daily issue has ceased publica-
tion, by showing that it has been
unable to make ends meet, although
a good paper has been produced. The
daily has had a fair trial, but it
was not found to pay, and the share-
holders desired to sell. This was ac-
complished. Mr. Hagel, who was
formerly one of the proprietors re-
purchasing the paper.
The Lethbridge News did a lot for
Lethbridge, but the city was not
large enough to make it profitable to
issue a daily, however good.

THE GERHARD HEINTZMAN
PIANO FACTORY
A couple of piano agents from Cal-
gary... who drummed up
Medicine Hat last week in the inter-
ests of the Heintzman & Co. piano,
or to be more accurate, offered the
Heintzman & Co. piano for sale in
their own interests, have been report-
ed as making so many either wilfully
or foolishly untruthful statements re-
garding the piano which we sell—the
Gerhard Heintzman—that we con-
sider it our duty to make some reply
in our own interests as a resident
firm doing business in the city, and
in the interests of the piano which
we are offering to the people whom
we meet day in and day out, as, in
our opinion, the best piano built in
Canada today.
Under ordinary circumstances the
statements made by this pair could be
looked upon as the ordinary meth-
ods of a rival piano man and passed
up without much comment, but the
reports of this particular outfit's ac-
tions have been so frequent and so
from such reliable sources that we
are forced to believe that they have
adopted the gas bag system as their
particular method of doing business
on our starling ground, and we
deem it our bounden duty as well as
a very great pleasure to punch a hole
in it as vigorously and expeditiously
as we know how.
Every person whom we have seen
that has been visited by this genial

pair, has told us that they steadily
maintained that the Gerhard Heintz-
man piano was "no good." This
"no good," which has seemed to
form the keynote of their everlasting
duet with its multitudinous varia-
tions, although foolish enough to
those who know, is very apt to have
an influence in some few cases, and
we cannot afford, and it is not good
for Medicine Hat, that even a few
thousand dollars should be sent to
Calgary on the strength of such a
cheap statement, from men whose
musical education has evidently been
highly neglected.
It is doubtful if either of these men
could tell the difference between a
piano and a banjo if they could not
see the instruments and had to de-
pend upon their "ear for music."
Anyone who says that the Gerhard
Heintzman piano is "no good," stig-
nifies himself as an unmitigated ass.
That's our opinion and it's of quite
as much value in regard to these Cal-
gary "music critics" as their opin-
ions are in regard to the Gerhard
Heintzman piano.
Another apparently stock argument
of the Calgary piano experts is: "The
Gerhard Heintzman piano is not the
REAL Heintzman." Thereby making
a tale. It is not generally known,
but, insofar as we understand it, we
reveal it for the benefit of future pi-
ano buyers in general, and the cheap
talk artists in particular. We have
heard the story several times and it
runs thus: In the beginning Gerhard
Heintzman and George Heintzman
built pianos under the firm name of
Heintzman & Co., George Heintz-
man is supposed to have been the fi-
nancial and Gerhard Heintzman the
building end of the business. The re-
putation of the Heintzman became ex-
ceedingly great but whether it was
the financial or factory end of the
company that was most instrumen-
tal in making it great is a matter of
opinion. In view of subsequent events
we are of the opinion that it was
Gerhard Heintzman made the repu-
tation of the Heintzman & Co. pi-
ano. In the course of time Ger-
hard Heintzman severed his connec-
tion with "Ye Olde Firm" and built
pianos in his own name, calling them
the Heintzman. The Heintzman &
Co. people took exception to Ger-
hard Heintzman calling his piano
"The Heintzman" and the coats
suspended their opinion but grand-
daddy Gerhard Heintzman the right to
name his piano the Gerhard Heintz-
man.
The Gerhard Heintzman has steady-
ly gained in reputation and in favor
until today it stands, in the opinion

of the majority of musicians and lov-
ers of music, as the finest piano Can-
ada has produced. The accompany-
ing out of the Gerhard Heintzman
factories, past and present, shows
the most wonderful progress that has
ever been made in piano history. It
takes years for a reputation to be
built up, on merit only and one thing
that goes to prove the esteem in
which the Gerhard Heintzman piano
is held is the fact that it has not
been forced upon the public by the
aggressive methods of the cheap
pianos, but rather has been sought by the public
for its real worth. There is not an-
other piano offered to the people of
Canada whose makers do not period-
ically send out the "general man-
ager" or the "president" of their com-
pany with authority to give you a
"very special" cut on the price.
These prices, however, are usually
arranged beforehand in order that
the "general manager" may do some
tall slashing in the price without
any material injury to the net profit.
Gerhard Heintzman has never been
forced to resort to this "general
manager" and the many other wily
schleppers of the very good reason
that the trade have been so ready to
buy up the pianos that the factory
has not been able to keep pace with
the demand. The retail buyer has
no hard problem to solve when the
buying of a piano and it is the easi-
est thing in the world to get fooled
and never realize it. It is a proverb
amongst piano men, that it is not
the piano that sells but the sales-
man. In other words, it is not the
quality of the piano, but the smooth-
ness of the agent that is the great-
est factor in closing a piano deal.
BUT YOU CAN'T FOOL THE
TRADE. And this brings us to the
question of price.
Our arguments are not as to the
merits or demerits of the Heintzman
& Co. piano but to flatly contradict
the statements of these misguided
agents from Calgary who tried to
make you believe they were from Tor-
onto, and to serve as a kind of gas
regulator in the interests of a truly
meritorious piano and our own legiti-
mate field of trade.
YOU CAN'T FOOL THE TRADE
when it comes to a question of the
price.
One man said to us "By Jove,
those Calgary fellows were after me
hot. They were bound they would
sell me, and say they did rip you
pianos up in great shape." "Oh,
that's nothing," we replied, "all agents
do that with the other fellow's
piano. What price did they quote
you?" "All times up to \$700." There
is NO UPRIGHT PIANO built in
Canada today that is worth \$700.
We are not going to ask you to ac-
cept this statement of ours without
some hard facts to bear it out. As
we said before, **YOU CAN'T FOOL**
THE TRADE, and the factory price
is the truest guide to the real value
of a piano generally. We have our
files the FACTORY PRICES of

all the best pianos built in Canada,
and we know what we are talking
about when we say that there is no
upright piano built in Canada today
that it would not be bared to rob-
bery to take \$700 for. Anyone who
pays more than \$550 is paying just
so much more than the piano is
worth and if you must send your
money out of Medicine Hat, don't be
foolishly extravagant in paying money
for something you do not get.
The retail price of a piano does not
necessarily represent the actual value
it more often indicates the broad of
HOG that the retailer or agent be-
longs to. The factory price indicat-
es the commercial value of the piano
and inferior pianos are graded accord-
ingly. **THE TRADE IS NOT FOOLED**
and the manufacturer must give val-
ue for price or lose the trade. The
factory price is the surest test of val-
ue, and we say again that the knowl-
edge we have of factory prices that
there is not an upright piano built
in Canada today that is worth a
cent more than \$550 and there are
mighty few of them that are worth
that. We make the statement with-
out any qualifications whatever. The
same boost in price is made on the
cheap grades and we have positive
knowledge of pianos that have been
sold to Medicine Hatters by outside
agents for \$875 that cost exactly the
same money at the factories as pian-
os which we are and always have
offered on our floor in Medicine Hat
for \$825. We have positive knowl-
edge of one of these pianos being
sold to a Medicine Hatter in \$850
piano. These few facts may serve
in guiding you, but the wiles of the
professional commission piano agent
are legion and you will be very clev-
er indeed if you are not caught some-
way or other. The best plan is to
buy at home from someone you can
go around and reason with if things
do not appear just right.
WHY THE BIG PRICE. Every
outside piano firm that does business
in Medicine Hat has an agent to
whom a commission of usually 10
per cent. is paid on every sale made
in the city. You can figure out how
much the agent got on your piano
easily enough. Again, every visiting
agent gets a commission of not less
than 10 per cent. and usually 15 per
cent. Now figure out what Mr. Num-
ber Two gets on your piano. Then
there is the house for which Number
Two works. They must have a profit
Quees at that profit and take these
three amounts from the price of your
piano and you will have what it cost
at the factory, plus the expense of
transportation. We OUT OUT COM-
MISSIONS Nos. 1 and 2, and if you
figure out what these two commis-
sions amount to you will see how it
is that we sell a piano which costs
a certain amount at the factory for
\$525 or \$550 while the outside firm
asks for the same factory price in-
strument respectively \$875 and \$700.
To sum up, let us say that the
Gerhard Heintzman piano is a good
piano. We do not say it is the best
because we sell it, but we sell it be-

The
Assiniboia
Music
Co.

