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Hundreds of Farmers are now Burning Straw. WHY DON'T YOU?

**Our Sterling
Heater is
Simplicity itself**

Just Two Pieces

**A BASE
AND A
DETACHABLE
CYLINDER**

22" x 60"

TO USE

Simply take the cylinder outside, PACK it full of straw, bring it back and attach it to the stove and it will burn for from 3 to 18 hours, according to the kind of straw used and way it is handled.

THE STERLING STRAW HEATER



**Purchase now.
It will save its
cost in Fuel Bills
severaltimes over
this Winter**

IT DOES THE WORK

Wolsley, Sask., Nov. 19, 1909.
The Sterling Straw Stove Co.,
Somerset Block, Winnipeg, Man.

Gentlemen:—
I used your Sterling Straw Heater in my shop last winter. I have a large and very cold building, and finding a coal stove insufficient, supplemented it with your stove for the very cold weather.

Finding it a better heater than the coal stove, I used it entirely the balance of the winter and found it gave better and even heat, with no attention for twelve hours at a stretch. My fuel bill was \$1.25 for a load of straw and \$22.50 for coal. Saved the price of the stove in three weeks.

Yours truly,
H. W. WOOLLATT.

(Signed)

Our terms are Cash with the Order.

PRICE \$9.00

DELIVERED AT YOUR STATION

Extra Cylinders \$4.00 when ordered with the heater

For Prompt Delivery, Order Now

Remit by Express or P.O. Money Order.

THE STERLING STRAW STOVE COMPANY
413 SOMERSET BLOCK
WINNIPEG, MANITOBA

TRADE NOTES

HOME ROOM SETTING FOR PIANOS

In the large cities one is impressed with the changes that are being adopted for displaying merchandise. The old country store idea, where everything is jumbled together, is a thing entirely of the past. Every up-to-date merchant realizes the importance of displaying his goods so that the customer is able to judge them as they would appear in their own home, or for the purpose which they intend using them.

One of the most notable examples of this progressive movement yet seen in Winnipeg is the Piano and Gramophone show-rooms of Messrs. Cross, Goulding & Skinner, Ltd., on Portage Ave. This enterprising firm have had built into their spacious store, a number of rooms about the size of the average parlor, and these rooms are furnished in different styles and colors, and are made sound proof, so that the customers have the opportunity of hearing and seeing an instrument under the same conditions as it would appear in their own parlors. The furnishings in each room have been planned so as to harmonize with the new designs and latest finish of pianos.

Any intending purchaser will quickly realize what an advantage this is in helping to make an intelligent selection. It is very difficult for a customer going into large warerooms, where a great many pianos are together, to make a selection. Very often, the instrument they would choose in the warerooms is one that they are not so well pleased with in their parlor, but where they hear it in about the same sized room, with similar furnish-

ings, they are able to judge how it would look and sound at home.

In addition to these smaller parlors, this firm have a large concert room, in which they keep their grand pianos. This room is also used for their monthly recitals which they have planned machines, and at the same time enable them to keep in touch with the times prominent vocalists and violinists will be secured to assist in order to hear these voices before making a purchase. Monthly Gramophone recitals will also be a feature, and customers will have an opportunity of hearing the new lists each month, which will insure a very enjoyable evening, to owners of the Player Piano, and at the same time enable them to keep in touch with the times prominent vocalists and violinists will be secured to assist in order to hear these voices before making a purchase.

A TRAIN LOAD OF STICKNEY GASOLINE ENGINES

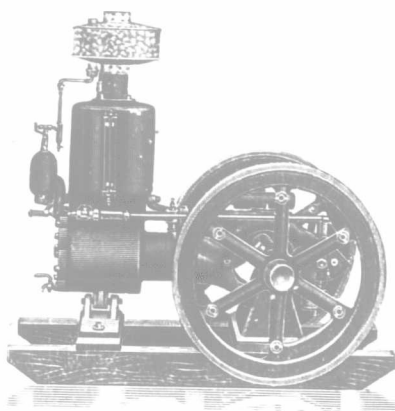
We have just ordered for the balance of our Winter trade.

That is the best evidence we can give you that the Stickney is the Farmer's Engine.

Runs equally well at the North Pole or the Equator.

The very engine YOU should have

Write for our Elegant New Catalogue No. 60, giving 59 reasons why "The Stickney is the best."



ONTARIO WIND ENGINE & PUMP CO. Limited
WINNIPEG - CALGARY

22 Imported Clydesdales Just Landed

For Sale at very lowest prices. I have been importing for the last 30 years. My experience counts for something to those wanting a good Horse and at the right price. Intending purchasers will find it greatly to their advantage to see my stock or write before buying elsewhere. Long distance phone.

O. SORBY, GUELPH, ONTARIO.

Cross, Goulding & Skinner, with the present equipment, can show to advantage a very large number of instruments, so that intending purchasers will have an opportunity of seeing a large stock under one roof, at prices ranging up to \$1,500. The gramophone parlors, which will be located in the basement, but which are not yet completed, will undoubtedly surpass anything of their kind in Western Canada.

We feel justified in congratulating Messrs. Cross, Goulding & Skinner on their splendid new warerooms, and we feel that they will be more than repaid by the increased business which will come to them as a result of their endeavor to give the public better service, which is the keynote of the success of this institution.

RICHARDSON'S HOLSTEIN SALE

A very successful sale of Holstein-Friesians was held on December 30 at Caledonia, Ont., by J.W. Richardson. About half the herd was sold. Only 5 were matured cows and 29 were one year or under. The 46 head offered brought \$6,290. Nine females brought \$200 each or over. N. C. Hardy procuring four at \$940. The great 4 year old Bull, Prince D.Kol. Posch, went to Dr. English for \$525.

Prof. H. H. Dean, O. A. C., Guelph, opened the sale with an address. Arrangements were most complete in every particular, the sale being held under a large tent, 40x90 ft. Trains stopped at the farm. Over 500 people were present. Holstein men consider the signal success of this sale as a fitting tribute to the proved excellence of the Holstein cow as a profitable producer of dairy stock and products. It was of service during the course of the sale that those having the strongest official backing and of well-known families of me it secured a brisker bidding and an ultimate higher price.