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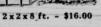


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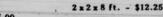
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Grain Growers' Guide Coupon No. 1

A War-Time Message to **Grain Growers' Guide Readers** From Catesbys Limited

For six years we have been doing business in Canada, but our confidence in Canadians was never greater than it is today. Readers of The Guide have given us loyal support, and for this reason we thank you all for past orders and in anticipation of continued patronage during present strenuous times.

We have not raised prices on Catesby clothing, and our old offer stands, which is, that we guarantee to sell you a Suit or Overcoat, made of fine English cloth, cut in the latest Canadian, New York, or London style (as you prefer), laid down at your door, all duty and carriage charges prepaid by us, for a price only one-half of what you would have to pay for goods of the same quality in Canada.

Isn't that an offer worth looking into? Of course it is. Then sit down right now. Fill out the above coupon, mail it to our Winnipeg office, get our New Season's Style Book and 72 pattern pieces of suitings or overcoatings (or both) free of charge. With the Style Book is a letter explaining our system of doing business, also a self-measurement form which is so simple you can't go wrong in using it.

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We send these patterns to you post free. It only costs you a post card or a letter to get them, and you don't even have to return the patterns if you shouldn't buy. Surely we cannot make a fairer offer than that. So mail that coupon now.

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We are endeavoring to make the "Farmers' Market Place" department of The Guide of the utmost service to every farmer who wishes to buy, sell or exchange. Thousands of farmers have used this department in The Guide in the past few years for selling seed grain, cattle, horses, poultry, farms, secondhand machinery, etc. At 4 cents per word their advertisements cost them anywhere from 50 cents to \$5.00. They succeeded in selling what they had to sell. The little advertisement going out to 34,000 different farmers found a large number who wanted to buy what they had to sell. Many farmers have written us telling us what good results they have had from their advertisements and what splendid business they were able to do as a result. We want to know more about the value of this page to farmers.

Any farmer who has succeeded in doing good business thru an advertisement in the "Farmers' Market Place" department in The Guide can earn \$5.00 simply by writing and telling us about it. Do not make the story more than 150 words and the shorter the better. We would prefer to have a copy of the successful advertisement included in the story. The story must state the article advertised, the season it was advertised, and as near as possible the approximate number of replies received. Let us know how much money the advertisement cost you and how much business you were able to do as a result of it as near as you can tell. Did you sell your stock or grain, or whatever it was, for cash in advance or on credit? What do you think of the value of advertising as a means to increase the profit in farming? We want these letters as soon as possible and not later than December 1st. Write on one side of the paper only. For the best letter we receive we will pay \$5.00, for the second best \$4.00, third \$3.00, fourth \$2.00 and fifth \$1.00.

ADDRESS REPLIES TO "FARMERS' MARKET PLACE"

The Grain Growers' Guide, Winnipeg