

The Road to Tire Content

Join the Thousands Who Take It

This spring we urge you, for your own sake, to find out the advantages of Goodyear Fortified Tires.

They are outselling any other tire in Canada.

For in five ways Goodyear Fortified Tires conspicuously excel. On these five features—each exclusive to Goodyear—we spend a fortune yearly. And we do it for your protection.

One way combats rim-cutting.

One saves needless blowouts—our "On-Air" cure.

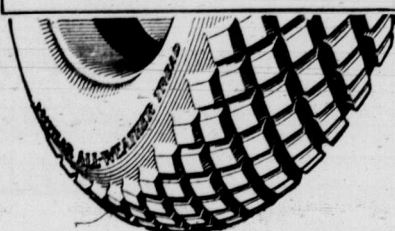
One, by a patent method, combats loose treads. One makes the tire secure. And one is our All-Weather tread. That is tough and double-thick, to resist both wear and puncture. And the sharp-edged grips give the utmost in anti-skids.

All these trouble-saving features belong to Goodyear tires alone. They cost you no more than ordinary tires.

Big Price Reductions

On February 1st we reduced our prices for the third time in two years. The three reductions total 37 per cent. Yet in spite of the war tax we have recently doubled the capacity of our plant at Bowmanville. Now our large output enables us

GOOD YEAR
MADE IN CANADA
Fortified Tires
No-Rim-Cut Tires—"On-Air" Cured
With All-Weather Treads or Smooth



to give you the greatest value ever known in tires.

Goodyears are handy to you. We have stocks everywhere, and any dealer who hasn't stock can get them for you quickly.

This season get their protection. Get their savings in trouble and upkeep. Know what tire contentment is.

The Goodyear Tire & Rubber Co. of Canada, Limited
Head Office: Toronto Factory: Bowmanville, Ont.

Makers of Goodyear "Tire-Saver" Accessories; also Goodyear Carriage Tires, Hose and Belts

The Goodyear Tire & Rubber Co. of Canada, Limited, has no connection with any other Canadian company using the Goodyear name (191)



Less Money Spent for Coal

What Makes It Possible

—is what the Hecla Furnace means for you. Its patented, steel-ribbed fire-pot radiates the heat so quickly that more of it is kept in the house and less goes up the chimney, six tons of coal do the work that would otherwise require seven.

Joints Forever Tight

The "fused joints", an exclusive "Hecla" feature, forever seal up the openings where gas or dust might escape into the house—they are guaranteed never to leak.

Ease and Health

"Hecla" Independent grate-bars save coal and eliminate the poker. The "Hecla's" large circular water pan supplies plenty of moisture to every room.

Send for This Book

"Comfort and Health," a book about furnaces and heating, will help your selection. We would like to send it to you.

Use the Coupon

Clare Bros. Western Ltd.
WINNIPEG, MAN.

Successors to Cläre & Brockest, Limited



Coupon CLARE BROS. WESTERN, LTD. Dept. F Winnipeg, Man.

3 C Send me your Booklet—"COMFORT AND HEALTH"

Name _____ Address _____

EMBARGO ON EXPORTS

With the object of preventing supplies of any kind useful in war from reaching the enemy, stringent regulations prohibiting the export of a long list of articles from Canada to foreign countries have been put in force by the Dominion government. There are four schedules in the regulations enumerating lists of articles to which the embargo applies to a greater or less extent.

Class "A" is goods the export of which is prohibited except to the United Kingdom, British possessions and protectorates, France, Russia, Japan and to the United States for consumption in the United States only. These goods, however, may be shipped via the United States when shipped to specified consignees in Great Britain or to foreign ports if a license or dispensation is first obtained from the department of customs at Ottawa. This list includes wheat and wheat flour, oats, barley, live animals for food, butter, cheese and eggs.

The most stringent embargo is under class "B," which includes horses and other saddle, pack and draft animals, blankets, boots, wool, a long list of chemicals and many articles of military equipment. These must not be exported under any conditions except to the United Kingdom and British possessions and protectorates.

Class "C," a list of goods suitable for the equipment and feeding of naval and military forces are prohibited to be exported to all foreign ports in Europe and on the Mediterranean and Black Seas other than those of Russia, France, Belgium, Spain and Portugal.

Tin plates are prohibited to be exported to Denmark, the Netherlands or Sweden.

All trade with Germany, Austria-Hungary and Turkey had already been prohibited.

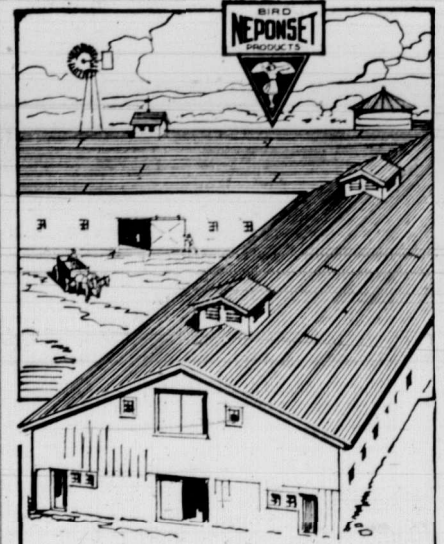
These regulations will not affect farmers very much at present, since prices on Canadian and American markets are such that there is no inducement to ship grain or livestock to the southern markets. If market conditions should change, however, and prices in the south become sufficiently attractive to draw cattle from Canada, they can be shipped south provided the bill of lading shows that they are for consumption in the United States.

The prohibition of the export of wool to the United States has caused unsettlement in the wool market and prices are somewhat lower in consequence.

MILKING REGULATIONS

The following milking regulations are in force at the Oka Agricultural Institute, Quebec, and were published in the Agricultural Gazette:—

- 1—Keep the stable always clean.
- 2—Avoid distributing dry fodder to the cattle or straw bedding while milking is in progress.
- 3—When milking is done outdoors, keep at a good distance from manure piles and infected places.
- 4—Wash your hands carefully and keep them absolutely clean.
- 5—Tie the cow's tail to her leg.
- 6—Wash the udder with lukewarm water and boracic acid.
- 7—Pass the sponge under the belly and the flank of the cow to gather loose hair and dust.
- 8—Wipe the udder with a clean cloth.
- 9—Milk in absolutely clean pails.
- 10—Use tin pails with a cover or a narrow opening.
- 11—Throw out the first four or five streams of milk.
- 12—Milk diagonally or crosswise.
- 13—Avoid anything that might disturb the cows. Keep them as quiet as possible.
- 14—Never strike or ill-treat your cows; kind treatment must always be the rule for dairy cows.
- 15—Milk with the full hand, and with dry hands.
- 16—Strip the udder completely.
- 17—Milk quickly; slow milking reduces the quantity of milk secreted.
- 18—Do not let the stable become cold when milking is being done; cold induces the cows to keep their milk.
- 19—Strain the milk as soon as it is milked, by passing it thru a double cheese cloth.
- 20—In summer, cool the milk without aeration at about 50° F., and at a sufficient distance from the stalls.
- 21—Milk at regular hours and at regular intervals. Any change in the time of milking always reduces the yield.
- 22—Always milk the same cows, and always in the same order.
- 23—Always wear a clean suit of clothes.



Don't Take Just Any Roofing

Get the kind that is made not on the "how fast," but on the "how good" principle. Then you will never get a poor roofing when you need a good one. The ready-to-lay

NEPONSET PAROID ROOFING

is long on the roof because long in the making. It's the only way to surely make a roofing absolutely reliable and one hundred per cent. weather- and waterproof.

Paroid is only one of the Neponset Roofings. There are others meeting every requirement and pocket-book. Granitized Shingles for pitch roofs; Proslate, the colored roofing, and other roofings for all kinds of buildings, from temporary sheds to the largest railroad buildings.

A substitute for laths and plaster—Neponset Wall Board, in different finishes—may be applied directly to studding or over old plaster. Made in Canada. Sold by dealers everywhere.

Booklet, "Repairing and Building"—Free

If you do not know the Neponset Dealer in your town, write for his name. If there is no dealer there, we have a special proposition to make you. We pay the freight.

BIRD & SON Established 1795
WINNIPEG, MAN.

Main Office and Plant: 352 Heintzman Bldg., Hamilton, Ont. Branches: Montreal, St. John, New Brunswick, Calgary, Vancouver.

Cherries

Fresh tree ripened OKANAGAN CHERRIES direct from our Orchards to you. We GUARANTEE our products to reach you in GOOD ORDER and to be Number ONE in every respect.

Write for our descriptive Booklet explaining our DIRECT FROM ORCHARD TO CONSUMER method. A post card will bring it.

Co-operative Fruit Growers

Box 154, PENTICTON, B.C.

A. J. FINCH, Manager.

Raw Furs

We Pay Highest Values
Write for Price List "E" and Shipping Tags

PIERCE FUR CO. LTD.
King and Alexander, Winnipeg, Canada

We also buy Hides and Seneca Root.

Binder Twine

Prices on Application

We have still some DISC HARROWS left: 14 x 18
W. EDDIE, 179 Princess St., Winnipeg