

Rain Positively Rolls Off

THE NEW WATERPROOF COAT IS THE "SALUTAQUA."

It contains no Rubber Solution of any kind, yet is Absolutely Water-Resisting, Air-Free & Odourless.

These Coats are now being sold all over the world by Curzon Bros., the Great International Tailors.

However heavy the rain, it never penetrates "Salutaqua" garments.

Let us supply you with one of these Coats, which are invaluable for driving, riding, fishing, shooting, motoring, as well as for town wear.

Prices from \$12 to Measure.
(Delivered Free to your Door.)

If you are dissatisfied we return your money.

Send post card for a set of the "Salutaqua" patterns, fashion-plates, and simple self-measurement system, by which a fit is assured, no matter where you live.

Ask for the "Salutaqua" Fabrics when writing.

Curzon's Range of Prices for Suits to Measure
(CARRIAGE AND DUTY PAID.)
\$8.60, \$10, \$11.50, \$13, \$14.50, \$17.10.

Every quality has been valued by our Canadian friends at double our prices.

Write for Patterns NOW and get your Suit or "Salutaqua" in good time.
WE DISPATCH YOUR ORDER IMMEDIATELY.

Address: —**CURZON BROS.**
449 Spadina Avenue, Toronto

The World's Measure Tailors,
60/62, CITY ROAD,
LONDON, ENGLAND.

Please mention this paper

CONSUMERS LUMBER CO

DIRECT FROM FOREST TO CONSUMER

LUMBER DOORS AND MOULDINGS

In fact, every foot of material, rough and finished, used in the construction of your building, shipped in one shipment direct to your nearest railroad station at **WHOLESALE MILL PRICES.**

In placing our wholesale mill prices in the hands of the farmers we have at one sweep relieved him of one of the greatest obstacles to mixed farming which he has had to contend with, that is, **LINE YARD PRICES ON HIS LUMBER.** In addition to high prices a system of regrading has been indulged in by many yards, which not only deprived the consumer of quality, but increased the prices to him. In fact, the statement is made by one company that the line yards which they operated in connection with their mills saved the situation for them, as it gave them control of the retail market, and enabled them to show a return on a capitalization which is out of all proportion to the actual money invested.

These line yard operators view with consternation the placing of **WHOLESALE MILL PRICES** in the hands of the farmers, and have issued instructions to their representatives; where a farmer is familiar with the **CONSUMERS LUMBER COMPANY'S PRICES,** meet them and under no circumstances let an order get away; by this method they hope to compel us to discontinue selling direct to the farmer, which would make it possible for them to continue to control the retail market and put the old prices into effect again. But the Western farmer is not so short-sighted as all that, and he cannot be worked that way. He knows how he has had to pay for lumber in the past and welcomes relief from the old prices. The success of our **DIRECT TO FARMER POLICY** and a permanent continuation of fair prices is entirely dependent upon your cooperation and support. Our results of the past four months have proved that the farmers in the prairies are alive to the situation.

Keep before you the following facts which you will all admit make lower prices:—We sell our entire product direct to the farmer by mail. We have no **AGENTS** or **REPRESENTATIVES** of any kind. We pay no **COMMISSIONS** to anyone. We sell for cash, keeping no open accounts, eliminating all bad debts. We give you the benefit of this saving in the price. We guarantee all lumber to be of the **HIGHEST QUALITY** in the grade in which you select, and we **GUARANTEE PERFECT SATISFACTION** to you in every respect.

SEND YOUR BILL FOR PRICES

Make out your bill, stating just what you require—lumber, doors, windows, mouldings, etc.—and without cost or obligation to you we will promptly send you an estimate telling you what each item, as well as the entire lot will cost you delivered at your nearest station, freight paid.

We Wholesale to a Nation instead of Retail to a Neighborhood

Consumers Lumber Company

City Offices: Birks Bldg.
VANCOUVER, B.C.

McKinnon Electric-Welded Chain

Made in Canada **XC PLATE** **Made for You**
Style No. 222

Breast Chain

25% More Weld **25% More Wear**

Better—But No More Costly
Your Dealer Has Them

No. 50 No. 85

NOTE: Agents Wanted

MONEY CAN BE MADE

Every Washday if you do your Washing with an

I.X.L. Vacuum Washer

The clothes are washed in the new way by compressed air and suction and therefore wear longer as there is no rubbing.

NO NEED TO PUT YOUR HANDS IN THE WATER, yet a tub of clothes can be washed in three minutes. No severe exertion required. Saves time, labor and money — washes anything from blankets to the finest laces in the same tub without injury. Also rinses and blues.

NO MOVING PARTS to GET OUT OF ORDER NO POWER REQUIRED

SPECIAL OFFER S. S. G. Coopes

Send this coupon and \$1.50 to the DOMINION UTILITIES MFG. CO., LTD., Box 486 Winnipeg, and you will receive an I.X.L. Vacuum Washer, all charges prepaid.