



Now is the Time to have
your

FURS

RE-MODELLED AND REPAIRED

Let us afford you the very best service of our expert furriers before the cold weather arrives, and the rush season is here.

Styles for the coming winter have now been established, and with a little change your furs of past seasons may be made to do service for another year.

Send your furs in and advise us. We will gladly give you an estimate of the cost before proceeding with the work, if you so desire.

Our New FUR CATALOGUE Is Now Ready

Just off the press, resplendent with all the new Fur styles for the coming season. There is a copy for you. Let us have your name and address.

Fairweather & Co.
LIMITED
297-299 Portage Ave.
WINNIPEG

Highest Price Paid for all your Farm Products

The demand is now very heavy for BUTTER and EGGS. Ship us your supply at once.

**Farmers' and Gardeners'
Produce Exchange, Limited**
Under control of Manitoba Grain Growers' Association

305 Carlton Street, Winnipeg

CASH for Live POULTRY

Send us your live poultry and secure prompt remittance at highest market prices.

Per lb.
Spring Chickens 20c
Turkeys, one year old birds 24c
Turkeys, old hens and toms 20c
Hens 15c
Young Roosters 14c
Old Roosters 10c
Ducks, 1916 hatch 16c

Express Money Order mailed same day birds received. Cakes furnished on request. Prices are F.O.B. Winnipeg and are absolutely guaranteed.

WINNIPEG FISH CO. LTD. Winnipeg, Man.

LIVE HENS WANTED

Hens 14c to 15c
Ducks 15c
Turkeys 19c
Young Roosters Best Market Price
Broilers Best Market Price

These prices F.O.B. Winnipeg. Let us know what you have to sell and we will forward orders for shipping. Prompt cash on receipt of shipment.

ROYAL PRODUCE & TRADING CO. - 87 Alton St., Winnipeg

Farmer and the Merchant

Continued from Page 7

farmers use the credit system for about six months during the year. As this district is a mixed farming one, a great many farmers keep their house with the proceeds of their butter. Some farmers hold some wheat till after seeding and could pay up their store bills then. There is no price cutting that I know of, altho sometimes an article can be found five cents cheaper in one store than another.

Two good stores could do all the business in this town. This would give a variety of goods and prices and should do away with the expense of heating, lighting and waiting on a dozen smaller ones. The farmers could get what was wanted without visiting every little shop in town. The merchant with less expense could sell cheaper.

Handicap of Surplus Stock

One of the greatest drawbacks to the success of a merchant is the amount of surplus stock he is carrying. Surplus stock comes next to bad debts. It is often said that the man who pays has to also pay for the bad debts. He also has to pay for the surplus stock. The merchant is never supposed to lose. Few merchants know how to buy stock that will sell readily in the district in which they open their store. Most men can sell a farmer the goods he wants, some men can sell him the goods he does not want, but to stock a store with goods the farmer is sure to want requires good judgment and common sense.

Here is an instance of poor buying on the merchant's part. For two years before coming to this district I bought my goods in a little store in a small town which shall be nameless. On a shelf were ten or twelve large granite tea pots, the size used in hotels or thrashing outfits. I don't think one was ever sold. They were too large for a private family and are probably there yet. Having made the mistake in buying them, the next best thing would have been to get rid of them and invested the money in tea, as that is a good seller. If he had offered them for sale at a quarter each he would no doubt have got rid of them all. It is surprising what useless things a person will buy if they are cheap enough. At twenty-five cents each one would have been taken home to water the plants, a bachelor would have bought one to boil his potatoes in, another could be used for a tea kettle, and in a short time they would be all gone and the merchant would be a wiser man. Another way to get rid of poor sellers is to have a bargain day or afternoon. Dry goods can be cut in dress lengths, or apron lengths, or even cut up and called remnants. If they are sold cheap enough someone wants them, and the money if put into articles that sell well will soon be giving a profit.

Mutual Co-operation Needed

We do not want to do away with the local merchant. He is a necessity. But if ten, fifteen or twenty merchants start business in our town I do not think it is the farmers' duty to see that they are kept in luxury. They do nothing to help the farmer. If the district is hauled out, does the merchant sell any cheaper? No. If drought visits the crop does the price of sugar go down? Assuredly not. The farmer takes all the risks, the merchant almost none.

If there were less stores in each town, less "grab all" on the merchants' part, more kindly feeling between merchant and farmer, and more business common sense there would be no need to complain of the business done by the mail order houses.

LADY CUSTOMER

South Central Bank.

Harold Tennant, brother-in-law of Premier Asquith, has been promoted from the Under Secretaryship of War to the Secretaryship of Scotland, which gives him Cabinet rank. Tennant is a remarkably clever individual, sharing some of his sister's, Mrs. Asquith, intellectual attainments. He is very ambitious, and is credited with a consuming desire to become premier of the country. He has been in Parliament for nearly a quarter of a century, and before that acted as private secretary to his brother-in-law.

Grain Purchased
on Track or
Handled on
Consignment.
Live Stock
Sold on
Commission.



Farm Machinery
and General
Commodities
Supplied to
Farmers at
Factory-to-farm
Prices.

Thresher Belting

ALL BELTS OF HIGH GRADE
AND GUARANTEED

Endless Belt Prices—F.O.B. Winnipeg

Size.	Estimated Weight.	Rubber.	Special Canvas "Red."	Canvas "Green."
100-ft. x 7-in. x 5-ply	97 lbs.	\$48.00	\$39.60	\$35.60
100-ft. x 8-in. x 4-ply	88 lbs.	44.35	36.00	31.85
100-ft. x 8-in. x 5-ply	100 lbs.	58.00	48.00	40.80
120-ft. x 7-in. x 4-ply	93 lbs.	48.50	37.80	33.00
120-ft. x 7-in. x 5-ply	116 lbs.	57.60	47.50	42.75
120-ft. x 8-in. x 4-ply	107 lbs.	53.25	43.20	38.25
120-ft. x 8-in. x 5-ply	133 lbs.	68.00	54.00	48.60
150-ft. x 7-in. x 5-ply	146 lbs.	72.00	59.40	53.50
150-ft. x 8-in. x 5-ply	165 lbs.	82.50	67.50	60.75
150-ft. x 8-in. x 6-ply	198 lbs.	99.75	81.00	71.25
150-ft. x 9-in. x 5-ply	126 lbs.	92.80	76.30	68.00

Let us quote you on G.O.G. guaranteed belting, any size, rubber, canvas, or leather. Write for illustrated booklet covering oils and greases, hose, coal and general Threshers' Supplies.

The Grain Growers' Guide Co. Ltd.
Winnipeg-Manitoba

LIVE POULTRY

Hens	Per lb. 15c	Ducks	Per lb. 12c
Roosters (any age)	" 13c	Geese	" 18c
Turkeys	" 20c	Broilers	" 20c
Ducklings	" 15c		

All prices quoted are for live weight f.o.b. Winnipeg, and are guaranteed for 10 days from date of this paper. Terms—Cash, Bank Money Order, on receipt of goods. Save time in shipping by making your own crates and shipping direct. Your station agent will give you full information with regard to the express companies' regulations governing crate requirements. This will save you the express charges out, but if you cannot do this let us know the variety, how many you have, and we will forward our crates for shipping.

Golden Star Fruit and Produce Co. - Winnipeg, Man.

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are in position to give good service to you and your family. The Guide will not knowingly carry the advertising of any unreliable concern. In writing to the advertiser, be sure to mention that you saw his announcement in The Guide, Winnipeg. It will insure good service.

Before You Buy

HOW would it be if we were to sit down and talk it over? It is only fair to you that you should know something more about our house. When you do, you are going to like us, because we are here to look after your interests first.

YOU KNOW we have been going a year. During this short time we have served many thousand customers, and on this account we are growing bigger every day.

We have found that when a person buys goods from us they are so well pleased with the quality, the service, and our way of doing business, that their orders continue to come right along to us.

IF WE weren't all we claim to be, if our methods weren't altogether satisfactory to our customers, they wouldn't come back. But they do. That is why we are growing.

Now we want you, in your own best interests, to give us an opportunity to serve you; send in an order. Give us a chance to prove to you that we are capable of pleasing you in every way.

You run no risk, it is you that is to be pleased, and we go the limit to do it. Send in that order today. We want you as our friend.

THE NEWMAN CO. LTD.
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WINNIPEG CANADA