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om

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Built in sizes for 2, 3 and 4 horses.

Write for full particulars and prices.

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REST - 3,000,000

HON. GEO. A. COX, Pres.

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Head Office - Toronto, Canada
LONDON, ENG., OFFICE, 60 Lombard St., E.C.

BANKING BY MAIL Business may be transacted by mail with any of the hundred and four branches of this Bank throughout Canada and the United States, deposits being made or funds withdrawn in this way with equal facility. Every possible attention is paid to out-of-town accounts and general farmers' business. Notes discounted, sales notes collected, etc., etc.

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Authorized Capital, \$500,000.00.

The Occidental Fire Insurance Co.

Full Government Deposit.

Head Office: WAWANESA, MAN. Agents Wanted in Unrepresented Districts

ADVERTISING.

It is wonderful what judicious advertising will do. It will even create a temporary demand for an inferior article, but permanent trade can only be established by backing up judicious advertising with fair dealing and real value. For instance, we will take the case of condimental stock foods. How many of them have gone by the board during the last twenty years? Forty of them at least. Some of them were heavy advertisers and advertising gave them a trade, but the goods would not stand the test, and they could not hold that which advertising gave them. Herbageum has been on the market for nineteen years, and every year has brought an increase in trade. Others come and go, but Herbageum stays, and Herbageum's hold on the good-will of the farming public becomes stronger each year. Advertising brings new trade, but it is the true economical value of Herbageum that holds it. Keep them all in view. Note how they come and go, and also note that Herbageum stays. If you give Herbageum a fair test on your own stock, you will understand why it stays and why "Herbageum" has become a household word among Canadian farmers and stockmen. -om

AN OPEN LETTER.

The Beaver Mfg. Co., Galt, Ont.:
Gentlemen,—About three years ago I had occasion to use Herbageum for my horses. They were run down and in very poor condition. The Herbageum put them in good shape and gave me complete satisfaction. Since that time I have been unable to get it here; last summer I had a few packages from Winnipeg, of Parkins & Co. I asked Messrs. Boisvert & Co., of this place, to put in a stock of Herbageum. They are agents here for De Laval cream separators, but when he returned from a trip to Winnipeg he brought another preparation put up in a fancy package, saying that according to advice of the De Laval Co. it was the best. I prefer Herbageum, my stock like it, while they sometimes refuse the other. Then I went to Mr. H. K. Rouse, a general merchant here with whom I deal. He said he would write for Herbageum, but after a few weeks he was made the agent for the fancy package stuff, and he now keeps a large stock of it, but no Herbageum. I want Herbageum! My neighbor, H. Verdun, has fourteen calves upon it now and wants more of it. R. Vergenelle, another neighbor, has thirty-four head of cattle and he wants it, and many others who have seen the benefit of feeding Herbageum would use it if they could get it here. I brought a few packages from Winnipeg last week, but it is inconvenient getting it from there, and now, as none of the merchants here care to keep it, perhaps because Herbageum leaves too small a profit, I propose that you send a small consignment to me, also some English and French advertising matter. There are a number of French people here and nearly all are shipping cream to the butter factories. As soon as sold, I will remit. Please state terms if you agree. I am well known in this district. Am secretary-treasurer and trustee of school district. Mr. H. C. Arnold, of Ochre River, our municipal clerk, can, if you desire, give you further information as to my standing. As soon as a good merchant here desires to handle Herbageum I will report to you and you can then transfer the agency. I only want Herbageum for my own use as a farmer; some friends want it, and if the merchants here would handle Herbageum I am sure a great number would make use of it. Awaiting your early reply, I am, gentlemen, Yours truly, A. DeCeuninck.
Laurier, Man., Nov. 8, 1902.
Note—Since the above letter was written a good steady trade has developed at Laurier.

DR. BARNARDO'S HOMES.

The managers of these institutions invite applications from farmers and others for the boys and youths who are being sent out periodically from their English training-homes. The older boys remain for a period of one year at the Farm Home at Bissell, during which time they receive practical instruction in general farm work before being placed in situations. Boys from eleven to thirteen are placed from the distributing home in Winnipeg. Applications for younger boys should be addressed to the Secretary, 115 Pacific Avenue, Winnipeg, or P.O. Box 206, and for older boys, possessing experience in farm work, to Manager, Dr. Barnardo's Farm Home, Barnardo, Man.



Get out to the cultural Society. suggestions for the be show.

"Cars, cars; wa old cry from differ waiting to be mo officials say they h ities. It would l the farmer if th needed.

In arranging fo cultural Society sh list used last seas be desirable. Ru broken, and none directors are not

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