

A FORD TOURING CAR

FREE!

For Estimating the Correct
or Nearest Correct Number
of Kernels in this Bottle



NOW IS THE TIME

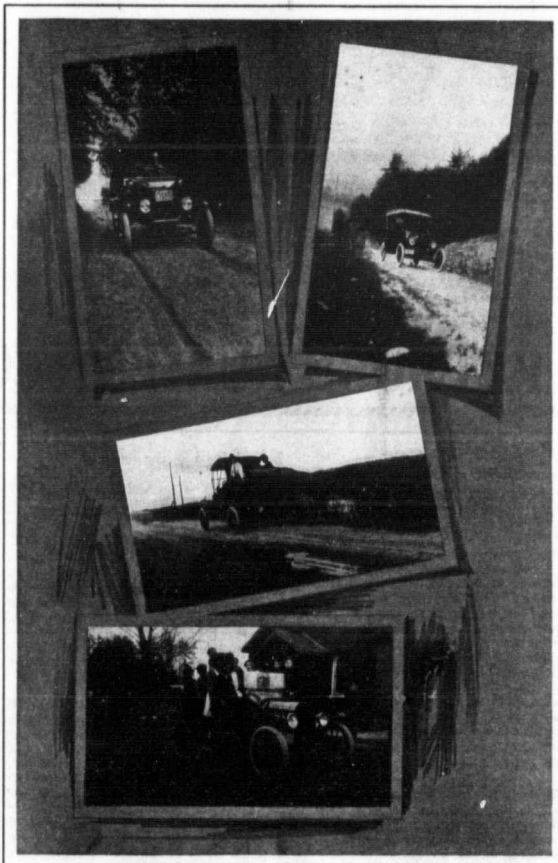
to get busy if you want to win a handsome Ford Touring Car. It seems almost impossible, but it is true that you can win a handsome, comfortable speedy, five passenger, 1918 Model Ford Touring Car at the cost of no more than the subscription price to this magazine. All you have to do is to estimate the correct or nearest correct number of kernels in the bottle reproduced on this page, between this date and 1st of May, 1918.

HOW TO WIN

ESTIMATE NOW! Don't take any chance of being disappointed. Every man or woman, young or old, is eligible to estimate if they live on a farm in Manitoba, Saskatchewan or Alberta. Of course the car will be presented to the person who estimates correctly first. Send your renewal subscription to this office to-day in accordance with the schedule below. Contestants are reminded that renewals and remittance must be sent into our office direct, otherwise they cannot enter the contest.

The Subscription Price

of "The Canadian Thresherman and Farmer" is the one royal road to securing this handsome car FREE. If you are not the fortunate one—you have still more than the dollar's worth in a year's course of the best farm literature in Western Canada—so you cannot lose.



CONTEST CLOSES 1st MAY, 1918

How to Send Your Estimates

Everyone who sends us a subscription direct to this office between this date and 1st May, 1918, for "The Canadian Thresherman and Farmer," either new or renewal, is entitled to estimates as explained below. These estimates may be credited in whatever way you desire, and you may send in as many estimates as you wish in accordance with the schedule. Remember every additional estimate increases your chance to win the car. Estimate now and increase your chance of winning, because it is the first person who estimates nearest to the number of whole kernels that wins the automobile. Estimates will be accepted as follows:—

1 year's subscription at \$1.00	gives you 3 estimates
2 years' subscription at \$1.50	gives you 7 estimates
3 years' subscription at \$2.00	gives you 11 estimates
4 years' subscription at \$2.50	gives you 15 estimates
5 years' subscription at \$3.00	gives you 19 estimates
6 years' subscription at \$3.50	gives you 23 estimates
7 years' subscription at \$4.00	gives you 27 estimates
8 years' subscription at \$4.50	gives you 31 estimates
9 years' subscription at \$5.00	gives you 35 estimates
10 years' subscription at \$5.50	gives you 40 estimates

Why not increase your chance of winning the car by sending in more estimates? All you have to do is to donate—say five subscriptions to five of your friends, using the additional estimates obtained in this manner yourself. You may not wish to donate five, however—well, donate three, two or one if you wish, but send them all in to us in one envelope.

The Bottle contains

Two Pounds and Thirteen Ounces of No. 1 Northern Wheat

The wheat is this year's crop, Marquis grown in Manitoba, weighing 64 pounds to the bushel.

The wheat was obtained from the Dominion Grain Inspector at Winnipeg.

The bottle of wheat now lies in the vault of the Union Trust Company, Winnipeg, where it will remain until the contest closes.

Previous Winners

1916 Contest

F. B. Snyder, Elkhorn, Manitoba, won a car with an estimate of 47,038 kernels—the actual number of kernels in three and one-quarter pounds of No. 1 Northern Wheat being 47,037.

1916-1917 Contest

H. Avery, Clearwater, Manitoba, won a car with an estimate of 76,406 kernels; Ed. Sedgwick, Tezerton, Sask., won with 76,402; R. Orr, New Norway, Alta., won with 76,400 kernels. Five pounds and seven ounces of No. 1 Northern Wheat were used on this occasion.

Just Stop a Minute

and figure what it means to you to be the winner. You get a beautiful 1918 Model Ford Touring Car—right from the factory, ready to use the very next week after the contest closes. Are you going to pass up such a golden opportunity as this? Are you going to let someone who is no more capable of winning a car actually take at least \$600.00 right from under your eyes? Don't figure that you can wait a little later, because it is the person who first estimates the correct or nearest correct number of kernels in the bottle that carries of the grand prize. Big opportunities are few; this is yours. Can you justly pass it up?

Coupon

C.T.&F.

E. H. HEATH CO. LIMITED, Winnipeg.

Please find enclosed \$..... for years' subscription for The Canadian Thresherman and Farmer, to be sent to

Name

Address Prov.

My estimates as to the number of whole kernels in 2 lbs. 13 ozs. of No.

1 Northern Wheat are

If more space is required for names and estimates, use a blank sheet and attach securely to this coupon.