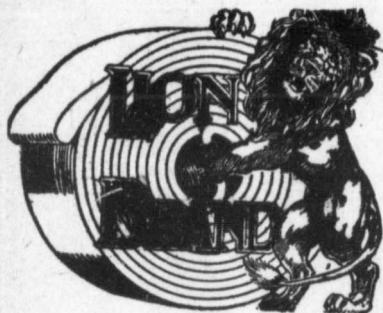


## "Good Old Dependability"

WAS THE NAME BY WHICH ONE OF THE GREATEST OF NELSON'S CAPTAINS WAS KNOWN TO HIS CHIEF AND TO EVERY SUBORDINATE WHO SERVED UNDER HIM. HE WAS CREDITED WITH NO "HEROIC VIRTUES," BUT THE MERE CIRCUMSTANCE THAT **HE NEVER FAILED TO LIVE UP TO THE LETTER OF HIS PROMISE**, DID THE TRICK. OUR PRODUCTS HAVE GOT NO FANCY FRILLS BUT WE DO CLAIM FOR THEM THE CHARACTER OF **RELIABILITY**. THE



**LION BRAND**  
**Rubber Belt**

and the

**YELLOW  
FELLOW**

**ENDLESS THRESHER BELT**



are unbeaten in the field of grain production.

They are sold by all thresher companies doing business in Canada. They may cost a trifle more than some fabrics that are always a big risk but that is forgotten in the added years of service, and we guarantee our goods against all disappointment from slippage or breaking. It is not possible to make better belting by any scientific method known at this day.

## Gutta Percha and Rubber Limited

WINNIPEG FORT WILLIAM REGINA SASKATOON CALGARY LETHBRIDGE EDMONTON

### WELL FED SOLDIERS WILL WIN THE WAR

#### No Food Reserve in Britain

"It is obviously an elementary precaution to build up as large a reserve of food as possible in an island which is menaced by submarine blockade. No such reserve is yet in sight and there should be no slackening in Canadian efforts to provide foodstuffs for the Mother Country."—Late Viscount Rhondda.

#### Food Regulations Imperative

"If present restrictions should be in the slightest degree relaxed it would result in serious want for the people in Europe before the wheat crop could reach the market."—Herbert Hoover, United States Food Administrator.

#### World's Wheat Reserves Exhausted

"Even if the greatest expectations of the 1918 harvest are realized, the fact remains that the world's reserves of wheat are exhausted and it will be absolutely necessary to continue conservation and substitution until the 1919 crop situation is known. Canada is daily increasing the manufacture of substitutes for wheat and consumers are urgently requested to make use of these substitutes to the limit of their ability."—Henry B. Thomson, chairman of the Canada Food Board.

#### Behind in Meat Schedule

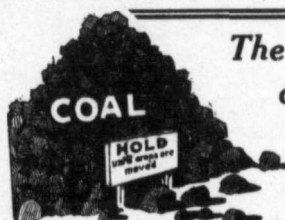
Because of the shortage of shipping Great Britain has already fallen behind 25,000 tons in her schedule of meat shipments guaranteed to France, compared to the total of 70,000 tons shortage in the schedule for 1917.

#### Soldiers-of-the-Soil at Work

Nearly twelve thousand soldiers of the soil boys are hard at work on the farm already, helping in the campaign for greater war-time production, in addition to those who arrange for their own employment independent of the soldiers of the soil organization. The soldiers of the soil are divided as follows: British Columbia, 669; Alberta, 616; Saskatchewan, 1,405; Manitoba, 1,006; Ontario, 4,621; Quebec, 670; New Brunswick, 677; Nova Scotia, 1,788; Prince Edward Island, 500. Reports indicate that the boys are thoroughly enjoying farm work.

#### Vancouver Women Pledged

At a mass meeting of nearly two thousand women in Vancouver the pledge was made to conform exactly to the requirements of the Canada Food Board and to apply the restaurant regulations in their own homes. Furthermore it was "especially resolved to discountenance any social functions which promote the consumption of wheat products, pork, sugar and fats."



*The Railways cannot  
carry both Wheat  
and Coal at  
once!*

### GET YOUR "KING" COAL IN NOW!

There's no time when the grain is moving to haul coal, nor will there be equipment. Conditions were never like this before—you are urged to place orders now.

Special prices quoted for carload orders now. Write or wire for special prices on 30 to 40 ton carloads of "King" Coal, Lump, Egg or Nut size—delivered to your station. "King" Coal does not clinker.

**THE CARDIFF COLLIERIES LTD. EDMONTON, ALBERTA**

Mining capacity (with car supply) 3,000 tons daily.

### SUCCESS Comes In Cans FAILURE Comes In Can'ts

Many men will say they want to be successful; but they are not willing to "pay the price". What is the "price"?

**Save your money.** Next to your kin-folks, Money is the best friend you have on earth.

Take good care of it. Spend less than your income each month, and put your savings in The Merchants Bank.

\$1 opens an account.



## THE MERCHANTS BANK

Head Office: Montreal. OF CANADA Established 1864.

with its 19 Branches in Manitoba, 21 Branches in Saskatchewan, 55 Branches in Alberta, 8 Branches in British Columbia, 182 Branches in Ontario and 22 Branches in Quebec serves Rural Canada most effectively.

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