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This Space
For the Announcement
of the
Crown Life
Assurance Co.
E. L. BRYAN
District Representative

School Opening
We are Headquarters for All Kinds
of School Supplies
School Suits for the Youngsters
We Have Them
Call and See Them and Get our Prices
Before Buying Elsewhere
C. F. McARTHUR Ltd.

THE GREAT WINNER

The great outstanding paper of this country, that paper that has its way to the front in every procession, the paper that is attracting universal attention and exciting universal commendation—The Family Herald and Weekly Star, of Montreal, with 750,000 readers all over Canada—East, West, North and South—is the Great Winner. This is the paper that yields its subscribers not only immense dividends, but returns ten times the capital every year. It is a treasure-house of reliable information, essential to all who want reliability and the best of everything. Its magnificent staff of writers makes a galaxy unapproached by any paper in the Dominion or elsewhere. Besides its wonderful value to all men and women, The Family Herald and Weekly Star, of Montreal, is this year giving to all who apply in time a magnificent premium that is taking the people by storm. To say that it is causing a furore is a mild description of the intense interest created by this beautiful, incomparable premium.

The Restaurant Main St., Vars

ICE CREAM

In Bulk, Cone or Brick

Ice Cream Sundaes and Sodas

All ingredients will be absolutely pure and of the finest quality. Choice Fruits, Selected Nuts and Pure Syrup will make our Sodas and Sundaes famous. Daintily served.

GOOD GOODS MAKE GOOD CUSTOMERS'

Keep that kind. Goods delivered to all parts of the town. Special attention to phone orders.

Mrs. Ford Hitsman

PHONE 610-R 1, VARS

PROMPT DELIVERY

For Sale

To settle an estate, the farm below is for sale at once,

One hundred acres on the St. Lawrence, just one mile from town with High and Public Schools and C.T.R. station, 90 ac. under cultivation and free from taxes. The price is \$3400 cash and \$3000 on a long mortgage if desired. Write at once if interested to

James Morrison:
Iroquois, Ont.

Chesterville Citizens' Band

Under the leadership of Mr. Barton, formerly of the 42nd Battalion Band (Overseas),

Are open for engagements for Lawn Parties, Fairs, etc.

Write for prices, and let us take care of the musical end for you.

DR. S. H. HUTT, Pres.
W. O. DIXON, Sec.

GOOD MONEY IN GOOD FARMING

"Let's Get to Work and Pay Off the Mortgage"

NINE years ago Canada's national debt was about one-third of a billion. It is more than two and one-third billions today.

Our debts have greatly increased—our revenues must also go up. The farmer has to bear his share of the increased burden. That means he must increase his revenue.

Complaint has been heard that farmers under present conditions in Canada cannot make farming pay. And yet many thousands of Canadian farmers do make it pay.

How Is It Done?

Patient and industrious "carry on" will do wonders, but something more is needed. Too often "patient industry" is coupled with "dull persistence" in poorly thought out methods.

Farmers today more than ever, must plan ahead, as well as "plug along"; indeed they have no option, if they wish to succeed.

Co-ordination of head and hand will mean real success. Farming in Canada has paid and pays now on many farms. It can be made to pay on almost every farm. Canadian agriculture has passed through low profit-making eras successfully in the past and can do so again.

Crop Returns Should be Increased

On the Central Experimental Farm at Ottawa some crop costs and crop profits in 1922 as contrasted with all-Ontario average crop costs and crop profits are given below. The all-Ontario figures are in brackets:

	Cost per acre	Profit per acre
Hay	\$21.13 (\$13.50)	\$11.21 (\$5.09)
Corn for Forage	\$47.50 (\$33.75)	\$10.38 (\$2.86)
Oats	\$26.47 (\$19.32)	\$ 7.33 (.04)

Similar results can be shown from the Dominion Experimental Farms in every province.

Experimental Farm crops are sometimes claimed to be produced at too great cost. Thousands of experiments, however, show that increased cropping costs wisely applied up to a reasonable point always increase crop profits. This is true on the Experimental Farm—and on any and every farm.

With the increased cost of production, the higher standards of living now prevailing cannot be maintained by poor farm management, "boarder" milkers, scrub profitless quality hogs or non-

That even under present conditions profits may be made is testified by many skilful, observant and non-plunging farmers, who believe more in the policy of "slow but sure" and "pay as you go" rather than speed, with excessive borrowing and the often consequent disaster.

The results on our Experimental Farms also bear testimony to the value of thorough, skilful work.

The Farmer Must Manufacture

But crops alone are not enough. The farmer must change his crops into less bulky and more high-priced products—milk, pork, beef, mutton, poultry, etc.

With fair yielding cows dairying shows good profits in Canada. The average cow has increased her yield 25% in the last ten years. She can quite readily go up another 25% and more, and there's where the profit lies. Better feeding, better selection and better breeding will do the job—feed, weed, breed.

To do better feeding means better pastures and more generous supplies of palatable roughage. Short rotations including clover and ensilage crops (corn, sunflower, pea and oat, etc.) will provide feed in abundance for both summer and winter. The experiments and investigations which the Dominion Department of Agriculture have carried on prove that farming scientifically and systematically undertaken will pay profits. The records and particulars of such work in every province are available to the Canadian farmer.

Are you growing grain, or producing seed or interested in fruit? We can give you information that will help you. Do you breed live stock? Are you keeping dairy cattle? Are you interested in poultry or bees? Ask us for information. We have some that will help you.

We have published and have for free distribution 390 different reports, bulletins and circulars dealing with matters of interest to you. Ask for what you want, or for a list of our publications.

We shall have something more to say later. Meantime write the Department of Agriculture, Ottawa, about your problems.

Have Faith in Canada

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W. E. MOTHERWELL, Minister. Dr. J. H. CRISDALE, Deputy Minister.