

THE CANADIAN BANK OF COMMERCE

SIR EDMUND WALKER, C.V.O., LL.D., D.C.L., President
 ALEXANDER LAIRD, General Manager. JOHN AIRD, Ass't General Manager
 V. C. BROWN, Superintendent of Central Western Branches

CAPITAL \$15,000,000 RESERVE FUND \$13,500,000

FARMERS' BUSINESS

The Canadian Bank of Commerce extends to Farmers every facility for transaction of their banking business, including the discount and collection of sales notes. Blank sales notes are supplied free of charge on application.

S. H. HENDERSON, President ED. DEWART, Vice-President C. D. KERR, Treasurer

The Wawanesa Mutual Insurance Co.

Head Office - Wawanesa, Man.
 A. F. KEMPTON, Secretary-Manager

Assets Over Liabilities	\$710,596 60
Number of Farmers Insured Dec. 31st, 1914	27,175
Amount of Insurance in Force	\$42,299,525 00

A Fire Company insuring all classes of Farm Property at the Lowest Possible Cost to the Assured. FARMERS! Here are Six Reasons why it will pay you to insure your Property in

THE WAWANESA MUTUAL INSURANCE COMPANY

- FIRST**—Because it is owned and operated by the Farmers of the three Prairie Provinces for their mutual benefit and not to enrich stockholders of a company formed to accumulate wealth at the expense of the insurer.
- SECOND**—The cost of insurance is not only very low, but you are not required to pay your premiums in advance unless you prefer doing so, and no interest is charged where premium notes are taken. The agent's fee is all that is required to be paid in cash.
- THIRD**—The Company is thoroughly reliable, and its policies are better adapted to Farm Insurance than any others issued. The use of steam threshers permitted free of charge.
- FOURTH**—The cost of adjustment of loss claims are paid by the Company and not by the insured.
- FIFTH**—Insurance on livestock covers them against loss by fire anywhere on the farm, and by lightning anywhere in Manitoba, Saskatchewan and Alberta.
- SIXTH**—That this is the Largest Farmers' Mutual Fire Insurance Company in Canada and must therefore be giving the best satisfaction.

FIRST AND PARAMOUNT,
 ABSOLUTE SECURITY TO POLICYHOLDERS

Wives Sometimes Object To Life Assurance But— Widows Never Do

Many a man has failed to insure because of his wife's noble but misguided scruples. She didn't want even to think of her husband being taken from her. The thought of money forcing itself into such a tragedy filled her with horror.

Such a woman overlooks the awful plight of a family left destitute. It's a husband's duty to protect his family from want and suffering after his death. A wife who opposes her husband in performing this duty is unfair to him, to herself and to her little ones.

A few dollars each year invested in an Imperial Income Policy will secure the payment of a regular, monthly income to a man's family after he's gone. We have an interesting booklet which tells all about it, and will send a free copy to any man or woman who asks for it.

Write for your copy today.

THE IMPERIAL LIFE Assurance Company of Canada

HEAD OFFICE - TORONTO

Branches and Agents in all important centres

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Steel Truss Barns



Save Building Cost

The Steel Truss barn is built in our factories and shipped ready to erect. There are no heavy timbers to interfere with unloading of grains. No big framing gang is needed. We supply everything complete. Simply tell us the size of your foundation and we can send you plans and quote prices for building your barn complete.

You can buy a barn complete—the strongest, most lasting barn that man ever made—and you need not give a thought to plans. Leave that to us.

You Want Safety

Safety from fire—protection from lightning and the weather. Steel Truss barns are completely covered with Acorn Corrugated iron. No wood is exposed. The windows are wired glass and framed in metal. Wind and water cannot get through. Fire cannot find a weak spot. This is the kind of barn you will want. Let us send you full information about it.

THE METAL SHINGLE & SIDING CO., LIMITED, WINNIPEG, MAN.

Keep Down Fuel Costs

Your kerosene tractor can be run more economically if you use

SILVER STAR ENGINE KEROSENE

Leading manufacturers of kerosene engines recommend Silver Star because it is an absolutely reliable engine kerosene. It is clean burning and powerful. Shut-downs and delays are avoided when you use this standard fuel.

PREMIER GASOLINE

is a straight distilled fuel for gasoline tractors. It is a uniform product—always reliable. Clean. Powerful.

Bring your tank wagon to one of our distributing stations and buy direct. It will save you money.

Branch Stations Throughout the Dominion

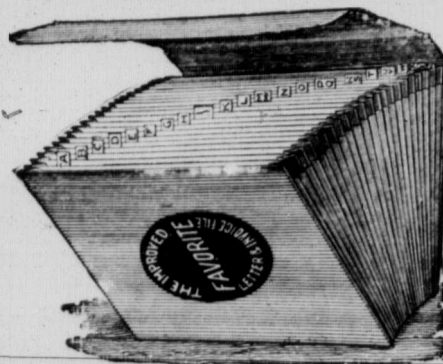
THE IMPERIAL OIL COMPANY Limited



Made in

Canada

Farmers' Letter File Will Save Time and Money



Very few farmers keep copies of their business letters. It is of great importance to know just what you have written to some person to whom you are selling your grain or farm produce, or from whom you are buying some article or conducting other business. Without copies of business letters farmers are bound to lose money at times and also to suffer much inconvenience. When you have a copy of your letter you know just what you have written and when, and there can arise no dispute.

To fill this need, we have secured the "Favorite" Farmers' Letter File, as shown in the accompanying illustration. This file is 11 in. x 8 1/2 in. and contains pockets for all the letters of the alphabet. Copies of your letters can thus be filed alphabetically and all kept together so that when you wish to look up any of your previous correspondence you can put your hand upon it in an instant. When closed the file is flat and about 1 1/2 inches thick. It will last twenty years with ordinary care.

Together with this file we supply one half dozen sheets of carbon paper especially made for writing with pen or pencil, which will give you a copy of every letter as clear as the original. We also supply with this file a half a dozen special "Manifold" pens, which are stiffer than the ordinary pen and made especially for writing letters of which a carbon copy is to be kept. With this "Favorite" file, carbon paper and "Manifold" pen, every farmer can keep his business correspondence in good shape and conduct his business in a manner which will give him the best satisfaction. Ordinary letter paper such as can be purchased anywhere, either in pads or in loose sheets of the regular letter size, 8 1/2 in. x 11 in., should be used. The "Favorite" file, together with six sheets of carbon paper and six "Manifold" pens and "Instructions for Use," will be mailed post paid to any address in Canada for \$1.00. Extra carbon sheets 10 cents per six sheets; extra pens 5 cents per six pens.

BOOK DEPT., GRAIN GROWERS' GUIDE

WINNIPEG

ADVERTISING is the foundation of all successful enterprises. If your advertisement appeared in these pages it would be read by over 34,000 prospective buyers. Patronize our advertisers—advertise yourself—and we will all be successful.