

### "If Only I had More Insurance"



**I**N the last few days of July, 1914, this man, like all the world, felt secure under the serene skies with the nations at peace.

Within ten days the thunderbolts of war appalled humanity—so little do men know of what lies behind the veil of the Future!

What would this soldier not give for the knowledge that he had provided sufficiently for the future of his loved ones while yet there was time?

Are you profiting by the lessons of the times we live in? The hazards of life are by no means confined to the soldiers at the front. Even in the quiet security of home life, death and accidents claim their victims. The individual is helpless against the future—unless protected by life insurance.

Every civilian should realize the great lessons of the war, and secure adequate insurance protection.

The Mutual Life of Canada, with assurances in force of over \$110,000,000, and assets of over \$30,000,000, has a policy to meet your particular requirements and means.

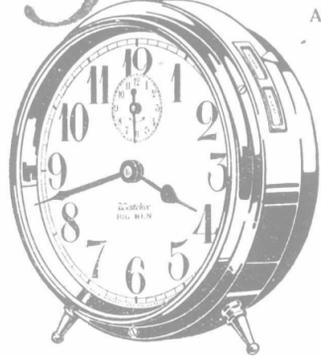
Write for booklet entitled "Ideal Policies." When writing, state age at nearest birthday.

**The Mutual Life Assurance Company of Canada**  
Waterloo, Ontario

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## Big Ben

A Westclox Alarm



### A Lifetime Friend

**T**HE Big Ben man in the evening of life enjoys ambition's contentful reward. Big Ben to him is a lifetime friend.

And you, in retrospect, at three-score-and-ten, will thank Big Ben of Westclox for each cheery morning call—his faithful comradeship through life—his

thrifty guarding of your hours.

"Good fellow, Big Ben, he helped me live on time!"

Big Ben of Westclox is respected by all—sentinel of time throughout the world. He's loyal, dependable and his ring is true—ten half-minute calls or steadily for five minutes.

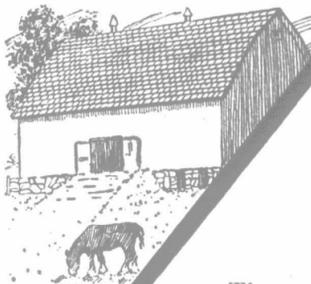
Big Ben is six times factory tested. At your dealer's, \$3.50. Sent prepaid on receipt of price if your dealer doesn't stock him.

La Salle, Ill., U. S. A.

Western Clock Co.

Makers of Westclox

Other Westclox: Baby Ben, Pocket Ben, America, Bingo and Sleep Meter



## The Secret of the Barn

The secret of good barn service lies in the roof. Dozens of alleged "roofings" flood the market, but if you want a roof that will not flood your barn, specify the good, old fashioned covering of great-grandfather's day—the White Cedar Shingle.

Some of the higher-priced artificial "roofings" will last 5, 10, or possibly 20 years, if given a frequent coat of paint, and weather permitting; the wooden shingle has been known to last 80 years, and to defy successfully rain, frost, snow, sun and wind all that time.

There is no better shingle made to-day than

## BEAVER BRAND WHITE CEDAR SHINGLES

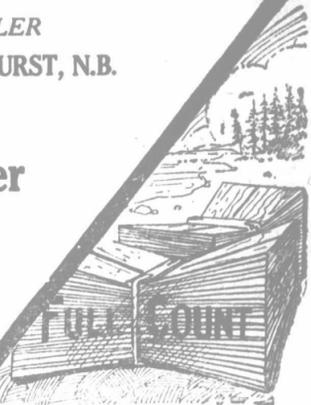
BEAVER Shingles are made in New Brunswick, Canada, from sound, live logs, by skilled sawyers. They are cheaper in first cost than any "made up" roofing, and they cost little or nothing for repairs. No paint needed. Easily fixed to stay fixed.

ASK YOUR DEALER

MANUFACTURED AT BATHURST, N.B.

BY

**Bathurst Lumber Company LIMITED**



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Section of SIMONDS' Crescent Ground Saw No. 22

## We Manufacture Our Own Steel

The steel used in SIMONDS Cross-Cut Saws is manufactured in our own crucible steel mill. This steel will take a temper to hold a cutting edge longer than any ordinary brand of saw.

**SIMONDS CANADA SAW COMPANY, LIMITED**  
MONTREAL, QUE. VANCOUVER, B.C. ST. JOHN, N.B.