

## Who believes the Blaisdell Paper Pencil is best?

Standard Oil Company  
United States Steel Corporation  
United States Navy  
Ford Motor Car Company

Just to mention several of the huge concerns using pencils by the 100,000 who have adopted Blaisdells either in whole or in part, after exhaustive tests. If they have found the Blaisdell to be the best pencil, how can you hope to find a better one?

Blaisdell 151 blue is the most popular pencil of its class in the world. Order by number from your stationer.

There are Blaisdell pencils of every kind for every purpose. Pencils specially imprinted for advertising purposes.

*Sold by all progressive Canadian stationers*

**Blaisdell** Paper Pencil Company  
PHILADELPHIA

## TO THE Wives and Mothers of Canada

There are in our Dominion one hundred and eighty thousand widowed women, of whom, doubtless, many, on the death of their husbands, were thrown upon their own resources.

And in addition there were, doubtless, in numerous cases children left to be supported and educated. Fortunate indeed were those women whose responsibilities were lightened by life insurance.

The mutual is strictly a Canadian Company, issuing ideal home protection policies. We would like to see a *Mutual* policy in every Canadian home.

**The Mutual Life Assurance Co.  
of Canada**

Waterloo - - - - Ontario

## Old Friends,

old books, old songs, old wine, all improve as the years roll by. They seem to come closer to you. You cherish them more, and begin to appreciate their real worth. The same ever increasing value can be applied to FEDERAL LIFE ASSURANCE POLICIES. They accumulate as every premium is paid. You realize what a valued investment you have. If you have not got one already maturing, take one out at once, so that some time in the future you will have it to fall back upon, if necessary, as a friend.

THE  
**Federal Life Assurance Co.**

HOME OFFICE: HAMILTON, ONT.