

War Conditions — Liberal
 Premiums — Recently Reduced
 Agency Contracts — Profitable

AGENTS WANTED

Gresham Life Assurance Society

LIMITED

Head Office for Canada . . . MONTREAL

Established 1848. Funds Exceed \$50,000,000

CROWN LIFE

The guarantee of a fixed income when you are too old to work, would be a mighty comfortable thing to have, wouldn't it? A Crown Life Monthly Income Policy gives it to you.

The interest earned on our investments is alone proving more than enough to pay all death claims.

Crown Life Insurance Co., Toronto

Agents wanted in unrepresented districts

59

THE NORTHWESTERN LIFE

ASSETS FIVE TIMES GREATER THAN LIABILITIES
 RESERVES 25% LARGER THAN LAW REQUIRES
 EXPENSES LOWEST IN CANADA

HEAD OFFICE — WINNIPEG

Ask the Subscription Department
 about our Special Book Offer

Commercial Union Assurance Co.

LIMITED, OF LONDON, ENGLAND

The Largest General Insurance Company in the World

Capital Fully Subscribed	\$ 14,750,000
Capital Paid Up	1,475,000
Life Fund and Special Trust Funds	73,045,450
Total Annual Income Exceeds	57,000,000
Total Funds Exceed	159,000,000
Total Fire Losses Paid	204,667,570
Deposit with Dominion Government	1,323,333

(As at 31st December, 1917)

Head Office Canadian Branch:

COMMERCIAL UNION BUILDING - MONTREAL

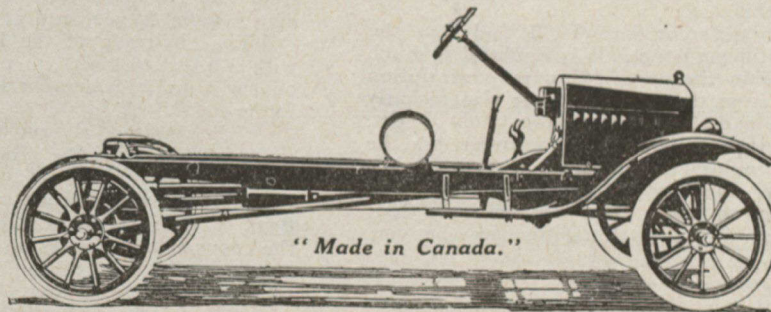
JAS. MCGREGOR, MANAGER

Toronto Office - 49 Wellington Street East

GEO. R. HARGRAFT, General Agent for Toronto and County of York

Deliveries by Ford One-Ton Truck

Ford
 ONE-TON TRUCK



"Made in Canada."

PRICE

\$750

F. O. B.

FORD, ONT.

THE COMMERCIAL CAR is looked upon today as a necessity by progressive business firms who have hauling and delivering problems to consider

Wholesale or retail merchants who must deliver quantities of merchandise have found the horse-drawn delivery to be too slow, expensive and entirely inadequate.

The Ford truck, with a single driver, will do more work and cover more ground than two teams and two drivers, for it travels in half the time. This truck will reduce your hauling costs. It eliminates one driver's salary and the care which horses always require. It will make your delivery service more efficient. It will widen your area of distribution. It will be constantly ready for work—day or night. It will show a profit on your investment.

There has been a popular demand for a Ford truck, as is shown by the many uses, for commercial purposes, to which our standard chassis has been put. Now, after most careful designing and exacting tests, we are able to offer the Ford One-Ton truck to meet this demand.

The Ford truck is supplied as a chassis only. This permits the purchaser to mount any one of the many body styles specially designed for the Ford truck, and already on the market, and he can select it to meet the individual needs of his business.

See any Ford Dealer in Canada, or write for a catalog

Ford Motor Company of Canada, Limited, Ford, Ontario