



Canada needs what You can Save !

"What we have got to do is not
only to produce, but to save !"

Sir George Foster,
Minister of Trade and Commerce.

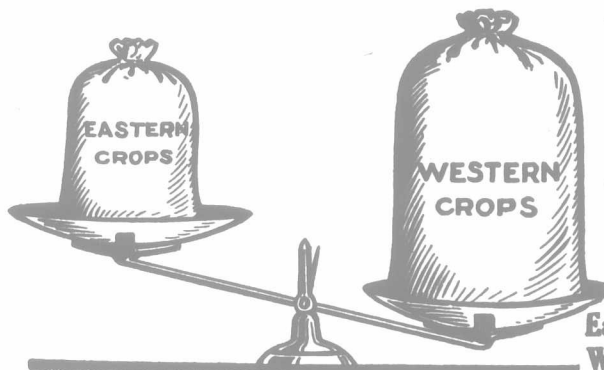
THE part which Canada is proud to play in the Empire's war is costing more than we ever dreamed we could raise. If we are to make good financially, all must help !

If every man, woman, and child in Canada would save 15c. a day, and invest it in War Savings Certificates, we could carry the cost of the War.

War Savings Certificates make it easy for everyone to become Canada's partner—bearing a share of the burden—earning, and receiving, a share of the reward.

For every \$21.50 you lend the nation now, you will receive \$25 at the end of three years—an interest return of over 5%. Certificates are issued in denominations of \$25, \$50 and \$100, selling at \$21.50, \$43 and \$86 respectively, at any Bank or Money Order Post Office.

THE NATIONAL SERVICE BOARD OF CANADA,
OTTAWA.



Weigh this Yourself

The Average Yearly
Revenue from all
field crops of each
Farmer :

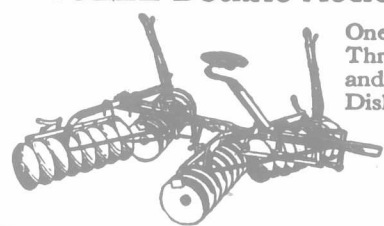
Eastern Canada, \$490
Western Canada, \$1000

Why not double your earning power by taking up a Free Homestead in Western Canada along the lines of the Canadian Northern Railway? Low Homeseekers' Fares are in effect once a week, till October 31st, from Eastern points.

For full particulars and any of our descriptive booklets, "The Homeseekers and Settlers Guide," "Peace River Guide," or "British Columbia Settlers Guide," apply to Gen. Pas'gr Dept., Montreal, Que., Toronto, Ont., or Winnipeg Man.

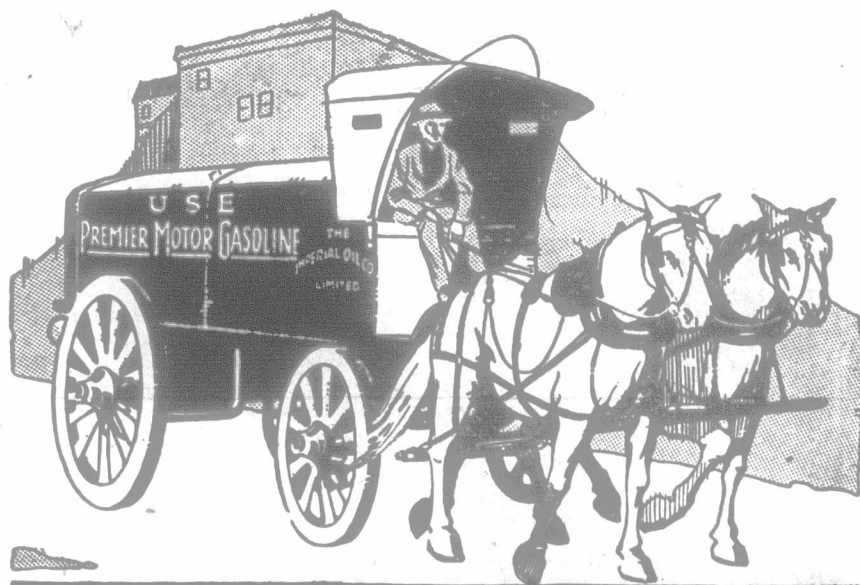
CANADIAN NORTHERN RAILWAY

BISSELL Double Action Harrows



will thoroughly cultivate and pulverize any soil. One Harrow is Out Throw; the other is In Throw. They are simply constructed, rigid and durable. The Gangs are flexible and the Disk Plates are so designed that they "hang" right into the soil. Bissell Harrows are built in sizes and weights suitable for horse or tractor use. Write Dept. W for free catalogue.

T. E. BISSELL CO., LTD., Elora, Ont.



AN Imperial Oil tank wagon is a familiar sight in almost every city and town. Unimportant in itself, it is nevertheless an integral part of a great distributing system—a system of interest to you because it has placed within your reach the best in petroleum products at a reasonable price.

All our oils are supplied in steel barrels and steel half-barrels—convenient, economical. No waste. You use every drop you pay for.

AN OIL FOR EVERY FARM MACHINE

	For Gasoline Engines, Tractor, Auto or Stationary POLARINE OIL STANDARD GAS ENGINE OIL.
	For Kerosene Engines, Tractor or Stationary POLARINE OIL HEAVY IMPERIAL KEROSENE TRACTOR OIL (Recommended by International Harvester Co.)
	For Open Bearings of Farm Machinery PRAIRIE HARVESTER OIL —very heavy body, resists cold, won't thin out with moisture ELDORADO CASTOR OIL —a thick oil for worn and loose bearings
	For Steam Cylinder Lubrication, whether Tractor or Stationary Type CAPITOL CYLINDER OIL —the standard product for steam cylinder lubrication.
	For Grease Cup Lubrication of Bearings THRESHER HARD OIL —a clean solidified oil high melting point

The Imperial
Oil Company
Limited

BRANCHES THROUGHOUT CANADA

