

HALLAM'S GUARANTEED FUR COATS AND SETS

Why It Is
Cheaper to
Buy BY MAIL

Every intelligent man or woman desires to buy at the lowest possible price, considering quality.

No matter where you live in Canada, you can buy your furs by mail through Hallam's "Direct from Trapper to You" at the same price as any one and cheaper than elsewhere. The reasons are many: There is no high store rent to pay; there are no sales clerks to pay; there are no retailers' or jobbers' profits for you to pay; there are no bad accounts to be made up.

All this means a big saving, of which you receive the benefit.

You are sure of satisfaction when buying by mail from Hallam—because of Hallam's guarantee "to satisfy you or your money back. You are the sole judge.

We are compelled to give you extra good value, for our own safety, because no mail order house can afford to have goods returned.

The two illustrations here tell about some very attractive Hallam bargains.

1606—Beautiful Canadian Mink Cape, made from specially selected skins. The high collar and deep shoulder thoroughly protect the throat and chest. Silk lining, the best workmanship and finish throughout. Hallam guaranteed. Price \$60.00 delivered to you.

1607—Muff, made from four large skins, specially selected to match above. Soft down bed, silk wrist cord, cuffs and ends. Price \$37.50 delivered to you.

1682—No wind that blows can disturb my lady's comfort when protected by this beautiful full fur Grey Canadian Wolf Cape—very wide on shoulders and across back, fastens closely at the throat, giving greatest comfort and warmth. Finished with natural head, tail and paws, lined with grey corded silk poplin. Value unsurpassed. Price \$13.50, delivered to you.

1683—Muff of genuine Grey Canadian Wolf to match above—barrel shape, large roomy and comfortable, finished with head, tail and paws, soft down bed, silk wrist cord, lined with grey corded silk poplin. Price \$17.50, delivered to you.

HALLAM'S FUR STYLE BOOK FREE

A beautifully illustrated Fur Style Book—giving advance information on furs and fur fashions—contains 40 pages with 125 illustrations of up-to-date furs and fur garments—All these illustrations are photographs of living people—thus showing how the furs really appear—it shows furs for every member of the family.

Send for this book to-day. It is now ready for mailing and will be mailed as requests are received.

Address, using number as below.

John Hallam
Limited

606 HALLAM BLDG., TORONTO.

BUY A VICTORY BOND

TELEPHONES

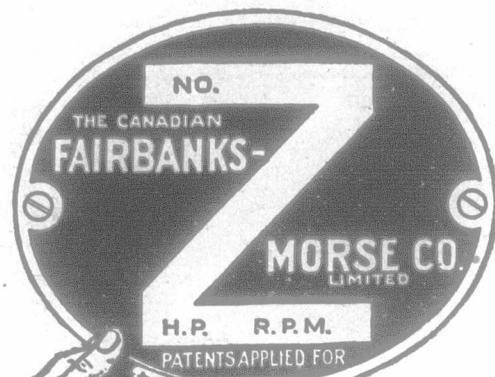
For rural party lines.
Write us for bulletin
and full information.

THE CANADIAN
INDEPENDENT TELEPHONE
COMPANY, LIMITED

261 Adelaide
Street West

TORONTO

1½ H. P. On Skids with BUILT-IN MAGNETO



\$71.

3 H. P. \$126.00
6 H. P. \$225.00

F. O. B. Toronto or Montreal
Scarcity and increased cost of material make this advance in price, effective after October 1st, imperative.

The one great, convincing engine offer. Fairbanks-Morse quality—service—dependability—at a popular price tells the story.

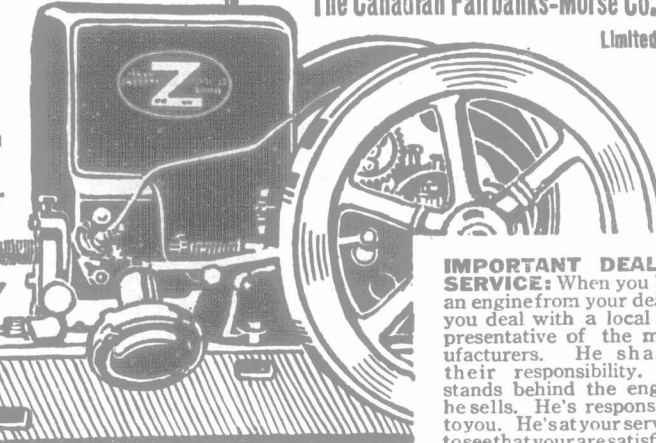
**All Sizes Can Be Shipped
Immediately from Stock**

Simple—Light Weight—Substantial—Foot-proof Construction—Gun Barrel Cylinder Bore—Leak-proof Compression; Complete with Built-in Magneto. Quick starting even in cold weather. Low first cost—low fuel cost—low maintenance cost. Long, efficient, economical "power service."

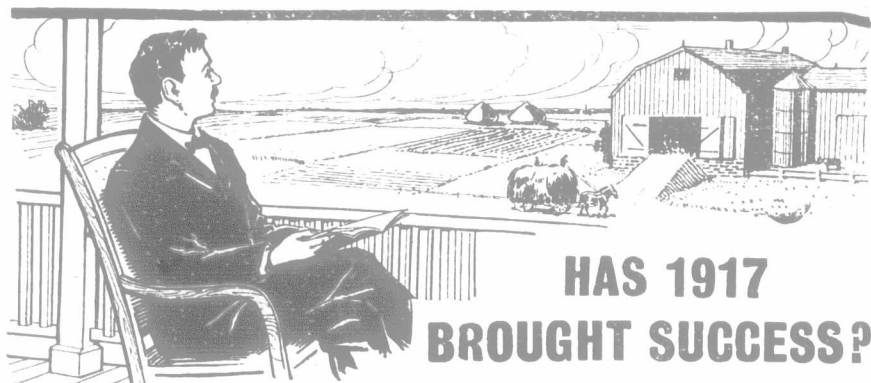
See the "Z" and You'll Buy It
Go to your local dealer. See the "Z." Compare it on merit—by any standard—point by point. You'll sell yourself on this wonderful engine value.

The Canadian Fairbanks-Morse Co.
Limited

St. John
Montreal
Toronto
Winnipeg
Saskatoon
Calgary
Vancouver



IMPORTANT DEALER SERVICE: When you buy an engine from your dealer you deal with a local representative of the manufacturers. He shares their responsibility. He stands behind the engine he sells. He's responsible to you. He's at your service to see that you are satisfied.



**HAS 1917
BROUGHT SUCCESS?**

Now that the year is drawing to a close have you figured out the profits of your farm? **ARE YOU SATISFIED?** If you feel that you should be doing better—should be getting bigger returns for all your work—why not consider the possibilities of Western Canada?

Write for any or all of our free booklets, "Homeseekers & Settlers Guide," "Peace River Guide," and "British Columbia Settlers Guide," to General Passenger Dept., Montreal, Que., or Toronto, Ont.

CANADIAN NORTHERN RAILWAY

TWENTY YEARS AGO

A young man took out a \$1,000 Twenty-Payment Life Policy in the Great-West Life. He deposited \$30.00 a year for twenty years. In twenty years he has paid \$601.20. This year he receives back \$365.00—a profit to himself of \$263.80, or 34% compound interest. Had he died meantime his estate would have received \$1,000.

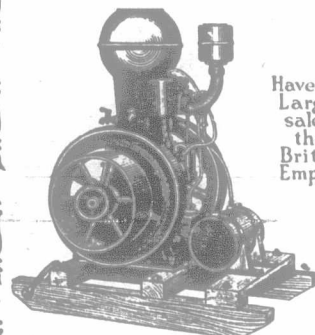
From this it is clearly seen that Life Insurance is by no means an expense—it is the best of investments, the kind of investment that makes a man's legatees commend his business judgment no less than his thoughtful care. Just now it is probably the only investment quite undisturbed by conditions.

Ask for information and rates at your own age. Your enquiry will have prompt and courteous attention.

THE GREAT - WEST LIFE ASSURANCE COMPANY
Dept. "Z" Head Office: WINNIPEG

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The name that stands for
Quality in Farm Machinery
LISTER ENGINES ARE
BRITISH BUILT

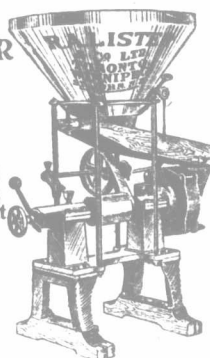


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Grinder Outfit
comprising
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Engine and a
9 1/2" Lister
Grinder.

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TORONTO

Farm Accounts

are a necessity if you are making a "business" of farming. Imagine your money invested in a commercial undertaking where you knew they kept no books of account! Yet many, many farmers, whose every cent is invested in their farm and its development, keep no reliable records to show their worth or progress.

Perhaps you have kept no accounts because you felt you didn't understand how, or thought it too much work.

**THE NEWMAN-BATES SYSTEM
OF FARM BOOKKEEPING**

has been carefully devised to meet the need of busy farmers, and is easy to understand and operate.

One prominent agriculturist says: "I have gone into your system of farm bookkeeping very carefully, and find it well suited to the average farm, I would not hesitate to recommend it."

Another says: "To my mind the system is easily the best thing of its kind that has yet appeared."

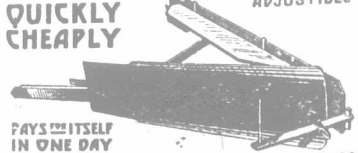
Write for particulars to:

H. S. Bates, 102 Bank St., Ottawa, Ont.

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