

A "Sinking Fund" for Your Home

WHEN the wife of a business man visited him in his office one day, she heard him mention "sinking fund."

"What is a 'sinking fund?'" she asked.

"Something we put away in the business to provide for a rainy day," he replied.

"The business then has a chance to tide itself over a financial crisis should its income be reduced?"

"Yes."

"What if your own personal income that maintains our home should be entirely cut off forever?" she asked.

With pride he answered, "I have provided for the maintenance of our home a 'sinking fund' in the form of Life Insurance—and there is no element of chance about that."

A Mutual continuous monthly income policy under the endowment plan will begin to provide for you in monthly payments at the expiration of twenty years. These monthly payments to you are guaranteed for the following 240 months. If you should not survive the twenty year period, the payments would then be to your beneficiary until all the guaranteed instalments have been received. The income will then continue to the beneficiary for life.

Write for booklet entitled, "Ideal Policies."

The Mutual Life
Assurance Company of Canada
Waterloo, Ontario

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Uncle George Says:

"The biggest little motor help that ever came down the pike. Handy? I should say! Genuine get-home insurance. Why, say, I'd still be out in the country playing tag with the telephone poles if it hadn't been for my set of

Dreadnaught
TIRE CHAINS

Every man who drives a car needs them for bad road emergencies."

"Dreadnaught" electric-welded tire chains positively prevent all skidding and are guaranteed to give more service at less cost than any other chains on the market.

Made in Canada by
McKinnon Columbus Chain Limited

Manufacturers of Electric and Fire Welded Chains
ST. CATHARINES - - ONTARIO

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Three Important Reasons For Buying a NEW DE LAVAL CREAM SEPARATOR At Once

THERE are three very strong reasons for the immediate purchase of an up-to-date De Laval Cream Separator.

In the first place, a new De Laval machine will now save its cost in a few months—in more and better cream and butter and in time saving—at the present very high butter prices and great need of every minute of time.

In the second place, the patriotic duty rests upon every producer of butter-fat to save every ounce of it, and nothing is of greater food value to a nation at war. All European countries are encouraging the sale of the best cream separators in every way possible.

In the third place, railway delays are such that you can't depend upon quick delivery, and if you don't order your De Laval now there is no telling when you can get it. Moreover, the supply of labor and material is uncertain, and all last year De Laval deliveries were nearly two months behind.

Again, De Laval prices have advanced very little thus far, but must go higher if present industrial conditions continue, let alone become more difficult. Present prices hold good until March 1st only.

There was never a time when the immediate purchase of a latest improved De Laval Cream Separator was more important to everyone separating cream, or when it could less wisely be delayed.



See the nearest De Laval agent at once. Arrange to try a new De Laval machine for your own satisfaction. See for yourself just what it will do for you. If you don't know the nearest agent, simply address the nearest General Office.

The De Laval Company, Ltd.

LARGEST MANUFACTURERS OF DAIRY SUPPLIES in Canada. Sole manufacturers in Canada of the famous De Laval Cream Separators and Ideal Green Feed Silos, Alpha Gas Engines, Alpha Churns and Butter-Workers. Catalogues of any of our lines mailed upon request.

MONTREAL, PETERBORO, WINNIPEG, VANCOUVER

As You Plant, So will You Pick

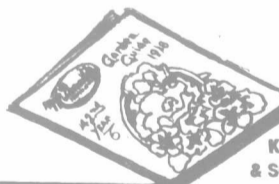
Good crops are not accidental. Big, meaty tomatoes,—Crisp spicy radishes,—Large, firm beets—come only from true, vigorous and reliable seeds. Doubtful seeds are dear at any price. This year, when your country needs the largest crop you can produce, be sure and buy good seed. McDonald's tested seeds are carefully selected from plants of perfect production, tested strains of highest germination and vigorous growth, particularly adapted for a big yield in Canada's climate.

SEND TO-DAY FOR BIG NEW CATALOGUE

Our new 1918 catalogue is free for the asking. It contains a complete variety of Vegetable and Flower seeds, Agriculture and Fodder plants, Seed Grains. In fact, everything for the Farm and Garden.

For 40 years we have furnished seeds of the highest quality. Thousands of customers attest this fact. Fill in the coupon now and mail it to-day.

KENNETH McDONALD & SONS, Limited
MARKET SQUARE, OTTAWA, CAN.



K. McDONALD & SONS, Limited
61 Market Sq., Ottawa

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Address.....

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The price of bricks has gone up very little in three years. You can build an average-size, warm house on your farm of

MILTON BRICK

for the proceeds of half as many hogs as in 1914.

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