

More Insurance Needed

THE people of Canada purchased \$50,000,000 more life insurance during 1917 than they did in 1916. This is in keeping with a similar marked increase during the previous year.

This increase is significant. It shows that the people realize

- (1) the lessons of the war that emphasize the uncertainties of the future;
- (2) the wisdom of investing increased earnings for future protection;
- (3) those already insured realize the need for more and more protection as the cost of living mounts upward, thus decreasing the amount of protection that dependents can enjoy from any given sum of money.

These lessons of the times point to the wisdom of providing adequate life insurance protection.

A Mutual continuous monthly income policy, under the endowment plan, would assure you of an income at the expiry of an endowment period of, say, 20 years. At least 240 monthly payments are guaranteed to yourself, or your beneficiary. If you survive the period the income continues for life.

These policies are also issued on the Life and Limited Life Plans. Write for full particulars.

The Mutual Life Assurance Company of Canada
Waterloo, Ontario

540



All Overland Cars are Equipped with

Champion

Dependable Spark Plugs

The Champion "O" Plug has been developed for and is exclusive factory equipment in all new Overland motors—it is the plug that gets the most out of each gallon of gasoline and helps to maintain an economy in operation that has made the name of Overland the "by-word" for efficient motor service.

The unflinching dependability of this and all other Champion Plugs is obtained through careful testing of the porcelain and the patented asbestos-lined copper gaskets on each shoulder which form cushions that absorb the almost continuous shock of exploding gases in the cylinder.

Dealers everywhere sell Champions for Overland and every other make of automobile, motorcycle, farm engine, tractor, etc.

Look for the name "Champion" on the porcelain. It guarantees absolute satisfaction to the user or free repair or replacement will be made.

Champion Spark Plug Co.
of Canada, Limited
Windsor, Ont.

Champion "O"
For Overland Cars
Price, \$1.00



THE BEST OIL IS CHEAPEST

WHETHER your separator runs hard or easy will tell in your profits. The easier it operates the less wear, the longer durability, the surer the returns on your investment.

Remember—it's the gears and bearings that take the wear. Lessen it with Standard Hand Separator Oil—made specially to reach and lubricate the revolving parts. Pure, highly fluid, non-gumming. As necessary as a special oil for your automobile.

Sold in pint, quart, half-gallon, gallon and 4-gallon cans; also barrels and half-barrels. By reliable dealers everywhere.

IMPERIAL OIL LIMITED
BRANCHES THROUGHOUT CANADA

Standard Hand Separator Oil

NORTHERN ONTARIO

Millions of acres of virgin soil, obtainable at 50c. an acre in some districts—in others, free—are calling for cultivation.

Thousands of farmers have responded to the call of this fertile country, and are being made comfortable and rich. Here, right at the door of Old Ontario, a home awaits you.

For full particulars as to terms, regulations and settlers' rates, write to:

H. A. MACDONELL, Director of Colonization, Parliament Buildings, Toronto, Ont.
G. H. FERGUSON, Minister of Lands, Forests and Mines.

There is One Best Washer for You

THERE is no washer that suits every case. Conditions are different. In some cases electric power is available. In others, there is a gasoline engine or a windmill. In towns and cities there is water pressure.

We make washers and wringers to meet every requirement.


For places where there is no mechanical power, we make a hand and foot power washer that makes human labor much less burdensome.

Write us fully, and tell us your particular problem. We will advise you as to the best model for your use.

The illustration shows the

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For Electric, Gasoline or Wind Power



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