The Name behind Champion Dependable Spark Plugs

For years we have been building a reputation for the dependability of Champion Spark Plugs. To-day "Champion" on the insulator of a spark plug is the world's synonym for dependability.

Champion dependability is based on thousands of experiments and tests, resulting in our famous "3450" insulator, which, because of its indestructible quality, gives exceptionally efficient service in all types of gasoline motors and engines.

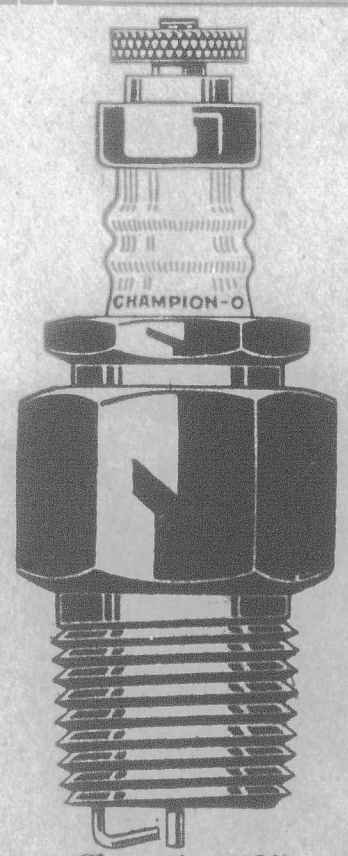
No matter what makes of motor you own, there is a "Champion" that will give efficient service under any condition the motor itself will stand.

Look for "Champion" on the insulator as well as on the box.

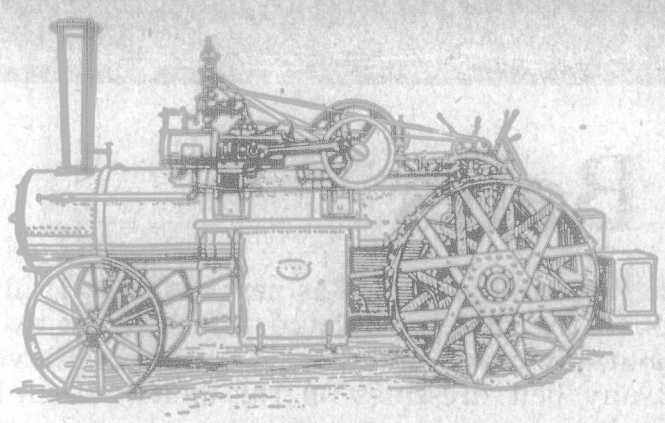
Sold where motor goods are sold

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

100 *The Largest Factory in Canada making Spark Plugs exclusively*



Champion "O"
for Overland Cars
A-14-"O" ½-inch
Price $1.00
Specially recommended
for use in Overland Cars



Over-strength in every part

It pays to buy sturdy, rugged threshing machinery For it has to stand treatment that ordinary machinery never gets.

The bumping about over rough roads, up hills and down, puts a terrible strain on these heavy machines. If there are weak parts, poor material, defective castings, or careless workmanship, they are bound to break and cause trouble and expense.

It was because White Threshing Machinery had sturdiness and extra strength in every part built into them that they hold such high reputation today.

Aside from their practical simplicity and ease of operation as efficient machines, they have the strength that stands up under strain. Parts that have to meet extra load and strain are made with great over-strength. It has been the one thing we specialized on for years, the building of threshing machinery, and every feature of proven merit is to be found in *"The First Quality Line"*

The better you understand machinery the more you will admire the White Tractors and Threshers. We want you to examine our machines carefully, compare them point by point with others, and then decide absolutely on the merits of the machines. You are bound to choose "The First Quality Line."

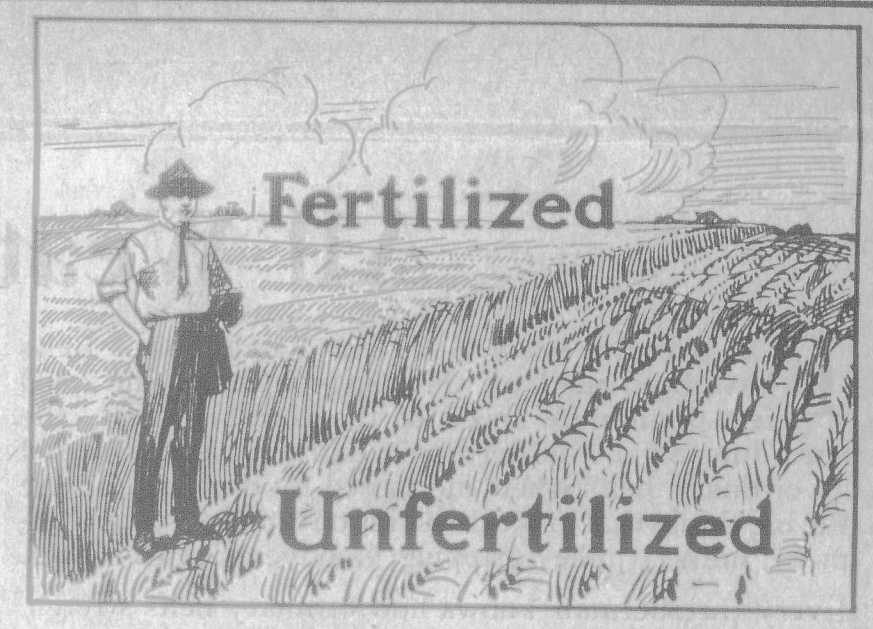
Full information and illustrated catalogue will be sent on request

The Geo. White & Sons Co., Limited

Moose Jaw, Sask. LONDON, ONT. Brandon, Man.

"THE FIRST QUALITY LINE"

Makers of Steam, Gas and Kerosene Tractors and Threshers 9



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With complete Fertilizer	24 bushels
Without Fertilizer	10 bushels
Increase due to Fertilizer	14 bushels
Ontario wheat today is worth $2.00 per bushel	
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