

## The Farmer's Life Insurance



FARMERS are profound believers in fire insurance, and well they might be, removed, as most of them are, far from fire fighting facilities.

The farmer is careful to insure his barn, his house, his grain and his livestock. Yet the most valuable thing of all, his own life, he often leaves uninsured.

A farmer aged 40, in good health, and able to produce only \$1,000 annually from his farm is worth at least \$16,000 to his family if this sum earned 3½%.

In the event of the farmer's death his thought and labour must be replaced by hired help. This would require money. Insurance would provide the money.

Perhaps a mortgage burdens the mind of the farmer and his wife. If so, a policy should be taken for the amount of the debt. If the husband dies, the policy would prevent foreclosure.

Every farm in Canada should be mutualized.

**The Mutual Life**  
Assurance Company of Canada  
Waterloo, Ontario

## OUR CELEBRATED Real Live Premiums

We have lately made arrangements with a progressive Holstein breeder by which he is to supply us with

### Two Pure Bred Holstein Bull Calves

This breeder has, during the past few years, supplied us with most of the pure-bred calves which have been so popular with our subscribers to whom we gave them free for clubs of subscribers to Farm and Dairy. They are big, strong type fellows of good breeding, and are from high producing cows. Their breeding is guaranteed, and pedigreed papers will be furnished with each one.

Do  
You  
Want  
One  
Like  
Him



He  
Will  
Grow  
Into a  
Money  
Maker

This is an opportunity for you to get a start as a breeder of pure-bred live stock. To become a breeder will add zest to all your farming operations. The best farmers keep pure-bred live stock. If you want to become one of the leading farmers in your district you must get into pure live stock breeding. You will find it intensely interesting and profitable as well. Begin by winning one of these excellent calves. You can secure one by sending us a club of

### TWENTY-FIVE NEW SUBSCRIBERS TO FARM & DAIRY

at \$1.00 each. Write to-day for full information, literature and supplies. You will be surprised to find how easy it is to win one of these calves.

We have also made arrangements with several well known breeders to supply us with



### Pure Bred Pigs

We can supply you with a pure-bred pig of any breed for only a few hours' work. Do you want to secure one of these popular premiums? If so, just pick out the breed you want and write for full particulars. We shall be delighted to send you full information and supplies with which to secure the small club of subscribers necessary. As soon as you send the subscriptions to us we will order your pig from a reliable breeder, who will ship direct to you, sending the pedigree papers. Within a very few months you will have a full grown, pure-bred pig that will be the envy of all your neighbors. He will soon become A SOURCE OF CONSTANT REVENUE.

Scores of our boy readers have secured pigs from us, and the letters which they write indicate to us how popular these Premiums are. Here is what one of them says: "Just a line to let you know that I received my pure-bred Berkshire Sow, and that I am well pleased with her. She is indeed an excellent pig." Another writes: "I am well pleased with the pig, and am sure that he is getting along well. Those who have seen him say he is a dandy, and wish they had one like him." For only

### NINE NEW SUBSCRIBERS TO FARM & DAIRY



we will send a pure-bred pig, either sex, and of any of the common breeds. Write to-day for full particulars.

CIRCULATION DEPARTMENT

Farm & Dairy Peterboro, Ont.

## APRIL SPECIAL DAIRY ISSUE 6th

Make sure that your strongest copy goes through to our 21,000 readers in this big issue—the best we've yet produced. To insure being in it send your copy along now. Remember, our new printing arrangements make it necessary that all copy be in our hands no later than Friday previous to date of issue. Write

Advertising Dept., FARM & DAIRY, Peterboro, Ont.



## Homeseekers Excursions

Every Tuesday, March to October  
"All Rail"  
Every Wednesday During Season Navigation  
"Great Lakes Route"

Somewhere out on the prairies where last year Canada's Greatest Wheat Crop was produced there is a home waiting for you. The

## CANADIAN PACIFIC



will take you there, give you all the information about the best places, and help you to success.

Particulars from any Canadian Pacific Ticket Agent, or write W. B. Howard, District Passenger Agent, Toronto.