



For Maple Syrup and Sugar

Every maker of Maple Goods in Canada should be interested in this remarkable contest. It will help all makers of Syrup and Sugar in the Dominion to have an expert opinion of their goods, whether they win or not. The

Grimm Champion Outfit

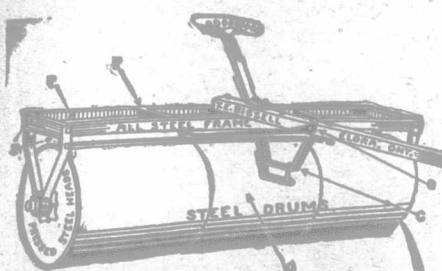
With one idea—the best Syrup Sugar at the least cost. Start with clean sap and the Grimm Champion the rest. Put a champion in your hands as early as possible. We can give the right size at the right price.

The Grimm Manufacturing Co. LIMITED

40 Wellington Street

MONTREAL QUE.

Grimm Champion Outfit



BISSELL LAND ROLLERS

are all steel except the Pole. They are braced and stayed to stand all kinds of hard work and wear well. The entire frame, bottom and all, is built of steel. The (18) anti-friction Roller Bearings make light draught. The Draw Bracket and low hitch do away with neck weight.

The Axle revolves with the drums and there is no squeaking or grinding.

The Cages holding the anti-friction rollers are the best yet; they're MADE OF MALLEABLE ALL IN ONE PIECE—no twisting or binding of the bearings on the axle of the "Bissell" Roller. The Seat Spring is reinforced and is DOUBLED AT THE HEEL. These good features are not all of the advantages of the "Bissell" Roller. Many more good points are built into them, making a Land Roller that is "built for business," that stands up against lots of hard work.

Ask Dept W for free catalogue.

T. E. BISSELL CO. LTD.
ELORA, ONT.

See advertisement also on page 339

Order Now

For shipment when sleighing is good.

Interprovincial Pressed Brick

For the best combination of Quality and Price

RED, BUFF and FIRE FLASHED Colors
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INTERPROVINCIAL BRICK CO. OF CANADA, Limited
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Plant—Cheltenham, Ont.

A Real Oil Engine NOT AN EXPERIMENT

Uses no Gasoline, not even to start with. Starts easily in the coldest weather on the fuel it runs on. Coal Oil or Fuel Oil, and only uses half the amount required by other so-called Oil Engines. The saving in fuel will pay for this engine in a few months. The

Hoag Oil Engine

has no electric devices whatever, the burning of the oil is obtained by mechanical means alone, and the usual time and trouble, forever fixing electrical ignition, is entirely done away with, making this engine the Farmers' Friend. Get circulars and price of size you are interested in.

Henry P. Hoag & Co.
BRANTFORD - ONTARIO



Someone refused to look the facts in the face.

One day, in a moment of confidence, he said: "My success dates from the day that I started to look things in the face." Then he said:

"At one time I was in the habit of doing all the pleasant and easy things that came up and putting off the unpleasant things. If I had a customer who was not satisfied—had a kick coming, in other words—I would put off seeing him until to-morrow. If there was something disagreeable to do—something I hated to tackle—I could always find an excuse for putting it off. The first thing I knew I was in a tangle that nearly put me down and out. Then one day I said to myself: 'Here, young man, these things must be done. Now do them!' Since that day I have always done the hard and disagreeable things first."



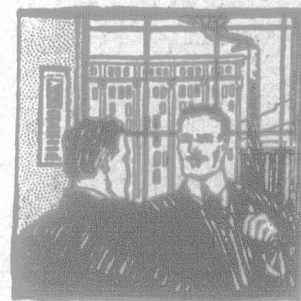
Then this successful man rubbed his chin thoughtfully—"And do you know," he continued, "that there wasn't one of those things half as hard to do as I thought it was going to be!"

All over the land, men and women, yes, and children too, are suffering because Someone was unwilling to face the disagreeable fact that men do not live forever. Families are losing their lands and their homes because Someone was unwilling to acknowledge the fact that he might die, or become old or unable to provide for those dependent upon him.

It is a strange thing that a man will often insure his crops against hail, or his buildings against fire, which may NOT happen, and neglect

to insure his life against death and old age, either one of which is SURE to happen.

You may say, "Life Insurance is all right—but I have other forms of saving." Yes, that may be true. But how long will it take you to save enough to provide for your family—say five or ten thousand dollars? Will it take ten years or fifteen years? Many things can happen to you in that time. Think of the advantages of Life Insurance. Suppose that today you took out a ten-thousand-dollar policy that would guarantee your family that amount of money if you were taken off a week from to-day. You would then have created an estate of ten thousand dollars in one week!



That's what Life Insurance means. Suppose that you live for twenty years, or longer, would it not be a great thing to know that at the end of that time you would receive The Imperial Life Assurance Company's cheque for the proceeds of your savings.

Think of Life Insurance from two standpoints. If you live you collect the money to do with as you like—just when you will need it most—when you are old and want to take things easy. If you should not live, you have done what a good man should do, and that is provide for those who look to you for protection.

THE IMPERIAL LIFE

ASSURANCE COMPANY of CANADA

HEAD OFFICE - TORONTO, ONTARIO

Branches and Agents in all important centres

I will read your booklet if you mail it to me. But it must be understood that this does not commit me to any further action.

I am..... years of age and

could save and invest \$..... each year

Name.....

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