



## GET YOUR DE LAVAL NOW

If you are selling cream or making butter, and have no separator, or are using an inferior or half worn-out machine, you are wasting cream every day you delay the purchase of a De Laval.

You can't afford to wait until next spring. It means too much loss. Let the De Laval start saving cream for you right now, and it will soon pay for itself.

See the nearest De Laval agent right away, and let him show you what the De Laval will do for you. If you do not know the De Laval agent, write direct for any desired information.

**De Laval Dairy Supply Co.,**  
LIMITED

LARGEST MANUFACTURERS OF  
DAIRY SUPPLIES IN CANADA  
Sole distributors in Canada of the  
famous De Laval Cream Separators  
and Alpha Gas Engines. Manufactur-  
ers of Ideal Green Feed Silos. Cata-  
logues of any of our lines mailed  
upon request.

MONTREAL WINNIPEG PETERBORO VANCOUVER  
50,000 Branches and Local Agencies  
the World Over.



**BOB LONG**  
UNION MADE  
GLOVES OVERALLS  
*Known from Coast to Coast*  
**R.G. LONG & CO. LIMITED**  
WINNIPEG TORONTO

THE MODEL T  
FORD CAR  
PAGE



1915 EDITION

### A New Complete Book

for every Ford  
Owner, Dealer,  
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**The Model T Ford Car**  
Its Construction, Operation and Repair.

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copyrighted fiction.

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Farm, Thresher and Auto Supplies

**Windsor Supply Co.**

57 Sandwich St., West, Windsor, Ont.

## Who'd be a Scrooge?

You wouldn't intentionally. But you might be one and not even know it.

Supposing that you were to die before another Christmas came around, would your kiddies' stockings be as well filled next year? Or might they not lack even some of the necessities of life?

Among other gifts this Christmas why not present your wife with an Imperial Home Protection policy.

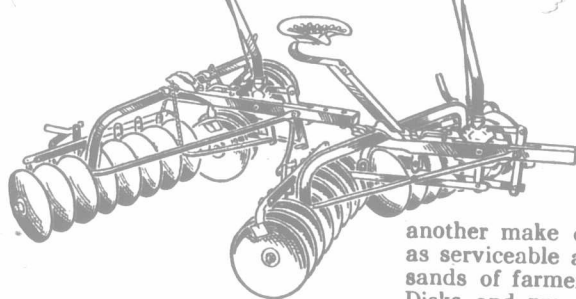
That would be a most practical gift; based on generosity and kindness; banishing worry, anxiety and care; making Christmas all the happier and the New Year all the more hopeful for yourself and loved ones, in the knowledge that, come what may, the future is provided for.

**THE IMPERIAL LIFE**  
**Assurance Company of Canada**

HEAD OFFICE - TORONTO

Branches and Agents in all important centres

## Sizes for Horses or Tractors



Use the Bissell Double Disk Harrows. They have great capacity for cultivating, and have made a record for working the soil better than other disks—in fact, you won't be able to find

another make of Disk Harrow nearly as serviceable as the Bissell. Thousands of farmers have tested Bissell Disks and proved them to have the

"knack" for doing the best work. They are simple in design, durable and Built for Business. Write Dept. W for Booklet. Man'd exclusively by—

**T. E. BISSELL COMPANY, Ltd., Elora, Ontario**

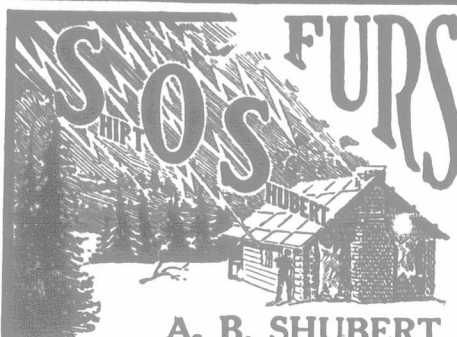
## A Reminder!

In redeeming your Fall obligations—do not forget that there is an urgent obligation no man can afford to ignore—a debt he owes to himself and to his family—the obligation to protect his energies and interests by means of

LIFE INSURANCE. The Great-West Life Assurance Company, in its wide range of policies, provides for every need and circumstance. The farmer, the merchant, the professional man, and the wage-earner may all find policies peculiarly adapted to their needs. Premium rates are low, and the profit returns are remarkably high.

Full information of the Company's many attractive plans will be gladly given on request.

**THE GREAT-WEST LIFE ASSURANCE COMPANY**  
Dept. "Z" Head Office: WINNIPEG



### Safety First

Nothing is more important to the Fur Shipper than doing business with an Honest—Reliable—Responsible—Safe Fur House.

### "Ship to Shubert"

the largest house in the World dealing exclusively in American Raw Furs, where you will always receive an Accurate and Liberal Assortment, the Highest Market Prices and the usual "Ship to Shubert" Efficient, Speedy, Courteous service.

Write for the latest edition of "The Shubert Shipper" containing valuable Market information you must have.

**A. B. SHUBERT, Inc.** 25-27 WEST AUSTIN AVE.  
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"Eastlake" Galvanized Shingles.

"Empire" Corrugated Iron.

"Metallic" Ceiling and Wall Plates.

(for inside use.)

"Metallic" Brick and Rock Face

and Clapboard Siding.

"Acheson" Roof Lights.

"Halitus" Ventilators.

"Empire" Silo Roofs, etc.

We guarantee the best for your money. Our goods have been tried

and proven superior for over 30 years.

Write us for booklets and prices today. A post card will do.

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**Co. Limited**

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**"Metallic"**

## Stover's Good Engines

### No Trouble, Works Perfectly

Toronto, Ont., January 31, 1916.

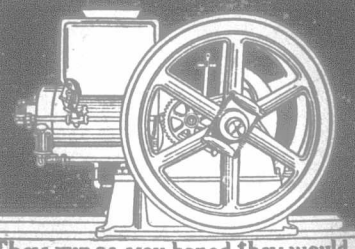
Gentlemen:—Please find enclosed my cheque in full, for Peerless Water System installed. It is a pleasure for me to say that from the time it was installed, I have not had one moment's trouble.

The whole system is absolutely simple, and free from complications, and is just as perfect in operation as you represented it would be. Yours very truly, (Signed) George Cowperthwaite, Delaware Ave., Toronto.

This is just a sample of the letters we are continually receiving from satisfied customers.

Write for our Booklet, tells all about it. Free on request.

**National Equipment Company, Limited**  
33 Wabash Ave., Tor.



They run as you hoped they would

**GRAND TRUNK RAILWAY SYSTEM**

## WINTER TOURS

SPECIAL Fares now in effect to resorts in Florida, Georgia, North and South Carolina, Louisiana and other Southern States, and to Bermuda and the West Indies.

**Return Limit, May 31, 1917**  
**Liberal Stop-Overs Allowed**

For full information write to

C. E. HORNING,

D.P.A., Union Station,  
Toronto, Ont.