

## CANADA LIFE.

Cash Funds, TEN MILLIONS.

Example of PROFITS from an ordinary Life Policy

for \$10,000.00. Age, 30. Profits to be divided at end of 20 years; annual premium, \$223.00, total premiums paid, \$4,460.00, estimated profits by way of Bonus or paid-up Insurance would be \$10,000.00, making amount payable under Policy \$20,000.00. The cash value of the Bonus would be \$4,320.00—the Policy remaining in force for \$10,000 and increasing in amount every five years by \$732.00—Premium paid by 5½ per cent. interest on \$4,320.00—after age 50.

For particulars address—

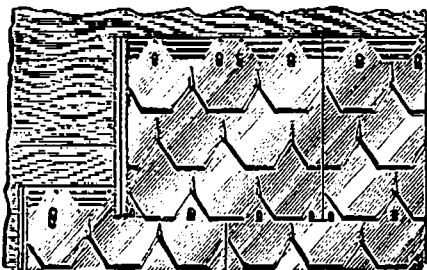
Geo. A. & E. W. Cox, Toronto.

Every Stable should have Peerless Hoof Ointment.

For 30c. in stamps we will send 1 lb box of the Hoof Ointment as sample to any address.

Also for Farm Machinery,  
**PEERLESS MACHINE OIL.** Ask Dealers for it.

## METALLIC SHINGLES AND SIDINGS



FIRE AND STORM PROOF.

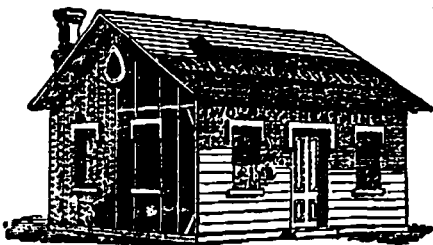
Send for Circular to

**METALLIC ROOFING CO.**

82½ YONGE ST., TORONTO, ONT.

TWO AND THREE-PLY READY ROOFING.

Fire & Storm Proof.



Samples Sent Free.

Can be fixed on Roofs by Farmers and others themselves. Send for particulars to

**D. FORBES, ROOFER, TORONTO.**

Please mention the ILLUSTRATED in writing advertisers.

## AS OTHERS SEE US.

WE have received a large number of kindly and flattering notices from newspapers and periodicals not only in Canada but in the United States. We have not space in this issue for nearly all, but the following will suffice to show how the ILLUSTRATED is appreciated by its contemporaries:

AMONGST the number of new publications that we have received we find the MASSEY'S ILLUSTRATED, a journal of news and literature of interest to farmers, published at Toronto, at the low price of 50 cents per annum. —*Journal de Waterloo, P.Q.*

MASSEY'S ILLUSTRATED JOURNAL is before us; it is an independent journal of news and literature of a high order, and is a neat and interesting production edited by Prof. Scrub. It is published in Toronto by the Massey Co., at 50 cents per annum. We would recommend every farmer in the land to subscribe for it. New postage stamps taken. —*The Belmont Times.*

WE are in receipt of a specimen copy of MASSEY'S ILLUSTRATED JOURNAL, published in Toronto. Its make-up is of the finest, and it is printed on a superior quality of paper and with very fine ink. Taken it as a whole the Massey Manufacturing Co. deserve credit for producing such a handsome sheet, and every family should become a subscriber. Price per annum 50 cents. —*Ormslow Record, P.Q.*

THE first number of MASSEY'S ILLUSTRATED has been issued. Hitherto it has been published at irregular intervals, but in its present form it bids fair to occupy a foremost place among Canadian illustrated monthlies. It has recently been placed under able editorial and business management; the departments have been thoroughly reorganized, and to excellent reading matter is added the attraction of a tempting prize list for competition in matters pertinent to the scope of the paper, which deals chiefly with farmers' affairs and interests. —*The Toronto Daily Mail.*

WE are in receipt of a specimen copy of MASSEY'S ILLUSTRATED, being a journal of News and Literature for Rural Homes, and is united with the paper formerly known as the *Trip Hammer*. The paper is of good quality and the printing first-class, and we heartily welcome its monthly visit to our sanctum. It is brim full of news, and is a good farm monthly, and is yet suitable for others in any station of life. We wish them abundant success, as the proprietors deserve it for their pluck and energy in publishing such a monthly illustrated. Subscription price is only 50 cents per year. Send for a sample copy to the Massey Press, Massey Street, Toronto, Ont. —*The Advance, Stouffville.*

The Massey Manufacturing Co., Toronto, who have heretofore issued at spasmodic intervals a brochure which they called "Massey's Illustrated Journal," recently secured the services of Mr. Charles Morrison, late of the *Toronto Mail*, who has taken the venture in hand and made of it a really meritorious and delightful monthly, which is called MASSEY'S ILLUSTRATED, A JOURNAL FOR RURAL HOMES. It is not really an advertising sheet devoted exclusively to the interests of the Massey Manufacturing Co., but a legitimate venture on the sea of journalism, which, under the skilful management of Mr. Morrison, will evidently prove a gratifying success. The initial number has reached this office and is just what its name indicates. —*Canadian Manufacturer.*

AMONGST our exchanges this week we note the presence of MASSEY'S ILLUSTRATED, published by the well known Massey Manufacturing Co., of Toronto. This journal is not, as may be supposed, an advertising medium for the Massey Co.'s farm machinery, indeed, the Co. occupy but a small space in its columns, but is a 16 page magazine, beautifully illustrated and filled with interesting and instructive reading, under the following heads:—Contributions, Farm News, Household, Selected Literature, the Young People, Historical Diary, Editor's Outlook, Harvesting Machine News, and is notably a farmers' journal. The ILLUSTRATED is a monthly periodical, and will be sent to any address for the small sum of 50 cents per annum. Address, the Massey Press, Massey Street, Toronto. —*Southern Manitoba Times.*

We have received No. 2 of Vol. 7 of MASSEY'S ILLUSTRATED JOURNAL, devoted to the interests of the farmer, and published by the Massey Press, at the small sum of 50c per annum. It contains a large amount of interesting reading matter for the farmer, and would not prove an undesirable companion at any person's fireside. A sketch, "Round the World," by Mr. W. E. H. Massey, has been commenced in this number, and if subsequent papers are as interesting as this, it will in itself be worth more than the price of subscription. Send for a sample copy. —*South Simcoe News.*

A bright and spicily journal is MASSEY'S ILLUSTRATED monthly. It is devoted to News, Literature and Rural Homes. It is well edited. An account of a trip "Round the World," by W. E. H. Massey, is very interesting. This journal should become a general favorite with the farming community in whose interest it is specially devoted. —*Acton Free Press.*

A Journal of News and Literature for Rural Homes.—This magazine has been published at irregular intervals for the past seven years, and, for the most part, has hitherto been monopolized by the advertising matter of the Massey Co. It is in future to be a paper in the interest of the farmer and his family; a 16-page monthly, beautifully printed and handsomely illustrated; at the low price of 50c per annum. Prizes are offered for essays on subjects for farmers and their wives, also for their sons and daughters. Numerous premiums are offered for new subscriptions. Specimen copies can be obtained free, by addressing "Massey Press, Massey Street, Toronto." —*The Renfrew Mercury.*

MASSEY'S ILLUSTRATED, of Toronto, Can., reaches our table in a larger and greatly improved form, with a new dress and striking illustrations. This publication has been known to Canadian farmers for seven years, and its new features abundantly testify to its past success and hearty support among the people whose interests it has espoused. It contains a varied assortment of reading matter, notes on travel, readable sketches, condensed news, humor and wit, and many articles and paragraphs of interest to farmers in Canada. —*The Dairy World, Chicago.*

## MASSEY'S ILLUSTRATED.

An Independent Journal of News and Literature for Rural Homes.



Printed and published by THE MASSEY PRESS (a separate and independent branch of the business enterprise conducted by THE MASSEY MANUFACTURING CO., Toronto, Ont., Canada.)

PROF. SCRUB . . . . . Editor.  
CHAS. MORRISON . . . . . Associate Editor and Business Manager.

### SUBSCRIPTION PRICE:

To all parts of Canada and United States, only 50 cents per annum, postage prepaid. (Good clean postage stamps received in payment of subscription price.)

To the British Isles and Europe, or any country in the Postal Union, only two shillings and sixpence per annum, postage prepaid.

To any part of Australasia, only three shillings per annum, postage prepaid.

Always address MASSEY PRESS, Massey Street, Toronto, Ont.

The circulation of this issue is over 30,000 copies, and it is guaranteed that no issue will be less than 20,000. Beyond any question it is the surest and best means of reaching Rural Homes open to advertisers.

### ADVERTISING RATES.

are 20c. per nonparoll line. Space on back page 10 per cent. extra. Terms strictly cash.

There are 12 lines to the inch. There are 122 lines to the column. The columns are 2½ inches wide, i.e., space for type matter. Electrotypes must not be over 2½ inches wide, more than a column in width is taken.

None but advertisements of first-class establishments will be accepted.

Liberal discounts on large contracts. Write for prices.

### MASSEY'S ILLUSTRATED CLUBBING LIST.

Arrangements with the publishers enable us to offer MASSEY'S ILLUSTRATED in connection with other publications at the rates named in the list below, which will give all an opportunity to procure their yearly publications at reduced rates.

The following is the present list, though we hope to extend it, due notice of which will be given

- Weekly Globe (\$1.00) with Massey's Illustrated (50c.), one year, given for only . . . . . \$1.00
- Weekly Mail (\$1.00) with Farm and Fireside (75c.) and Massey's Illustrated (50c.), one year, given for only . . . . . \$1.10
- Weekly Empire (\$1.00) with Massey's Illustrated (50c.), one year, and bust of Sir John Macdonald packed and delivered at Express Office, given for only . . . . . \$1.10
- Canadian Live Stock and Farm Journal (\$1.00) and Massey's Illustrated (50c.), one year, given for only . . . . . \$1.00
- Grip (\$2.00) and Massey's Illustrated (50c.), one year, given for only . . . . . \$2.00
- The Presbyterian Review (\$1.50) and Massey's Illustrated (50c.), one year, given for only . . . . . \$1.60
- The Canadian Advance (\$1.00) and Massey's Illustrated (50c.), one year, given for only . . . . . \$1.00
- Truth (\$3.00) and Massey's Illustrated (50c.), one year, together with any four one-subscription Premiums the subscriber may select from our handsome Illustrated Premium List issued with the December number of the Illustrated, given for only . . . . . \$3.00
- YOUTH'S COMPANION (Boston, Mass.) (new subscriptions only, not renewals), \$1.75, and Massey's Illustrated, 50c., one year, together with any one-subscription Premium the subscriber may select from our Handsome Illustrated Premium List issued with the December number of "Massey's Illustrated," given for only . . . . . \$1.00
- The Dominion Illustrated (\$4.00) and Massey's Illustrated (50c.) one year, together with a copy of Stanley's "Through the Dark Continent" (Premium No. 50, Price \$1.00), given for only . . . . . \$4.00

N.B.—Clubbing List Subscriptions cannot under any circumstances count in competitions for Premiums or Prizes, but we will allow persons so subscribing to canvass and earn Premiums.

Printed and Published at the Office of the MASSEY PRESS, Massey St., Toronto, Ont.