

Who Pays the Penalty?

Last April two of our representatives solicited applications for life assurance from a prominent Toronto wholesale merchant and his son.

They succeeded in selling to the father a policy for a considerable amount, but the son could not be induced to protect his dependents in this way against the financial loss which would result from his early death.

Less than two months afterwards the daily newspapers

recorded the tragic story of the younger man's accident death. His failure to act when action was possible deprives his family of the insurance money which he could have secured to them so easily.

Have you made any provision for your wife and little ones in case you should die suddenly? An Imperial Home Protection Policy will do it. Write for particulars to-day; to-morrow may be too late.

THE IMPERIAL LIFE Assurance Co. of Canada

Head Office, Toronto

Branches and Agents in all important centres

Farms for Sale

1915
The Year of
Opportunity

—
High Prices
Following
European
War

Apply to—

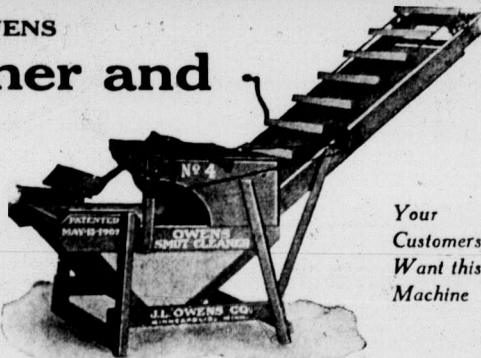
THE STANDARD TRUSTS COMPANY

WINNIPEG :: MAN.

THE OWENS

Smut Cleaner and Pickling Machine

No Machine can equal them for treating Seed Grain. Made in two sizes. Sold on a positive guarantee to prevent Smut.



Your
Customers
Want this
Machine

With high prices assured for grain next year, every farmer will realize the necessity of treating his seed grain so that he may have an increased yield of perfect quality grain.

Owens Smut Cleaners separate smut balls, wild oats, king heads and all light seeds from wheat, also wild oats and all light seed from barley. By them the farmer can get perfect results. The grain is thoroughly pickled and elevated into the wagon box, being dried by the drainage through elevator sieve. An automatic skimmer removes all impurities over a drainer-sieve at tail of machine, ejecting same, while wasting none of the pickling solution. Capacity 30 to 75 bushels per hour.

No. 3 machine handles 30 to 50 bushels per hour; No. 4, 50 to 75 bushels, accommodating either the small farmer or the large grain raiser. Strong construction, heavy timber; rustless solution tanks of 50 and 50 gallons capacity. The most economical machine you can sell, and backed by a positive guarantee. Write today for particulars and prices. Get the Agency for our Machines—it will mean Money for You.

CUSHMAN MOTOR WORKS OF CANADA LTD.

Builders of Light-Weight, High Grade Gasoline Engines for all Farm Power Work
284 PRINCESS STREET, WINNIPEG, MAN.

WHEN WRITING TO ADVERTISERS PLEASE MENTION THE GUIDE

Start Now to Raise Poultry



THE supply of first grade poultry and eggs in Canada and Europe is far short of the demand. Get busy right now and benefit by obtaining the year's top market prices.

We will show you how to begin, help you after you start and will buy for the highest cash price all the poultry and eggs that you can produce.

In selecting your incubator make sure that you get the one that money can buy—it will prove cheapest in the end.

Prairie State Incubators

are guaranteed to be absolutely as represented or your money will be refunded upon return of incubator in good order.

Canadian Agricultural Colleges are using Prairie State Incubators; write them for their results. Hundreds of others, beginners and experts, are having great success in hatching strong, healthy chicks that live.

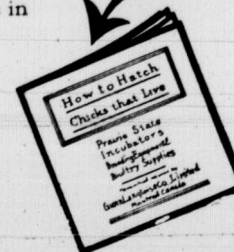
Send for our Free Book

"How to Hatch Chicks that Live"

It gives reasons why the Prairie State is best—shows the right kind of hover—tells how to build your own brooders—the kind of feed to promote quick growth, and how to obtain the experiences of successful poultrymen. Write for it today.

GUNN, LANGLOIS & CO. LIMITED

28 ST. VINCENT STREET, MONTREAL



130 WISCONSIN INCUBATOR \$13.90

EGG AND BROODER
If Ordered Together We send both machines for only \$13.90 and we pay all freight and duty charges to any R. R. station in Canada. We have branch warehouses in Winnipeg, Man., and Toronto, Ont. Orders shipped from nearest warehouse to your R. R. station. Hot water heat, double walls, dead-air space between, double glass doors, copper tanks and boilers, self-regulating. Nursery under egg tray. Especially adapted to Canadian climate. Incubator and Brooder shipped complete with thermometers, lamps, egg testers—ready to use when you get them.

TEN YEAR GUARANTEE—30 DAYS' FREE TRIAL

Incubators finished in natural colors showing the high grade California Redwood lumber used—not painted to cover inferior material. If you will compare our machines with others, we feel sure of your order. Don't buy until you do this—you'll save money—it pays to investigate before you buy. Remember our price of \$13.90 is for both Incubator and Brooder and covers freight and duty charges.

Write Today Don't Delay **WISCONSIN INCUBATOR CO., Box 214 RACINE, WIS.**



GOPHERCIDE

(SOLUBLE STRYCHNINE)

Exterminates Gophers

Claydon, Sask., June 1st, 1914.

I used this Spring a packet of your Gophercide, the success being better than I anticipated, having practically destroyed all the gophers round my shack, 65 acres seeded. If all home-steaders would use a packet we should soon be almost free from this pest. Please send me another packet.

Yours sincerely, J. HYAM.

Easy to Prepare — Greedily Eaten Sure to Kill

—these are the advantages which make Gophercide the best gopher exterminator known. It is a strychnine preparation, yet we have succeeded in so modifying it that it dissolves freely in warm water, without acid or vinegar—and is quite free from the bitter strychnine taste which warns the pests.

When you use GOPHERCIDE there is no trouble either in poisoning the grain or in getting the gophers to take it—and it is a sure killer.

A 50c. package of Gophercide, dissolved in half a gallon of water, poisons a gallon of wheat—and that's enough to kill 350 to 400 gophers—7 for a cent. Get a package from your druggist, and start after the gophers early.

National Drug and Chemical Co. of Canada, Limited, Montreal.

