

**"— One way out**

*A man said to us the other day :*

"If only I had saved \$5 a week from the day I got married, I would not actually have been in the position of a beggar the day I lost my employment. We could have lived just as well on \$30 a week as we did on \$35, and, if I had saved the \$5 a week for 14 years, I would have had about \$4,000 in capital the day I was discharged. What a fool a man is not to save when you make it so easy for him to do so."

**LET US SHOW YOU THE WAY**

Write for our booklet entitled "Profits from Savings." It shows you how to save and how to make your savings earn good profits with safety. Write for it now. Address Dept. : 9



**STANDARD RELIANCE MORTGAGE CORPORATION**  
Head Office, 82-88 King St. E. Toronto

Branches: Ayr, Brockville, Chatham, Elmira, New Hamburg

**\$13.25 at Catesbys in London Buys a \$25.00 Canadian Suit**

**Duty and Carriage Paid Right to Your Door**

We will prove it to you without a cent of obligation on your part. Just sign and return the coupon below, and we'll send you our Style Book, 72 pattern pieces of cloth, a letter explaining our system of doing business, self-measurement chart, tape measure, and some 100 testimonials from satisfied Canadian customers—just to prove to you that every statement we make is correct.

Mail the coupon now, before you forget it.

If you don't want to cut this paper, mention the "Advocate" when you write.



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**Mail Coupon**

MESSRS. CATESBYS Limited (of London)  
119 West Wellington Street, Toronto  
Send me your New Season's Style Book and 72 pattern pieces of cloth. I am thinking of buying a suit, overcoat.\*

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\*If you only want overcoat patterns, cross out the word "suit". If you only want suitings, cross out the word "overcoat." London F. A.

**This Fall**

will probably see more persons apply for Life Insurance than ever before.

The reason is clear. During the past few months thousands have had it brought forcibly home to them that the wise course is, in years of prosperity, to set aside a sufficient portion of their gains in the safest of all investments—an investment that attains its greatest value at the time of greatest need—LIFE INSURANCE. A Life Policy offers the one sure way of making certain provisions for an uncertain future.

Full particulars of the Company's Policies will be mailed on request. State age.

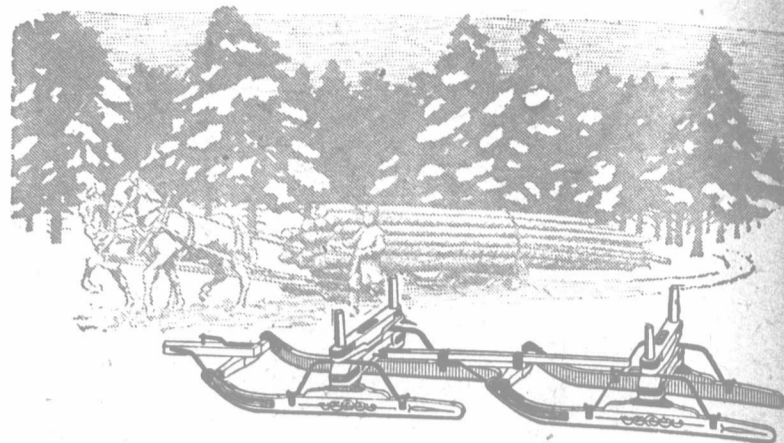
**THE GREAT-WEST LIFE ASSURANCE COMPANY**  
Dept. "Y" Head Office: WINNIPEG

**FREE LAND FOR THE SETTLER IN Northern Ontario**

Millions of acres of virgin soil, obtainable free, at a nominal cost, are calling for cultivation. Thousands of farmers have responded to the call of this fertile country and are being made comfortable and rich. Here, right at the door of Old Ontario, a home awaits you.

For full information as to terms, regulations and settlers' rates, write to:

H.A. MACDONELL, Director of Colonization, HON. G. HOWARD FERGUSON, Parliament Buildings, TORONTO, ONT. Minister of Lands, Forests and Mines



**Winter Hauling Made Easy**

FOR the use of our customers whose hauling cannot be stopped by the snows of winter, or to whom the snows are welcome, as furnishing a smooth hard road over which to move their products, we offer a line of bob sleighs so complete that each man may find in it the kind of sleigh he needs and uses.

Unless a sleigh will stand hard knocks, it is of little value in Canada. Therefore, we make these sleighs, above all else, strong. Even the lightest one-horse sleighs are as strong as selected pieces of high-grade wood and steel and the most careful workmanship can make them. No imperfect or unsound material finds its way into the manufacture of these goods.

Each sleigh we sell is guaranteed, with fair usage, to carry its load over ordinary roads and to do the work intended for its size. We make a liberal guarantee arrangement to take care of the satisfaction of our customers.

See our line before you buy. It is handled by I.H.C. local agent who will show you how big a line it is. Or, if you cannot conveniently see the agent, drop a line to the nearest branch house and we will send full information.

**International Harvester Company of Canada, Ltd.**

BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton

**Penmans Underwear**

Made in Canada

THERE are certain words in our language which sum up a number of qualities, and express them tersely. "Class" is one, "Efficiency" another, "Penmans" still another. This last one when applied to underwear means all the good things you want in the underwear you buy for yourself. Don't forget Penmans.

Penmans Limited Paris



**PEERLESS PERFECTION**

Horse High - Bull Strong - Pig Tight  
It's made right—from high grade material. In the construction of our PEERLESS FENCING we use Open Hearth steel wire. By this process impurities are removed from the metal, thus eliminating one of the chief causes for the rapid rusting of fence wire. Penmans is guaranteed to give you satisfaction. Send for catalog. Agencies nearly everywhere. Agents wanted in open territory.  
**THE BARNWELL-HOXIE WIRE FENCE COMPANY, Ltd.**  
Winnipeg, Man., Hamilton, Ont.

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When those in c seeking out the m should not forget t There is a bigger a in Europe than poc himself what he has