

Use Rubber to Save Leather —It Is Needed in The War!

Rubber Supply Is Ample— Leather Is Scarce and Very High

Leather is being worn out faster to-day than ever before in the history of the world, while production is considerably less than a few years ago. While the consequent shortage is keenly felt by the civilian who has to pay half as much again for his own and his family's shoes, it is even more serious for the Government, which must supply hundreds of thousands of soldiers.

Rubber, too, is being used in enormous quantities on account of the war—one British manufacturer, for instance, is working on a rubber boot order for the army which will take 14,000,000 pounds of rubber, fabric and chemicals. But the supply, thanks to the great rubber plantations in Britain's tropical Dominions, is easily keeping up with the demands, and raw rubber, despite a war tax of 7½%, is actually cheaper to-day than before the war. So, though the fabric and chemicals used cost nearly double, rubber footwear has not gone up very much in price.

These conditions naturally are leading thoughtful, thrifty, patriotic Canadians to save leather just as much as possible by wearing rubbers, overshoes, high rubber boots, and heavy farm rubbers. In addition to the very substantial saving in cost, rubber footwear has decided advantages for wet or cold weather around the farm or in the woods. The men like its warm, dry comfort under all conditions, and the women like the way it sheds the dirt instead of bringing it in to melt and track around the house. For the children, too, particularly if they are walking a long way to school, rubbers and overshoes mean a great deal in warmth, comfort, and protection against colds.

"Doing Without" Rubbers or Overshoes
Is Simply Thoughtless Extravagance

Profits from Savings —

—is the subject of a little booklet that we want to place in the hands of every reader of this paper who is anxious to save; and to invest his or her savings where they will earn 5% with safety of principal and regularity of interest.

Many of the people to whom we have sent this book, as a result of receiving it, have invested their funds in Canada's premier Mortgage Debenture security—

Standard Reliance 5% Mortgage Corporation Debentures.

We know the book is interesting and we will send it to you free. Write for one to-day. Address Dept.: 9



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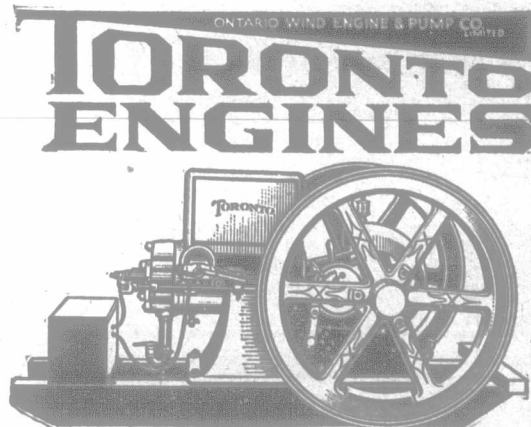
Three Ways to Save Money

THE farmer is in business to make money, and every dollar saved is as good as an extra dollar earned. An engine can do farm work that would cost five times as much to have done by hired help. Gasolene and coal oil are cheaper than board and lodging for a hired man, and the first cost of the engine is only as much as two or three months' wages, and the engine lasts for years and years.

1. The farmer can save money by purchasing a Toronto Engine, because he can get one at a lower price than a good quality engine of equal horsepower can be bought for from any other company.
2. The second way to save money is in fuel. Toronto Engines are "small eaters," and get big power out of a small feed of gasolene or coal oil. While gasolene is up, the fact that this engine will use coal oil merits consideration.
3. The third way is very important. It is the whole argument for a Gasolene Engine, namely, the saving of time and labor, which is the equivalent of real money. No more pumping water, grinding grain, chopping roots and feed, turning the separator, the churn, the grindstone, the wood saw by hand.

Toronto Engines are made of the best grade of steel and iron. They have ground cylinders, ground pistons and rings, variable speed control and other features heretofore found only on the extremely high-priced outfits. Our 1½ h.-p., 4 h.-p., 6 h.-p. and 8 h.-p. Engines merit special consideration, as they are adapted to every requirement of farm and shop use.

If you buy an engine, we want you to buy a Toronto Engine, but we want you to realize that the Toronto Engine is the best one to purchase. Do not fail to read our Engine Booklet. Let us send you a copy, giving full particulars.



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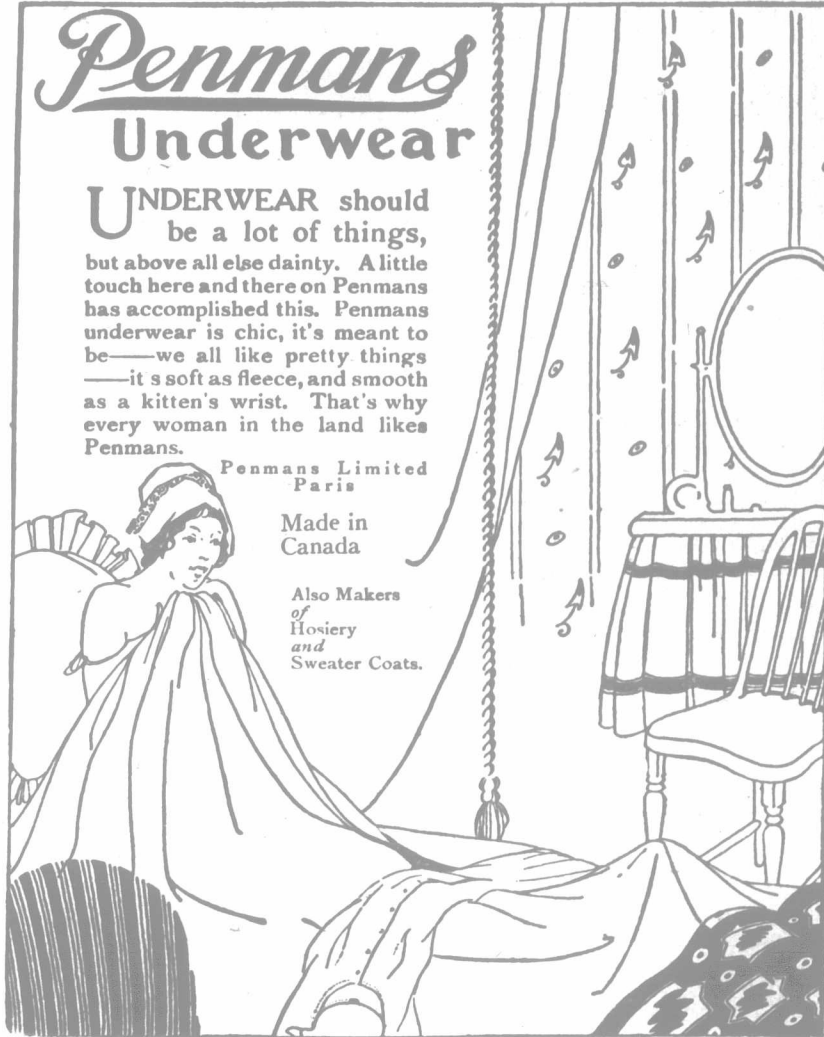
Penmans Underwear

UNDERWEAR should be a lot of things, but above all else dainty. A little touch here and there on Penmans has accomplished this. Penmans underwear is chic, it's meant to be—we all like pretty things—it's soft as fleece, and smooth as a kitten's wrist. That's why every woman in the land likes Penmans.

Penmans Limited
Paris

Made in
Canada

Also Makers
of
Hosiery
and
Sweater Coats.



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