



"There was never a time when the benefits of Life Insurance meant so much to the home-makers of the country as they do to-day. In this crisis, when the future is uncertain, it is the duty of every father to see to it that the home he is establishing for his family is made secure."

—PETER McARTHUR,

What Life Insurance Means to Canadians

"A FRIEND in need is a friend indeed." Life Insurance has proven a friend to the Canadian people passing through the dark and anxious days of the war. The Canadian people have shown their appreciation.

During the past year new insurances to the amount of \$20,124,563 were placed on the books of the Mutual Life—an increase of thirty per cent. over the previous year.

The Savings Banks have never before held such heavy deposits. This makes Life Insurance possible to many who previously thought they could not afford to buy.

Many people are putting to good use their share of the immense amount of money in Canada to-day available for investment—for they feel safe in investing money in insurance, knowing it is a "sure thing." They feel that, as Peter McArthur says—

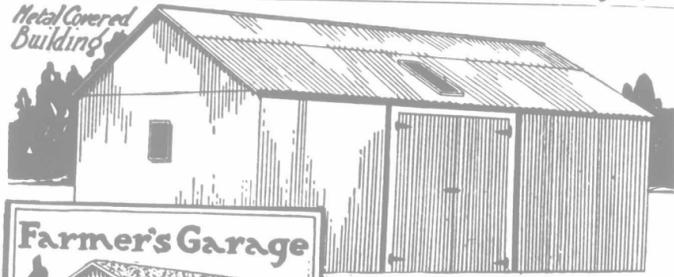
"In this crisis, when the future is uncertain, the home should be made secure."

Write for booklet entitled "Ideal Policies."

The Mutual Life
Assurance Company of Canada
Waterloo, Ontario

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Metal Covered Building



Farmer's Garage

Frame Building

PRESTON Implement BUILDINGS

Erected in a Few Hours!

NEVER was the farmer in greater need of the best buildings and equipment. For everything that helps increase production will make tremendous profits for the farmer to-day. And never was the farm better able to stand the cost of improvement.

Here are two PRESTON buildings. The hard work, the time-killing job of figuring and cutting, is done on both at the factory.

They come to you ready to erect—all pieces cut and marked, windows made and mounted, doors ready built, all hardware complete. For the larger buildings, the trusses are assembled. A handy man can do the job in a few hours—to last.

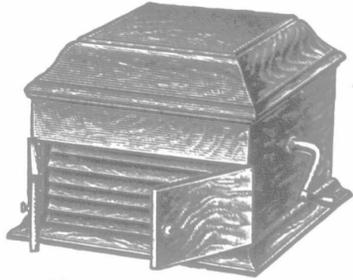
The Metal Shingle & Siding Co., Limited - - PRESTON
Makers of Preston Barns, Storage Buildings,
Garages and Implement Sheds

Think of the big saving in materials and labor!

And remember building is cheaper to the farmer now than before the war. A fine, sturdy, good-looking Preston Implement Building covered with "Acorn" Corrugated Iron costs \$259 (20 feet x 24 feet—10 feet to the eaves). That means 117 bushels of wheat will buy it. Or 170 bushels of potatoes. Before the War it would have cost 224 bushels of wheat or 336 bushels of potatoes.

Get the book about PRESTON buildings—pictures, prices, sizes. Learn how factory service and farm building experts will save you time and worry in building and planning. Write to-day.

Every Family Can Afford a Phonola



MODEL B
Double Spring
Motor. Quiet,
Smooth Running

\$45

Anyone can afford to pay \$45 for this genuine "Phonola."

This is not a toy, but a good size machine—17¼ inches wide, 18¾ inches deep and 12⅞ inches high.

It has a surprising volume of tone and plays all makes of disc records full and clear. Compare this Model B "Phonola" with other makes selling at \$10 higher and we are sure you will prefer the "Phonola." The beautiful cabinet of this



was made in our own special cabinet factory. We have another factory in which we make our own reproducers, tone arms and motors. Making these Phonolas complete we are able to offer exceptional values.

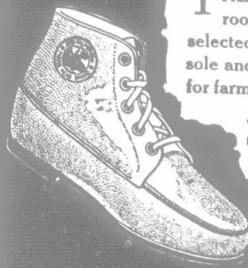
Other Phonolas from \$18 to \$250

DEALERS The "Phonola" agency is becoming more valuable every day. Has any one the agency in your locality?

The Pollock Manufacturing Co., Limited,
Kitchener, Canada

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Palmer's Summer Packs



THE shoes for aching feet—light in weight, durable, roomy, comfortable and waterproof. Made from selected Skowhegan leather with water-proofed leather sole and heel and solid leather insoles. The ideal shoe for farmers or others working on the land.

Also specially suitable for woodsmen, trackmen, millmen, sportsmen, laborers—all who require strong, easy fitting footwear.

Get a pair of Palmer's "Moose Head Brand" footwear from your dealer. They will give you foot comfort and great wear.

JOHN PALMER CO., Limited
Fredericton, N. B., Canada

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Interprovincial Pressed Brick

Red Buff and Fire-flashed Colors

WRITE FOR FREE SAMPLES TO-DAY
INTERPROVINCIAL BRICK CO. OF CANADA, Limited
Office: 154 SIMCOE ST., TORONTO Plant: CHELTENHAM, ONT.