

The fact that since 1911 Ford Cars have left the factory equipped with Champion "X" Spark Plugs is the best possible reason why every plug replaced in your Ford should be a Champion "X". The Ford instruction book says—"The make of plugs with which Ford engines are equipped when they leave the factory are best adapted to the

ment can be stronger than that of the Ford en

Dependable Spark Plugs

The exclusive factory equipment of Fords, Overlands, Maxwells, Studebakers and the overning majority of all gasoline motors and es in use is not a matter of guess — Champions ustified every claim and every confidence unbroken record for dependability under possible test in actual service. by an

possible test in actual service. alization is responsible for Champion superi-all our energies are devoted only to building spark plugs. The asbestos lined copper ts that cushion the insulator are an exclusive e-the 3450 insulators themselves will and tests that destroy ordinary insulators.

There is a type of Champion that is especially adapted to increase the efficiency of your Motor Car, Truck, Tractor, Farm Engine, Motor Cycle

for Ford Carr A 15, % inch. Price \$.90

or Motor-Boat. Be sure that "Champion" is on the insulator, it guarantees "Absolute satisfaction to the user or full repair or replacement will be made." Sold where Motor Supplies are sold. Champion Spark Plug Co. of Canada, Limited. Windsor, Ontario.





ncy to save and by his employers.



He finds his savings of great assistance in



And as time goes on he is enabled to enjoy

4th. These profits may be used to reduce the amount of your yearly deposits, or be allowed to accumulate at interest for 20 years.

5th. The cash value of Policy and Profits represents a valuable asset, useful in business, and your "estate" is protected by the insurance.

6th. At the end of Twenty Years you can draw out all you have paid in, along with the profits-

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you can draw a Special Cash Guarantee, together with the Accumulated Profits, making a substantial sum, and leave the \$5,000 Policy fully paid for and continuing to earn Dividends as long as you live.

And in addition

suppose some day before you reach age 60 you should become totally and permanently disabled through accident or illness. Immediately, all your future payments would cease and soon after you would receive a cheque for \$50 each month as long as you lived and the \$5,000 would be paid in full at your death without any deduction on account of the monthly income paid you. (This valuable feature is added for a small extra payment yearly, which is not returned along with the regular deposit).

Do Not Pass This By

Canada Life J. M. Queen

Manager Canada Life Building 60 Prince Wm. St., St. John

