



It really describes—

You know how important it is to your success as a farmer that you select the right Binder. You can't do it from the brief description in any one advertisement, but you can go a long way towards it from reading the above up-to-date, fully illustrated pamphlet.

It tells you all about the Frost & Wood Binder—why it is built to give better service and harder service—why our 80 years' experience ensures that it has the strength and ability to get your crops in without fail.

FROST & WOOD BINDER

Powerful Drive Wheel	Different Cutter Bar	Special Relief Roller
Roller Bearings	Flexible Grain Wheel	Sure Knotter
Special Power Frame	Positive Elevation	Fine Sheaf Carrier

Be sure to get a copy of the above Binder Booklet from your nearest Agent or write to-day to our nearest Branch.

The Frost & Wood Co. LIMITED	SOLD IN WESTERN ONTARIO AND WESTERN CANADA BY	Cockshutt Plow Co. LIMITED
Montreal, Smith's Falls, St. John		Brantford, Ontario

Standard Hand Separator Oil

MAKE IT SKIM CLEAN

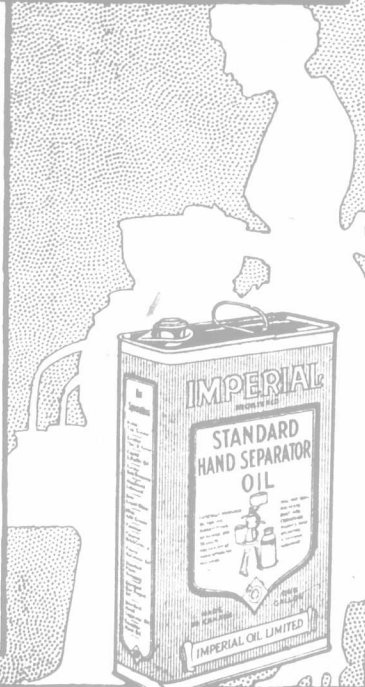
DOES your cream separator skim clean? You can help to maintain its reliability with correct lubrication. But be sure to use the right oil.

Standard Hand Separator Oil is specially made to insure smooth running and uniform high-speed—conditions that largely govern thorough separation.

It is pure, highly fluid, lubricates all wearing parts, prevents seam rust and corrosion.

Sold in pint, quart, half-gallon, gallon and 4-gallon cans; also barrels and half-barrels. By reliable dealers everywhere.

IMPERIAL OIL LIMITED
BRANCHES
THROUGHOUT CANADA



Install this Equipment on your Farm

Water, light and power are the three essentials to maximum results—whether in the house, the stables or the dairy.

Fairbanks-Morse Water and Light Systems

operated by the Type "Z" Engine

give a combination of power farm equipment that embodies economy, convenience and efficiency.

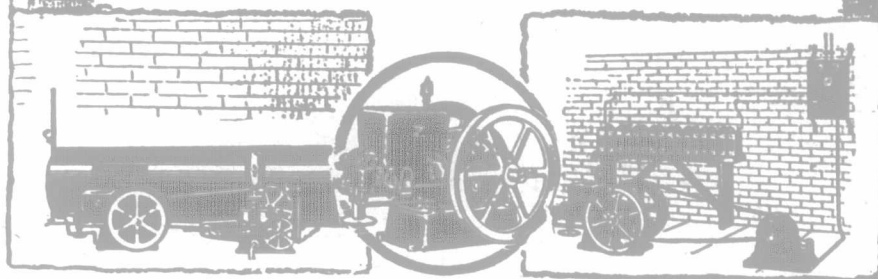
Bring your farm up to date—get better results—take the drudgery out of the farm work by installing this combination of units.

They mean light anywhere at any time—running water on any part of the farm and power for driving farm machinery. Fairbanks-Morse Water and Light Systems lessen the housewife's labors. The ironing, the washing, the cleaning, the pumping and the great problem of farm labor are all solved.

Write today to our nearest branch for full particulars.

The Canadian Fairbanks-Morse Co., Limited

St. John	Quebec	Montreal	Ottawa	Toronto
Hamilton	Windsor	Winnipeg	Saskatoon	
Calgary	Vancouver	Victoria		79



THE HISTORY OF THE INTRODUCTION OF

Sydney Basic Slag

INTO ONTARIO READS LIKE A ROMANCE

In 1912 it was unknown. In 1913 we started our campaign and sold 230 tons. The consumption has gone on increasing until, in 1917, the sales were 6,242 tons. This year they will probably reach 10,000 tons. It was hard work introducing our goods. Oftentimes to get going in a district we picked out a progressive farmer and gave him a ton for nothing. With very few exceptions this proved the best of advertising. In two cases, for instance, the experimental tons we gave away in 1913 resulted in sales during the past season of 160 tons and 181 tons.

Sydney Basic Slag is the Ideal Fertilizer for Fall Wheat

We want agents in districts where we are not already represented. If you think you could place a carload of 20 tons, drop us a line, and our representative will call on you right away.

The Cross Fertilizer Co., Limited
Sydney, Nova Scotia

To Spend the Best Years—

of one's life in acquiring property, and leave it all in jeopardy when it might be secured by Life Insurance, is, to say the least, unbusinesslike.

A sufficient Life Policy has kept intact many an estate which would otherwise have gone to ruin for want of ready cash at the right time.

The Great-West Life issues insurance on most attractive terms. Rates on request.

THE GREAT-WEST LIFE ASSURANCE COMPANY
Dept. "Z" HEAD OFFICE, WINNIPEG