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When you buy a piece of land you put a fence around it.

WHY is it that the first thing you do when you buy a piece of land is to fence it—provided, of course, that the fence is not already there? Because a fence is a form of protection your farm can't get on without.

Yes, sir, we must have fences of some description. If there are a lot of stones on the land you can make a fence of them—and clean the land at the same time. The old "snake fence" was made of rails split from the timber cut to clear the land. Nails and wire were scarce in those days. Snake fences are now out of date—they made a breeding spot for weeds. Woven wire makes the best fence, perhaps; but out west, where many farmers boast of a "mile furrow," two strands of "barb" strung on willow posts is a "legal fence." In the Eastern Provinces you will see fences made of stumps on edge eight feet high.

And here is another point about fences. If the frost squeezes out the fence posts during the winter, the first thing you do in the spring is to take down the post-hole auger and put them back. If the horses scratch against the rails and knock them off, you immediately put them up again. If you have a cow that is bad on fences (a "breachy" cow she is called in some parts) she goes to the butcher, that's all there is to it. Fences are a certain amount of trouble and expense, but you can't help that. You must have the protection that they give your crops and your live stock. There is no use growing crops if you haven't fences to protect them.

There is no use raising stock if you haven't fences to keep them in. One of the strict rules of farming is "keep the fences tight."

The reason we have talked so long about fences is this: Fences are one form of protection; Life Insurance is another.

Take this case for instance: Some young fellow buys a farm. He pays so much cash and gives a mortgage for say \$5,000. He can pay the interest all right, but how is he going to pay the principal? How is he going to be sure that if anything happens to him his family will be protected against the foreclosure of the mortgage? There is only one sure way, and that is to build

a Life Insurance fence around the place. He should take out five thousand dollars of Endowment Insurance at once, or more perhaps. From the very minute he pays the first premium his family is protected. If he dies (no man has lived forever) his family can pay off the mortgage from the insurance money and own the farm in full. If as probably will be the case, he lives for the term of the insurance, he will get from the Company a cheque for \$5,000, with profits in addition. He can then pay the mortgage himself or use the money as he likes. That's real protection!

If you will go to the window now and look over your place, you can see the fences and cross fences. Just think how impossible it would be to farm without them. Then think of how much more important is the protection that Life Insurance would give you and your family. Can't you see how necessary it is that you erect a Life Insurance fence about your place and about your family?

Then let us tell you about an Imperial Policy that will exactly fit your own particular needs and circumstances. Just complete and mail to us the coupon in this advertisement. You do not need to invest if you do not care to. But get the information. You will find it interesting.

THE IMPERIAL LIFE ASSURANCE COMPANY of CANADA

HEAD OFFICE TORONTO, ONTARIO

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I will read your booklet if you mail it to me. But it must be understood that this does not commit me to any further action.

I am... years of age and could save and invest \$... each year

Name... Address...