

The Farmers' Phone

Gives Unequalled Service
Stock at Regina

KELLOGG Code No. 2839 Farm Line Telephone is especially built for the severe rural line service. It has sturdy, well seasoned, quartered oak cabinet; Kellogg standard long distance transmitter (over two million of one type in use), powerful five bar generator; reliable, durable, receiver with Kellogg Bakelite shell. This telephone gives the most reliable service, with the least amount of repairs. Its use throughout the world proves it the unequalled farm line phone.

We have a stock of these subscriber and profit making telephones at Regina, Saskatchewan, ready for prompt delivery. Here you can buy from us complete supplies, including these splendid telephones and your orders and inquiries will have our prompt, intelligent attention.

Do you need wire, pole or line hardware, tools, batteries, etc., for your spring work?

A selected stock for spring renewals and extensions, with switchboards and telephones, ordered now will mean a saving and enable you to give a better service. Write us today.

We issue a booklet entitled "How to Organize a Rural Telephone Company," and we will forward this on request.

Canada West Electric Ltd.

REGINA, SASKATCHEWAN, CANADA

Distributors for Kellogg Switchboard & Supply Co.,
Manufacturers of Standard Telephone Equipment

Who'll Pay That Mortgage?

That mortgage—or other indebtedness—may cause you no worry. You know you can repay it if all goes well. But there's the rub. What if things go wrong? Supposing you should die—could your wife pay the mortgage without your income?

An Imperial Endowment Policy for the amount of the indebtedness will insure its repayment, whether you live or die. There is no other means of meeting the case that is quite so certain—that

leaves nothing to chance.

And the annual investment required is very moderate—moderate at least when you consider the peace of mind it will afford you.

Look at this problem squarely—don't dodge—don't wait. The advantages of life insurance are available only to those in good health. Send to-day for information about a policy to suit your particular need. To-morrow may be too late.

THE IMPERIAL LIFE Assurance Co. of Canada

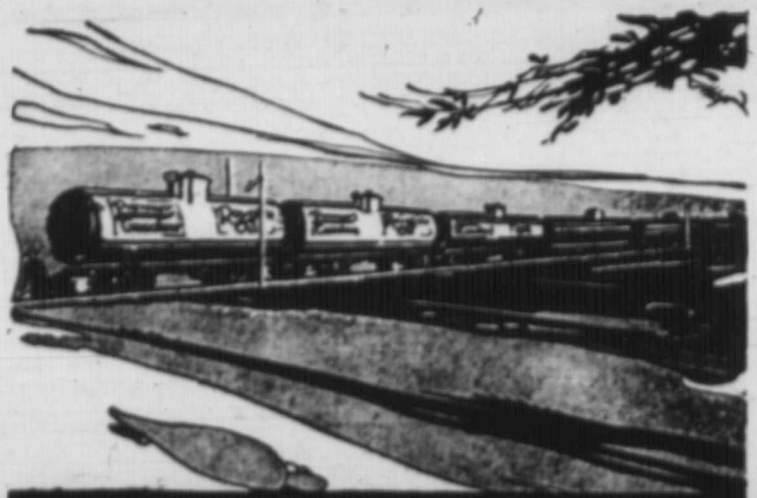
Head Office, Toronto

Branches and Agents in all important centres

A useful 76 page vest pocket memorandum book will be sent you post free if you ask for it.



WHEN WRITING TO ADVERTISERS PLEASE MENTION THE GUIDE

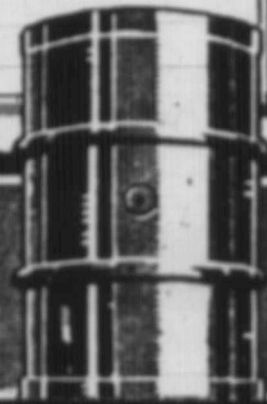


TRAINS of tank cars bring crude petroleum to our refineries—deliver the refined product to the country town or the tank station nearest you. Every one of our 1200 tank cars is a link in the distributing chain which brings the right lubricant for your machine from the oil well to your farm.

All of our oils are supplied in steel barrels and steel half-barrels—convenient, economical. No waste. You use every drop you pay for.

AN OIL FOR EVERY FARM MACHINE

	<p>For Gasoline Engines, Tractor, Auto or Stationary POLARINE OIL STANDARD GAS ENGINE OIL</p> <p>For Kerosene Engines, Tractor or Stationary POLARINE OIL HEAVY IMPERIAL KEROSENE TRACTOR OIL <small>(Recommended by International Harvester Co.)</small></p>
	<p>For Open Bearings of Farm Machinery PRAIRIE HARVESTER OIL <small>—very heavy body, resists cold, won't thin out with moisture</small></p> <p>ELDORADO CASTOR OIL <small>—a thick oil for worn and loose bearings</small></p>
	<p>For Steam Cylinder Lubrication, whether Tractor or Stationary Type CAPITOL CYLINDER OIL <small>—the standard product for steam cylinder lubrication.</small></p>
	<p>For Grease Cup Lubrication of Bearings THRESHER HARD OIL <small>—a clean, solidified oil high melting point</small></p>



The Imperial Oil Company Limited

BRANCHES THROUGHOUT CANADA