

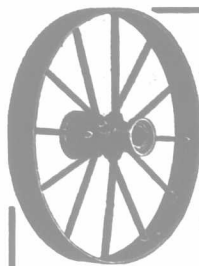
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Has been your horse's best friend for years. It makes pulling easy. The mica does it.

Dealers Everywhere

The
IMPERIAL OIL COMPANY
Limited

Made in Canada



\$19 Per Set
Delivered to Nearest
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Station
in Ontario

28-inch and 32-inch diameter, 4-inch by 3/4-inch tire made to fit any axle.

Geneva Metal Wheel Co., Geneva, Ohio

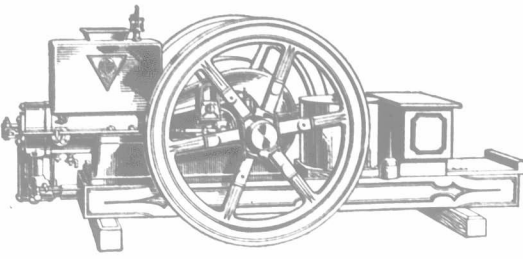
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47 Wellington Street East, Toronto, Ont.
85 M

WELLS IN SAND

Hogarth's Patent Well and Pump Goods for water wells of all kinds in water sand.
H. C. HOGARTH. Tillsonburg, Ont.

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No tinkering, worry or bother with the Alpha. It plugs right along like a steady and well broken horse



Anybody can run an Alpha Gas Engine. Your wife can run it; your boy can run it; your hired man can run it.

There is nothing mysterious or complicated about an Alpha. That's why it's an ideal engine for farm use.

Not only does the Alpha work well but it wears well, because it is made from the very best material and its workmanship and design

are high-grade in every particular.

Just give it a supply of gasoline or kerosene, oil it up and give it a pull and it saws your wood, cuts your fodder, grinds your corn, pumps your water, runs your cream separator or your washing machine, or does anything else that you want it to do. It's certainly a great labor saver on the farm.

Eleven sizes, 2 to 28 horse-power. Each furnished in stationary, semi-portable or portable style, and with either hopper or tank cooled cylinder.

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LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA.
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50,000 BRANCHES AND LOCAL AGENCIES THE WORLD OVER

FARMERS OF ONTARIO!

We beg to draw the attention of the Ontario farmers to the fact that we are in a position to supply them with

All Classes of Farm Help at Short Notice

If you require help write to—

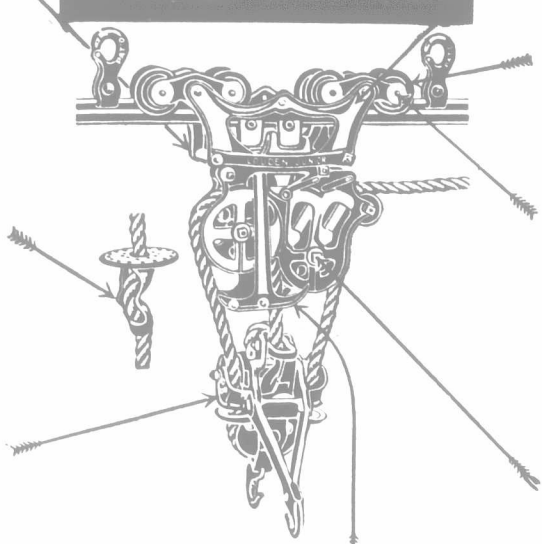
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Minister of Agriculture
Parliament Buildings, Toronto

H. A. MACDONELL,
Director of Colonization,
Parliament Buildings, Toronto

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LOUDEN Junior Sling Carrier



Sure to Work

A trip stirrup extends below the carrier frame and attaches to the locking mechanism. It is impossible

to keep the horse going on the draft rope and not bring the sling pulleys in contact with the trip stirrup. Once this is done the car is bound to leave the stop block and run back into the barn with the load. Side winds or uneven loads, cannot affect the proper working of the LOUDEN JUNIOR SLING CARRIERS.

Write for catalogue and special descriptive circular dealing with above Carrier.

LOUDEN MACHINERY CO., Dept. 31, GUELPH, ONT.

Hay Tools, Feed and Litter Carriers, Stable Equipment, Barn Door Hangers.

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A heavily ribbed malleable iron block attaches to the truck arms just below the track, and the bolt connecting the sides of the carrier frame passes through the lower end. This takes all strain off the bolt and increases the strength of the truck arms. No load can spread them.

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Used when desired to carry the load into the mow without elevating to the track. Slip it up or down on the centre draft rope as desired. A simple, effective adjustment without complicated parts. This trip is supplied when ordered without extra charge.

The Great Triple Purchase Feature

Three ropes lifting the load instead of two, as with the ordinary carrier; gives the horse one-half more power, reduces the strain on the ropes and lengthens the life of the outfit.

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Distribute the load well along the track, increase the strength of the carrier and cause the load to run more steadily. No four-wheeled carrier, however much spread out, is so easy on the track or runs so steadily.

Short Truck Arms

The Truck Arms are only 5 inches long, nearly straight and extremely well braced. They cannot be sprung.

The Unbreakable Axle

These Axles are simply an extension of the main frame. Note how they are shouldered out at the frame; impossible to break them. No riveted or bolted pin axles are used on Louden Carriers. Such axles are always causing trouble.

Patent Bushings

The Pulley Sheaves run on Patent Bushings, recessed into the side of the frame. This takes all the strain off the bolt and puts it on the frame where it belongs. The sheaves are large, of extra strength and easy running.

"Buy it NOW"

EVER since the war began the tendency of people has been to postpone buying until after the war.

The result is that work has fallen off and the number of unemployed has been increased.

Many have been putting off life insurance until after the war, many who can well afford to buy it now.

It is never a true economy to postpone life insurance; every year it is dearer and life is less certain.

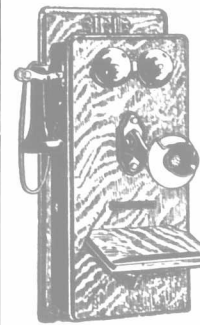
Above every other necessity or luxury of life come the claims of life insurance. Buy it now!

And make it a Mutual Life Policy, because in a Mutual Company there are no proprietors nor stockholders to receive special dividends. The policyholders are credited with the whole surplus.

**THE MUTUAL LIFE
ASSURANCE COMPANY
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103

Our Interesting Free Bulletin— "A Telephone on the Farm"



tells how you can get market and weather reports, news, election returns, etc.

How your wife can sell her butter and eggs, order household necessities, get the aid of neighbors, call the doctor, veterinary, etc., etc., without interrupting farm work. Explains how every farming community can build and run its independent phone system cheaply. Gives rules, bylaws and organization of companies.

Write for Bulletin No. 1011.

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23 Richmond St., West Toronto, Canada

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County agents wanted. Write for particulars.

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| Longfellow | 1.60 per bus. |
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TERMS:—Cash with order.

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