

The Dwindling Dollar

Down, down, down, day by day goes the purchasing value of the dollar.

These are the days of the high cost of living; money is "cheaper" than it ever was before, so that it takes more of it to buy the necessities of life.

Where formerly a man protected his family with an insurance of \$2000., to-day it would take almost \$4000. to assure them the same comforts.

Some think that after the war money will become "dearer" again, so that it will be possible to buy as much with a dollar as we could before the war.

The best opinion is that the present high prices will continue for a very long period; in other words, that the "good old times" will not come back.

As far as life insurance is concerned this means one thing and one only—increased protection. We must, if possible, double the amount of our Life policies.

Owing to its ever-increasing prosperity the Mutual Life of Canada, though conservatively managed, offers policy features that afford the most generous protection. We would like to explain the Mutual's total disability clause. Write for booklet entitled, "Ideal Policies," which gives full particulars of this advantageous option available to Mutual policyholders.

—Premiums have not gone up with—

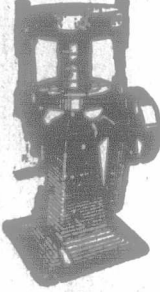
The Mutual Life Assurance Company of Canada
Waterloo-Ontario

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and all Trappers Supplies

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When writing please mention this paper.

Fresh Fish At 10c. Per Pound

The Dominion Food Controller is endeavoring to reduce the high cost of living by regulating the price of food to the consumer.

Up to the present time little if any noticeable progress has been made. During the fall season every fish caught in the lakes of Ontario or international fresh waters is needed and should be consumed by the residents of the province.

The greatest difficulty of the fisherman is to get in touch with the consumer when the big runs come on.

The Lake Erie Fish Company, of Port Stanley, on their own initiative, hereby offer Lake Erie Cisco Herring direct from the fisheries to the people of Ontario during the months of November and December when the big run is on in fifty-pound lots for ten and one-half cents per pound and in one-hundred-pound lots for ten cents per pound, delivered free of transportation charges at any freight or express office in Ontario, east-of Port Arthur.

Our object in making this offer is to demonstrate that fish can be distributed by the producer to the consumer.

By having your orders in advance we will know exactly what to do with our fish.

The orders first received will be first filled when the run comes on. Fill out the following order form and mail to us as soon as convenient. Complete instructions regarding the care of fish sent with every order.

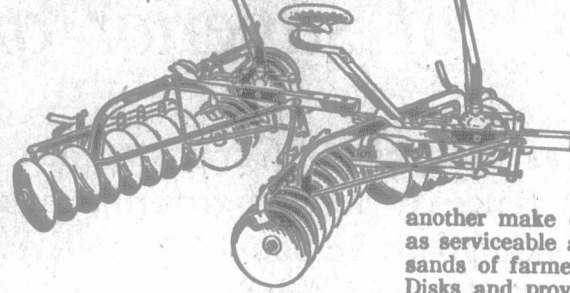
The Lake Erie Fish Company Port Stanley, Ontario

N. S. CORNELL, Mgr.
LAKE ERIE FISH CO.,191.....
Port Stanley, Ont.

Sometime during the month of November or December send me.....boxes of Lake Erie Cisco Herring containing.....lbs., to be delivered at..... Station, free of charge at.....c. per lb., to be paid for on delivery.

Lot.....Con..... NAME.....
Township..... P. O.....

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When stubble land is too hard to plow, use a Bissell Disk. It will make plowing easy after disking—it will clean the ground and will increase the next crop.

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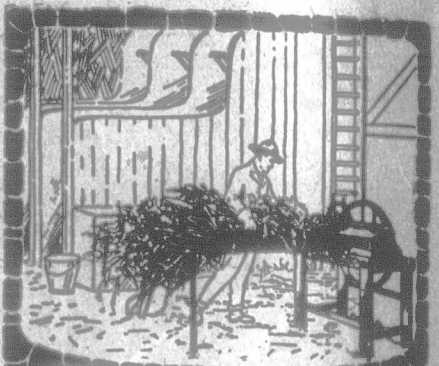
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common coal oil, no odor, smoke or noise, simple, no pumping up, no pressure, won't explode. Tests by Government and thirty-five leading universities show the Aladdin gives three times as much light as best round wick flame lamps. Won Gold Medal at Panama Exposition. Over three million people already enjoying this powerful, white, steady light, nearest to sunlight. Guaranteed. And think of it—you can get it without paying out a cent. All charges prepaid. Ask for our 10-day Free Trial Offer and learn how to get one free.
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