

"Write for Booklet"

NEARLY every advertisement in this magazine contains an invitation to the reader to "Write for Booklet," "Send for Catalogue," or something to the same effect.

The Booklet or Catalogue is the real explanation of the advertisement. It is the invitation to become better acquainted. What the advertiser has to sell, but which limited space prevents him describing, is in the booklet or catalogue.

The advertisement is for attracting attention—the booklet sells the goods.

The Booklet, therefore, should be the best that artistic taste and mechanical skill can produce. It is the salesman which meets the customer, and the chance of sale depends largely on the impression it makes on the buyer.

We are Manufacturers and Designers of

Booklets, Catalogues and Books

of every kind and description. We are

Printers and Bookbinders

We have the staff, the organization, the plant, the mechanical skill and the facilities for the production of the highest standard of work. We are helping others to sell their goods by producing printing that is attractive, artistic and business making.

Let us send you our booklet "On the Making of Printed Books," and give us a chance to help you solve your printing problems.

Warwick Bros. & Rutter, Limited.

PRINTERS and BOOKBINDERS

King & Spadina, TORONTO

WESTBOURNE

SCHOOL FOR GIRLS

278 Bloor Street West, Toronto, Canada.

A residential and day school, well appointed, well managed, and convenient. Number of resident pupils limited to twenty-eight. Students prepared for University Examinations. Specialists in each department. Affiliated with the Toronto Conservatory of Music. F. McGillivray Knowles, R. C. A., Art Director. For announcement and information address the Principal.

MISS M. CURLETTE, B. A.

No Spluttering

with
JOHN HEATH'S
TELEPHONE PEN 0278

Registered in Canada

To be had of the leading
Stationers in Canada.



"1914"

Despite conditions, the 1914 Business of The Great-West Life has been exceedingly good.

The fact is that many, hitherto indifferent to Life Insurance, now see its urgency and (looking about for information) find that here in their own country, in a Canadian Company, Life Insurance may be obtained on the most liberal terms anywhere available.

Look into the advantages of the Great-West Plans. The sum of these advantages is — "Life Insurance, participating and non-participating, at lowest net cost."

**The Great-West Life
Assurance Company,**

HEAD OFFICE - - WINNIPEG