

The Ideal Life Company

furnishes absolutely perfect protec-tion to its policyholders at the lowest possible cost.

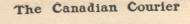


measures fully up to this High Ideal. ¶ Because it holds a higher Reserve than the Government Standard calls for, and

¶ Because the Blue Books show that it has the lowest expense ratio to total income of any Canadian Life Company.

Insurance in	Force,	\$47,000,000
Assets over		10,000,000
Surplus		1,500,000
	The Part of the	

Head Office, Waterloo, Ont.





Editorial Talk

HE second issue of this journal was received with even more

enthusiasm than the first, and the entire edition of 10,00 copies was quickly exhausted.

The subscription price has been aced at \$2.50. The introduction placed at \$2.50. price was \$2.00, and any person send-

ing in a cash - withorder subscription may still get it at that price, if the letter is mailed within one week of the receipt of this copy.

The issue of Decem ber 22nd will be a Christmas number of enlarged size. It will be embellished by a special cover design by Tom O. Marten, whose excellent

British Columbia character study is one of the features of this issue. It will have other special features which will make it the best five-cent Christmas number ever issued in Canada.

TOM O. MARTEN

JOHN INNIS

There will be a double-page colour picture by Mr. John Innis in this Christmas number which alone would make it notable.

about the policy of the paper, and many questions along this line have been received. It will be our aim to publish a national weekly which will truly represent the

Canadian people in their best moods and their most laudable activities. It will aim to entertain as well as to inform, to present a weekly summary of events and utterances and to illustrate with picture and drawing that which seems most worthy of special consideration.

After this week all communications, manuscripts and photographs should be addressed to 81 Victoria St., Toronto.

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THE STANDARD LOAN COMPANY	•		
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PUBLIC ACCOUNTANTS AND AUDITORS

We have said little