

Electric Service

Means comfort, convenience, economy and safety.

The home that is completely equipped with electrical devices is a happy one.

All the drudgery of house-keeping is eliminated by electricity.

You can wash, iron, sew, sweep, cook, keep cool in summer and warm in winter, by means of electrical apparatus designed especially to relieve you of unnecessary and fatiguing labor.

At our showrooms all these devices are ready for your inspection. Competent demonstrators will operate and explain them for you.

**The
Toronto
Electric
Light
Company,
Limited**

"At Your Service"

**12 Adelaide St. E.
Telephone Adel. 404**



**Doubly Welcome —
The man who never forgets GANONG'S**

Put a box in the top of your bag Ganong's  Chocolates

Algonquin Provincial (Ontario) Park

**A Thoroughly Universal Vacation Territory
Midst Wild and Delightful Scenery**



**Ideal Canoe Trips—A Paradise for Campers
Splendid Fishing 2,000 Feet Above Sea Level**

THE HIGHLAND INN affords fine hotel accommodation. Camps "Nominigan" and "Minnesing" offer novel and comfortable accommodation at reasonable rates.

Write for illustrated matter giving full particulars, rates, etc., to C. E. Horning, Union Station, Toronto, Ont.

THE FORCE OF MIND

The action of the mind in the cause and cure of many disorders is considered in this book from new and scientific standpoints.

"Thoughtful, earnest, and fully informed."—The Scotsman, Edinburgh.

"There can be no doubt that the reforms advocated are much needed."—Nature, London.

"Fitted to prove a stimulus to thought upon a subject of much importance to the medical profession."—Scottish Medical and Surgical Journal.

"An exceedingly able treatise on a much neglected subject."—The Queen, London.

"Has attracted a great deal of attention, and can not be without its influence on medical practise."—Liverpool Daily Post.

"The author has in this new and striking work greatly developed his theory as to the tremendous importance of the mental factor in the causation and the curing of diseases."—Church Family Newspaper.

"In the forcibly written work, Dr. Schofield emphasizes and illustrates the part played in the causation and cure of diseases."—London Times.

12mo. Cloth. 347 Pages. Price, \$2.00 Post-paid.

University Book Co.

8 University Avenue, Toronto

ASSIMILATIVE MEMORY; Or How To Attend and Never Forget

By Prof. A. Loiset

The complete Loiset Memory System. Its aim is to increase the power of memory in much the same proportion as the power of the eye for vision is increased by means of the microscope and telescope. 12mo, cloth, 170 pp. Price \$3.00 post-paid.

"I have no hesitation in commending Professor Loiset's system to all who are in earnest in wishing to train their memories effectively."—Richard A. Proctor, the Eminent Astronomer.

UNIVERSITY BOOK COMPANY

Successors to Norman Richardson

8 University Avenue

Toronto

Prophets, Priests and Kings

By A. G. Gardiner

King Edward the VII.; George Bernard Shaw; Rudyard Kipling; G. K. Chesterton, Arthur James Balfour; John Singer; Edward Grey; James Keir Hardie; Lord Northcliffe; Dr. Clifford; John Redmond; Florence Nightingale; The Prime; David Lloyd George.

Over 10,000 Copies Sold in Canada.
Cloth, illus., 4 1/2 x 7, 341 pages.
30 Cents Post Paid.

University Book Co.

8 University Ave.

Toronto.