

Be ruled by Time -the wisest counselor of all"
Paraphrased this saying might read
 Be ruled by
ELGIN
 TIME
 the truest time of all



Every Elgin Watch is fully guaranteed. All jewelers have Elgin Watches. An interesting, illustrated booklet about watches, sent free on request to
ELGIN NATIONAL WATCH CO., Elgin, Ill.

FRANK O. FOWLER President.	ANGUS McDONALD Vice-President.	JOS. CORNELL, Manager.
-------------------------------	-----------------------------------	---------------------------

The CENTRAL CANADA INSURANCE CO.

Head Office: BRANDON, MANITOBA.

Licensed under "The Manitoba Insurance Act."
 Full Government Deposit.
 Registered in Saskatchewan and Alberta.

Head Office; REGINA, SASKATCHEWAN.	J. F. BOLE, President. G. T. MARSH, Vice-President.
---------------------------------------	--

Full Government Deposit.
 Registered in the Province of Alberta.

THE ALBERTA-CANADIAN INSURANCE CO.

Head Office: EDMONTON, ALBERTA.

Full Government Deposit.
 Registered in the Province of Saskatchewan.

J. R. BOYLE President.	J. H. GARIÉPY Vice-President.	J. A. GREENHILL, Assistant-Secretary.
---------------------------	----------------------------------	--

FIRE INSURANCE
 PURE-BRED REGISTERED LIVESTOCK INSURANCE
 HAIL INSURANCE (In Manitoba).

Our premium rates are as low as is consistent with fair and liberal treatment of our patrons. Our loss claims are adjusted and paid promptly.
 Enquiries addressed to Brandon, Regina or Edmonton for information regarding these lines of Insurance will receive prompt attention.
 We want energetic agents in districts where we are not represented, but only those who can and will get business for home Companies need apply.



STAR FELT

No lumps, no matted spots, no thin places through which you can feel the springs—the

"STAR" Felt Mattress

remains the same soft, yielding, springy cushion of pure, clean cotton after years and years of service. To take the "quick-trip" to slumberland just slip into a bed containing this most comfortable, sleep-compelling mattress.

All Star Mattress, as well as all lines of springs and pillows made by us, are sold on "the-money-back-if-not-satisfactory basis." **OUR TRADE-MARK PROTECTS YOU.**



THE ALASKA BEDDING CO. LIMITED

Montreal, (Wholesale only) **WINNIPEG,** Toronto

The Crown of the Continent.

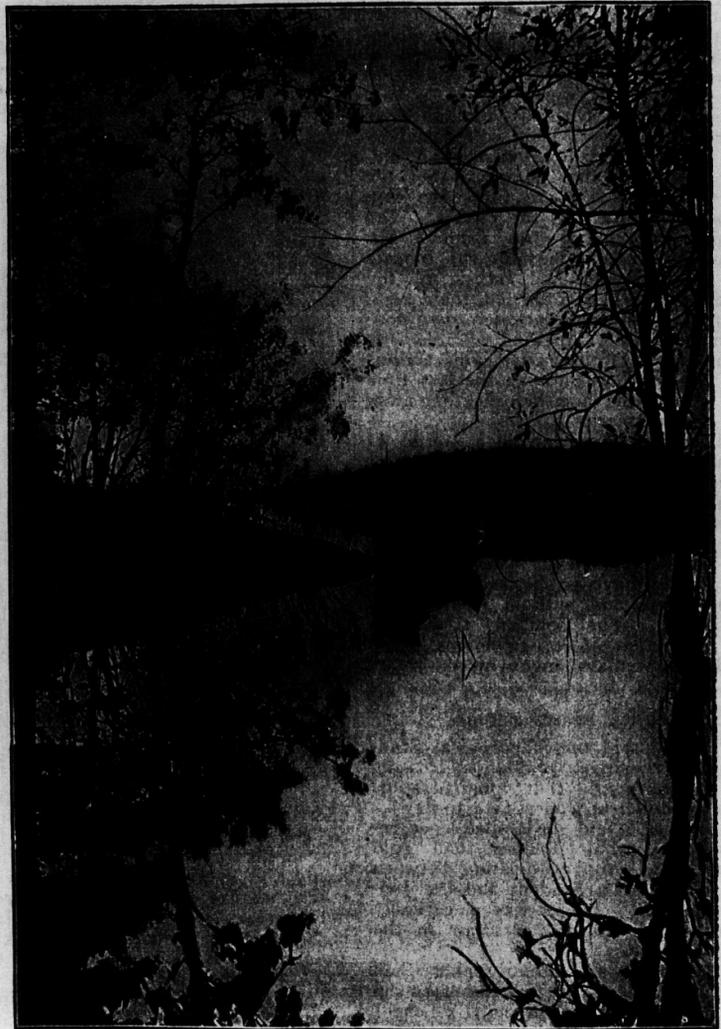
Blessed is he who is born in the wilderness. Thrice blessed is he whose early childhood was spent in the woods, learning the language of God's creatures, and peering with untaught eyes, and unafraid, into the mysteries of forest and stream. The greatest inheritance of all is to be allowed as a child to walk and talk with the wild things of earth and air; to have for playmates the flowers, the brooks, the sturdy trees, and for guardians the ever-watchful stars; to sit with solitude and hearken with eager pulse and tingling nerves to the call of the wilderness—to the long, low mother-call of nature to her children.

We are becoming over-civilized. The red blood is thinning in our veins and the marrow of our bones is drying up. With great ado we try in our narrow city-cells to harden the

handling of ledgers, and the eyes dim with the ever-present dollar sign, there comes like a tidal wave the desire to abandon it all and flee to the wilderness for rest. This call of the wilderness is insistent—the desire to heed it instinctive. But it must be the wilderness. No fashionable summer resort with its tennis, its golf, its parties and its hours of busy idleness will do. The call is to come back to nature—to come where the aroma from centuries of wilderness may soak into our being; where we may sleep within the vigil of the stars and wake with the scent of moss and fern and balsam strong in our nostrils.

An International Park.

Along the international boundary line between the province of Ontario



A calm day, Lake of the Woods.

muscles and expand the lungs. But we are prisoners to custom—there are shackles on our wrists and at our heels clank the ball and chain. Back to the wilderness, is the imperative decree. Back to the wilderness—the never-failing spring of life.

"The world is too much with us. Late and soon, Getting and spending, we lay waste our powers."

This eternal hurry to get on, the brain with its schemes and the hand charged with their execution, make the night joint laborer with the day. But in the midst of it all, when the mind and body are tired and sick of the cant and quibbles of society, of the grind of duty and custom; in the agony of soul-repression that attends the eternal struggle of getting and spending, there comes, like the echo of a memory, the faint, far call of the wilderness.

When disgusted with politics and tired of theology, or when the fingers have become numb with too much

and the state of Minnesota immediately west of Lake Superior, lies the Crown of the Continent. Wrought of iron is this crown, and set with gem-like lakes and ribbed with glistening bands of silver streams. It is a realm of wooded hills and rocky gorges; of rapid rivers, roaring cataracts, and almost endless lakes, studded with green islands like the links of a broken chain—a veritable play-ground of the gods.

By design, nature in this, her first attempt at world-making, created an ideal summer resort. Anticipating the needs of a busy world, she placed here within reach of the great marts of trade and along the Great Highway of the world's commerce a gigantic park where the weary of the nations can find rest, health and recreation. Roughly speaking, this park is bounded on the south by Lake Superior and the forests of Minnesota, on the west by the Red River valley, and on the north by the chain of lakes which reach north to Hudson Bay.

It is to that part of this region