

**"THE CHOICEST FOODS IN THE WORLD!"**

**Canadian Breakfast Cereals.**

BRAND—**C.B.C.**—BRAND

AS PREPARED SOLELY BY THE

**CANADIAN FOOD CO'Y,  
TORONTO.**

These delicious and health-giving Foods are prepared by an entirely new process by which the GRAIN is first thoroughly cleansed from impurities—so injurious to the stomach—then PEARLED, COOKED, DESICCATED, and CRUSHED thus rendering them the most wholesome and palatable of all foods, very highly commended by physicians as being important articles of daily diet. The very short time required to get them ready for the table makes them the favorites of every housekeeper.

**GURD & CO.,**

**38 CHURCH STREET, TORONTO, Sole Agents.**

**WESTERN CANADA  
LOAN & SAVINGS CO.**

ESTABLISHED 1863.

**HEAD OFFICES,**

**No. 70 CHURCH ST., TORONTO.**

**Winnipeg Offices, No. 373, Main St.**

SUBSCRIBED CAPITAL, \$2,000,000.

PAID-UP CAPITAL, \$1,200,000.

RESERVE FUND, \$600,000.

President—HON. G. W. ALLAN, Senator.

Vice-President—GEORGE GOODERHAM.

**BOARD OF DIRECTORS:**

SAMUEL PLATT,

GEO. W. LEWIS,

THOS. H. LEE,

ALFRED GOODERHAM,

SIR D. L. MACPHERSON, C.M.G.

**SAVINGS BANK BRANCH.**

Money received on Deposit and interest allowed at highest current rates, compounded half-yearly.

**CURRENCY DEBENTURES.**

Investors may also obtain Currency Debentures of the Company for any term from one to ten years and for any amount from \$500 upwards, with Interest Coupons attached, payable half yearly. Executors and Trustees are authorized by Act of Parliament to invest trust funds in the Debentures of this Company. Sterling Debentures payable in London, England, issued in amounts to suit investors.

**MONEY TO LEND.**—Money advanced on the security of Improved City or Farm Property, on the most favorable terms. For further information apply at Offices of Company in person, or by letter to

**WALTER S. LEE, Manager.**

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**HEAD**

**Hon. Alex  
Ex-Prime**

**Wm. McC**

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