

THE STERLING TRUSTS CORPORATION

The Shrewd Investor

and more particularly the successful one, invests at least part of his funds in the Guaranteed Trusts Certificates of The Sterling Trusts Corporation. They bear interest at the rate of

5 $\frac{10}{2}$ %

and are issued in terms of three to ten years with half-yearly interest coupons attached.

A Legal Investment for Trust Funds.

613

HEAD OFFICE-12 KING ST. EAST-TORONTO

THE ALBERTA TRUSTS COMPANY, LIMITED FINANCIAL AGENTS

Stocks and Bonds, Fire Insurance, etc. Real Estate and Farm Lands. Valuations, etc
Correspondence solicited

Union Bank Building - - Edmonton, Alberta

C. S. WALLIS,
President

GEO. T. BRAGG,
Vice-Pr. s. and Secretary

J. J. ANDERSON,
Managing Director

COLONIAL TRUST COMPANY

Head Office - - Victoria, B.C.

Registered in the Provinces of British Columbia and Alberta

Authorized to act as

**Administrators Receivers Liquidators
Executors Assignees and Trustees**
R. F. TAYLOR, Managing Director

A Newspaper Devoted to Municipal Bonds

THERE is published in New York City a daily and weekly newspaper which has for over twenty-five years been devoted to municipal bonds. Bankers, bond dealers, investors and public officials consider it an authority in its field. Municipalities consider it the logical medium in which to announce bond offerings.

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Simcoe and Pearl Streets - TORONTO

Rates for Telephone Service

THE new rates for Long Distance Service, effective *May 25th* and based upon air-line mileage, correct inequalities in the old schedule and embody both increased and decreased charges.

Following is a comparison of old and new rates for a 3-minute talk to points most frequently called by local subscribers:

	Old Rate	New Rate
Toronto to Hamilton.....	\$.25	\$.30
Brantford	.40	.40
St. Catharines	.40	.30
Guelph	.30	.35
London	.60	.70
Montreal.....	2.00	2.05
Ottawa	1.50	1.45
Windsor.....	1.10	1.35
North Bay.....	1.25	1.20

The hours during which reduced Long Distance rates (night rates) are in effect are now

From 8.30 p.m. to 11.30 p.m., 60 per cent. of day rate

From 11.30 p.m. to 6 a.m., 40 per cent. of day rate

Night rates are based on Standard Time

LOCAL SERVICE

Rates for local service to present subscribers will be increased *ten per cent.*, effective from July 1st next.

Applicants for service will be charged at the increased rates, from May 25th.

Every Bell Telephone is a Long Distance Station

The Bell Telephone Co. of Canada

