

The
Students'
Jewelers

Our Quality, Price and Service will be found all that could be desired.

We have appropriate suggestions for Birthday, Wedding, or 'XMAS gifts.

We are always pleased to show our display, and in no way force a sale.

Stock & Bickle

JEWELERS

131 Yonge Street

(Opp. Temperance St.)

CHAS. POTTER
85 YONGE STREET

C. B. PETRY, PROPRIETOR

**Getting Every Fraction of
Value from One's Eyesight**

MAN'S GREATEST ASSET

It's not enough that your eyesight—the faculty of vision—is “pretty good.”

Imperfect seeing is due to imperfect testing—a failing at one or more points in the diagnosis.

Testing eyes and furnishing glasses to conform with a complete and perfect testing is the distinctive business of this house.

Why not be sure—not sorry—by a call on Potter?

POTTER, THE RELIABLE OPTICIAN

Two Great Factors

of *Life Insurance* which should appeal to all University men are *Protection* and *Investment*.

Any of our *Endowment* or *Pay Life* policies will give you the benefit of these *two very important* features.

• *Secure* yourself or your friends during these years of continuous expenditure by insuring in

The Manufacturers Life Insurance Co.

N.B. Excellent opportunities are given by this Company to men desiring employment in the months of vacation.