"Expense Rates show that the Great-West

Life business is conduct-

ed in the most economical

-From Report for 1912.

This is but one of a

score of good reasons

why Great-West Life

Policies are the best

to buy - the easiest

The

**Great-West Life** 

manner possible."

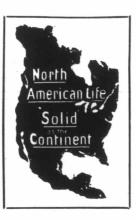
to sell.

### THE CALL OF THE NORTH

Do you know of the many advantages that New Ontario, with its Millions of Fertile Acres, offers to the prospective settler? Do you know that these rich agricultural lands, obtainable free and at a nominal cost, are already producing grain and vegetables second to none in the world?

For literature descriptive to this great territory, and for information as to terms, homestead regulations, settlers rates, etc., write to

> H. A. MACDONELL, Director of Colonization, Parliament Buildings TORONTO, ONTARIO



## Heart-of-Oak

The mushroom grows up over night, but it wilts with the rising sun.

It takes decades to bring the oak from the acorn, but the oak breasts every gale that blows.

For nearly a third of a century the North American Life has driven its roots deep into the bed-rock of financial stability.

To-day its financial position is impregnable; it is heart-of-oak.

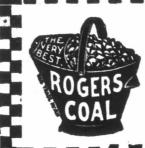
The North American Life is a safe Company in which to insure.

# THE **NORTH AMERICAN**

ASSURANCE COMPANY

" Solid as the Continent." Head Office: TORONTO, CANADA





For Nearly 40 Years the Favorite Fuel

ELIAS ROGERS CO. LTD.

28 W. King St., Toronto

### 8% Preference Stock

THE CANADIAN-BRITISH

LAND CO., LIMITED (Incorporated by Ontario Companies Act, 1903)

A Company with a fine record Prospectus and full particulars gladly

Campbell, Thompson 43 King Street West, Toronto

tern, Cloths and Napkins to match. Surplice Lawns-Linen or Cotton,

Fine Linen-Suitable for fine em-

Communion Linens-Damask pat-

Prompt attention to Mail Orders.

JOHN CATTO & SON 55-61 KING STREET EAST, TORONTO

### Assurance Company Head Office, WINNIPEG

### St. Augustine's Wine

COMMUNION WINE \$1.50 Per Gallon

25c. extra for containers. \$4.50 per doz. Quarts, F.O.B.

Imported Wines and Spirits

D. G. STUART 391 Church Street, Toronto Telephone, Main 1329.



(Formerly the Keith & Fitzsimons Co. Ltd.)

111 King St. West Toronto

Designers and Makers

CHURCH LIGHTING **FIXTURES** ECCLESIASTICAL **BRASS WORK** 

# THE STANDARD LOAN

We offer for sale debentures bearing interest at FIVE per cent. per annumpayable half-yearly. These debentures offer an absolutely safe and profitable interest and the autobases have for seven as the autobases have for se vestment, as the purchasers have for a curity the entire assets of the Company.

Capital and Surplus | \$1,400,600.00 - 2,800,000.00 Total Assets

President:
J. A. KAMMERER

1st Vice-Pres. and General Manager:
W. S. DINNICK Toron
2nd Vice-President:
HUGH S. BRENNAN Hamilto Hamilton

Head Office:

THEIR SHAPE

GERHARD HEINTZMAN PIANOS Pianos of Prestige NOT to know good music is to be but indifferently educated. To-day a knowledge of this subject is expected. Never before was such a knowledge so easy of attainment. The Perfection of the Gerhard Heintzman PLAYER PIANO

(Anyone can play it—ANYONE)

brings us all into immediate and intimate knowledge of the best music. There are countless owners of these instruments who have them to thank for a whole new world of culture and enjoyment.

> We arrange easy terms of payment. We accept old instruments in exchange.

## GERHARD HEINTZMAN Limited

41-43 QUEEN STREET WEST (Opposite City Hall).

TORONTO

New Salesrooms in Hamilton. Next to Post Office.



Directors: RIGHT HON. LORD STRATHCOMA AND MOUNT
ROYAL, G.C.M.G.
DAVID RATZ
R. H. GREENE
W. L. HORTON
A. J. WILLIAMS Cor. Adelaide and Victoria Streets, Toronto

Soci as a ed: as and Nya of up the Chr that

TOF

**SUB** 

ADV

medius Church

The a Fam Canad

Cha name i but als

Disc

Corr of the Friday

PHOI Offices

Hy

The

1813

his

1913

is n of 1

one

Chu

comp and

mai as sto pay of Chi

tere

of 1 eva "TI gin