

It's Safe and Easy

To shake the shackles that coffee
has placed upon you when

Instant Postum

is made the daily beverage.

It is the original Postum Cereal,
percolated at the factory and re-
duced to a soluble powder. A
level teaspoonful in cup with hot
water makes a delicious beverage
instantly.

Suppose you try ten days of
freedom.

"There's a Reason"

The Test of Value is DEMAND

On this test the value of The Great-West
Life Policies is strikingly obvious.

For ten successive years popular
opinion has given first place to The Great-
West Policies. For ten successive years
The Great-West has written the largest
Canadian Business of all Canadian Com-
panies.

During twenty-four successful years
there has been a steadily increasing ap-
preciation of the low premium rates, the
high profit returns and the liberal condi-
tions that characterize the Policies of

The
Great West-Life Assurance Co.

DEPT. "P"

Head Office - WINNIPEG



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**Negligee Shirts
Have a Distinctive
Style**

Made of fine pure wool
Zephyr and Wool Taffeta,
in exclusive dainty patterns,
Jaeger Shirts have all the
"appearance" which su-
perior material and skilled
workmanship give to Jaeger
Goods. Far superior to
cotton or linen, not only for exer-
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Made in all sizes, with single or
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Men's Negligé Shirts

*A fully illustrated catalogue will be sent
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MURRAY & LANMAN'S Florida Water



In use for a Century, this
matchless perfume has won
on its merit a most enviable,
world-wide popularity, and
stands today unique among
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In the Bath its cooling, re-
freshing and reviving effects
are truly remarkable. For
general use on the Dressing-
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