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The Bid Value in FLOUR

TN THE KITCHEN, the 1 big event is baking day.
 And the important thing on baking day is to use "REGAL"- the ideal flour for bread. "REGAL" means bread of uniform texture, lasting freshness and wholesome qualities. THE ST. LAWRENCE FLOUR MILLS CO. MONTREAL

Glasses End Much
Physical Distress
A strained muscle always causes distress. Eye muscies become strained because the eyeball is
not perfectly shaped. It may be too long, too short or the surface uneven. In trying to overcome the defect, the muscles are overworked.
Properly fitted glasses focus the light in the right place, giving the needed rest for the muscies and ending headache, nervousness and
other distress. other distress.
Get your glasses at Sharpe's and they will be
properly fitted and most beneficial to ${ }^{\text {, properly }}$ fitted and most beneficial to you.


THE BELT
which is soineo with cement NOT SOLUBLE IN WATER EXTRA C Waterproof Leather Belting D. K. Mcl AREN, LTD. ${ }_{\text {Bax }}^{\text {sox }}$

UseDiamondCalks
The Quick Modern Method of Sharpening Horses' Shoes



and



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## CONFEDERATION LIFE ASSOCIATION 1919

A YEAR OF UNUSUAL PROSPERITY


NEW INSURANCES WRITTEN AND REVIVED . . $\$ 81,268,527.00$ Till
insurance in yorce december 31 st , 1919 - $\$ 112,481,374.00$
兴街


T"HE Church is not impersonal. It is a company of individuals, each of
whom has expressed determination to acknowledge Jesus as Lord and Cod, to ac-
cept His teachings and follow His example.

## The Active Christians

Those who persist in the Way find their lives radiant with hope. They have an object in living. They are not plunged into hopeess misery by bereavement. They develop tentment. Being themselves men of hope and good-will,
they are centres of hope and
good-will in the world.
The Inactive Christians Not all continue faithful. Many neglect to keep the
Pattern before them. They cease to pray. They' forego only nominal Christians. Their sympathies are on the side of Right. but they miss the full-orbed peace that comes
from being obedient to the Heavenly vision.

> Aiding the Enemy

Apart from their own loss, lukewarm Christians do positive harm to the Faith you ready for active service?
tians as a proof of the inefficiency of the
Church, or of the Gospel it proclaims. If, therefore, all lukewarmness should dis-
appear the critics of Christianity would be appear the c
confounded.

Where Do You Stand?
You are a Christian. Are you ardent or careless? Are you whole-hearted or half-
hearted? Do you realize that the Church in hearted? Do you realize that the Church in
Canada faces unprecedented responsibilities? Yrecedented responsibilities? You believe that the Gospel
of Christ is a perfect solvent of Christ is a perfect soivent
of selfishness and class-hos-
tility Will you do your port tility. Will you do your part
to give it free course? A Great Possibility "Righteousness exalteth a nation, but sin is the reproach of any people." If
all the Church Members of Canada would begin today to follow earnestly the prin-
ciples enunciated by their Divine Master; if they would atknowledge their stewardship in full measure, the name of Canada would ring to you:
"What shall $t$ do then with Jesus,
who is called Christ?"

## A United Appeal

WIVE Christian Communions:- Anglican, Baptist, Congregational, Methodist and Presbyterian-have in Canada ten thousand congregations, over one the Dominion. Under the stimulus of five great Forward Movements, it is in the power of these people to root out the evils of materialism in Canada, and to conserve the spiritual values revealed by the chastisement of War. Are

## The Decision Is Yours

ET Christianity have a fair trial in your own life. Make Jesus Christ master E in your home. Test the reality of prayer. It will give your life direction,
purpose and power.
You can help to cure the ills of Canada and the world. Be prepared to
serve, Begin NOW.

## The United National Campaign

Representing the Simultaneous but Independent Forward Movements
of the Anglican, Baptist, Congregational, Methodist and
Presbyterian Communions in Canada.










That Bump-Three-Point Suspension Triplex Springs In Overland 4 Take Out the Jar
 of she new OVerland 4 mark
the greatest the greatest riding improve.
ment since the introduction of pneumatic tires.
These springs are diagonally
attached at the extreme ends of a 130 -inch $S$ pring base. They
give Overland 4 The give Overland 4 with 100 -inch
wheelbase the stediness wheelbase the steadiness and
smoothness of riding which
wit long wheelbase and heavy
weight give the large car. They smooth out road
roughness. They take up the
jolts jolts and rebounds.
Overland 4's light weight and efficiency make it sur-
prisingly economical of fuel

In completeness and qual ity of equipment, including Electric Starting and Lighting, this greater-comfort car ranks
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## The Real Worth And Quality

 OI Our Tailored-To-Measure Clothes Stands Out Now. As Never BeforeWE have no argument against the high price tailor or the $\$ 100$ price you will be asked in many "Ready-Made" stores. If you can afford or care to pay these charges, that is for you to decide. But, why pay high prices, when you can get the utmost value for your money in Tailored-to-Measure Clothes at any one of our 25 Quality Tailor Shops, in fabrics of your own choosing and any fashion you may desire?
Our Dominion-wide Tailoring Service is the happy medium-we give you garments Tailored.to- Your-Measure of real style prices, honestly and conscientiously tailored from strictly dependable materials.
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 ${ }_{25}$ Tailitere-tio-Your- Measure at any one of our or Overcoat of equal quality elsewhere. In addition, you will have the satisisaction of knowing that your garments are made for you from fabrics of your own selection, and that you are correctly fitted-that you will get long satisfactory service, that you will get in worth and quality for your money. Come
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