

CANADIAN NORTHERN ALL THE WAY

From the Laurentians to the Rockies

*Serving Canada's National
Playgrounds including*

Grand Discharge of the Saguenay,
Laurentide National Park,
Algonquin National Park,
Muskoka Lakes,
Georgian Bay Hinterland,
Nipigon Forest Reserve,
Quetico National Park,
Vermillion Lakes,
Jasper National Park,
and Mount Robson National Park

**ALL MODERN EQUIPMENT
SUMMER TOURIST FARES**

For literature and information, apply to General
Passenger Department, 68 King St. East, Toronto,
Ont.; 226 St. James St., Montreal, Que.; or Union
Station, Winnipeg, Man.




**BIG GAME
IN
CANADA**

The Finest Hunting
Grounds in America
ARE CONVENIENTLY REACHED VIA
CANADIAN PACIFIC

Particulars from Canadian Pacific Agents or
W. FULTON, Asst. District Passenger Agent, Toronto
W. B. HOWARD, District Passenger Agent, Toronto

Electric Service

Means comfort, convenience, economy, and safety.
The home that is completely equipped with elec-
trical devices is a happy one.

All the drudgery of housekeeping is eliminated by
electricity.

You can wash, iron, sew, sweep, cook, keep cool in
summer and warm in winter, by means of electrical
apparatus designed especially to relieve you of
unnecessary and fatiguing labor.

At our showrooms all these devices are ready for
your inspection. Competent demonstrators will
operate and explain them for you.

The Toronto Electric Light Co., Limited

"AT YOUR SERVICE"

12 Adelaide St. E.

Telephone Adelaide 404

**\$3,000. for the best
name suggested to take
the place of flashlight**



TWENTY years ago when the har-
nessing of electricity was still
much of a novelty, when automo-
biles were three parts joke and one
part hope deferred, a man with a vision
dreamed of carrying a pocketful of
electric light into the dark, ready for
instant use.

Out of this dream grew the first flash-
light, the first EVEREADY. And now
we have the perfected EVEREADY,
no longer a "flasher" but a light cap-
able of giving hours of continuous ser-
vice. Therefore EVEREADY has out-
grown the old term *flashlight* and we
offer a reward for a new term, or a
coined word, worthy to stand with
Eveready—a name we may protect.

\$3,000 will be paid for the best sugges-
tion. This is your opportunity.

Fifty thousand dealers will feature Eveready

*window displays beginning the morning of
October 7.*

*Fifty thousand dealers will then be prepared
to distribute Eveready Contest Blanks.*

Get your blank at once, read the con-
test rules carefully—then fill in your
suggestion—and mail direct to us.

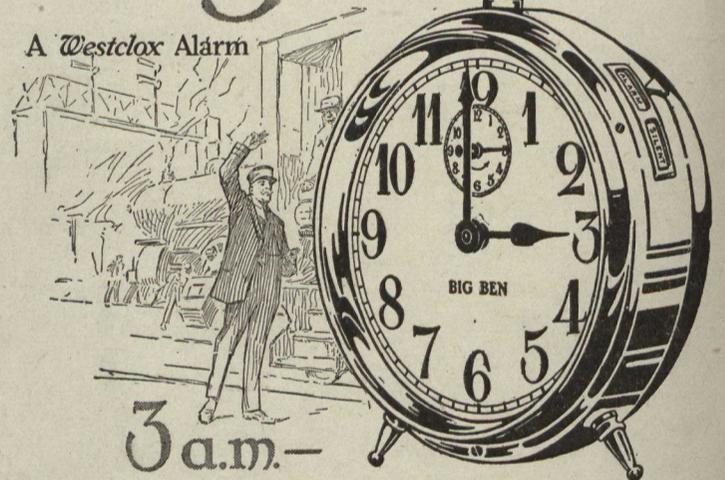
This contest is absolutely free to all.
It is open from October 7th to Novem-
ber 7th. In case two or more contes-
tants submit the name selected, the
full amount of the prize will be
awarded each.

**Canadian
National Carbon Company
Limited**
Toronto Ontario

*Go into the store nearest you that is displaying EVEREADYS
in its windows and ask for a free EVEREADY Contest Blank*

Big Ben

A Westclox Alarm



3 a.m.—

He Flags the Sleeper

AT three-fifteen the call boy comes,
to wake the railroad man. Big
Ben was on the job first. He
started the day at three.

The railroad boys all like Big Ben. He
helps them make the grade. He calls "All
aboard!"—they're out of bed—plenty of
time and a grin—signals set against a
grouch—all cheery clear ahead.

Big Ben will run your day on schedule
time.

You'll like Big Ben face to face. Seven
inches tall, spunky, neighborly—down-
right good.

Big Ben is six times factory tested. At
your dealer's, \$2.50 in the States, \$3.00 in
Canada. Sent prepaid on receipt of price
if your dealer doesn't stock him.

Westclox folk build more than three mil-
lion alarms a year—and build them well.
All wheels are assembled by a special pro-
cess—patented, of course. Result—accu-
racy, less friction, long life.

La Salle, Ill., U. S. A.

Western Clock Co.

Makers of Westclox

Other Westclox: Baby Ben, Pocket Ben, America, Bingo, Sleep-Meter, Lookout and Ironclad.