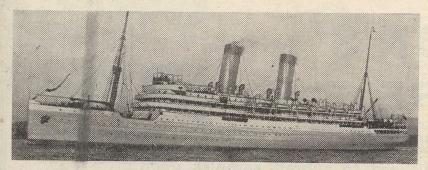
Canadian Northern Steamships Limited



THE ROYAL LINE TRIPLE SCREW ROYAL GEORGE TURBINE STEAMERS ROYAL GEORGE

The New Fast Route between MONTREAL, QUEBEC and BRISTOL

Sailing from Bristol May 12th. May 26th.

Sailing from Montreal May 26th. June 9th.

from Bristol
May 12th. - ROYAL EDWARD - May 26th.
May 26th. - ROYAL GEORGE - June 9th.

Tickets and full information on application to any steamship agent or

H. C. BOURLIER, General Agent for Ontario Toronto, Ont.

GUY TOMBS, G. F. and P. A., C. N. Q. R., Montreal, Que.

TROUT FISHING

. The season opens May 1st. and it is not too early to plan a Spring fishing trip—commence by securing copy of 1910 "Fishing and Shooting," Sportsman's Map and literature descriptive of Canada's fishing grounds best reached by the Canadian Pacific Railway.

Write or Illustrated Literature and all Information to

R. L. Thompson, District Passenger Agent, Toronto



AND THE ONLY LINE REACHING ALL THE PRINCIPAL TOURIST RESORTS OF ONTARIO.

For Descriptive and Fully Illustrated Literature Regarding:---MUSKOKA, LAKE OF BAYS, TEMAGAMI, AL-GONQUIN PARK, GEORGIAN BAY, KAWARTHA LAKES, ORILLIA AND LAKE COUCHICHING, LAKE HURON, Etc., address---

J. D. McDONALD, D.P.A. J. QUINLAN, D.P.A Coronto

Montreal

ARE YOU

on the list for a copy of

"Tours to Summer Haunts"

describing

Canadian Tours

Canadian

in Quebec, New Brunswick, Nova Scotia, Prince Edward Island.

Write Advertising Dept Intercolonial Railway, Moncton, N. B.



OU may have your own particular preference as to style of body, and your own requirements as to capacity, but as to the more vital things about an automobile there cannot be any choice.

You want shaft drive—the Russell has it. You want selective transmission — the Russell has it. You want metal-to-metal clutch with cork inserts—you want a rear axle of the full floating type-you want extreme strength with lightness and extreme power with economy of operation. The Russell has them all.

Choose any Russell chassis - any Russell body - and you will get these qualities in your car. The Russell will give you satisfaction from the day you first throw in the clutch. It is a wonderfully fine piece of machinery—a marvel of mechanical accuracy and perfect equipment.

Russell "30" \$2350 FULLY EQUIPPED

is by every standard the highest automobile value in Canada. Let us prove it. We will demonstrate this splendid car to you at our nearest branch. It costs you nothing and you're under no obligation. The car has four bodies from which to choose-regular 5 passenger tonneau, toy tonneau, surrey type with removable rear seat, and special roadster-a smart, fast, rakisk model. Fully described in our catalogue. Sent on request.

Canada Cycle & Motor Co. Limited West Toronto

MAKERS OF HIGH-GRADE AUTOMOBILES

Branches: Toronto Hamilton Montreal Winnipeg Calgary Vancouver Melbourne, Aust.

Advertising and Profits

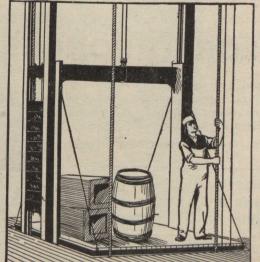
SEVEN DAYS SEVEN HOURS

NOT every advertisement that is printed brings a profit to the advertiser. An advertisement must be planned for the medium used The medium must go to readers who want the article advertised. These are the first and second commandments.

As for mediums there is an abundance, all of them good if properly used. The CANADIAN COURIER will sell some articles because it goes to the best buyers in every province of Canada. Its advertisements live for seven days, whereas an advertisement in a newspaper lives for seven hours. That explains why its space is worth seven times that of a newspaper with the same circulation. Can you figure that out?

CANADIAN COURIER

Hand Power Elevator--\$70[∞]



Otis-Fensom Elevator Company Limited

Head Office, TORONTO, ONT.

BRANCH OFFICES: Montreal - 368 St. James St. Ottawa - 9 O'Connor St. Winnipeg - - McRae Block Vancouver - 155 Alexander St.