Our Expectations!-

tively that it brought big returns.

The London Advertiser.

London Advertiser.

London were very good.

Yours truly,

London, Ont.

The Results Were Beyond

What a London businessman, whose enterprising

business methods are admired far and wide, says of

An Advertisement in The Advertiser

the enterprise of G. A. Wenige of the Bicycle and Motor Sales Company of

London for using a page advertisement in The London Advertiser so effec-

date business methods, among which is his outstanding faith in the value of

newspaper advertising. He does not he sitate to say that much of his success

is due to successful advertising-for he knows, also, that there is such a thing

as unsuccessful advertising. Canada Motor Cycle shows how Mr. Wenige

drives home his points. "There are many appeals and arguments in the ad-

vertisement of Wenige's offer," it says. "He takes a crack at crowded street

cars several times and he gives parents the idea that it would be fit and pro-

per to give a bicycle to a son or daughter for good work at school. He also

gives a warning about advancing prices. He speaks of the economy of the

bicycle and the health that it brings. He illustrates bicycles for men, women,

boys and girls, thus making his 'ad.' of direct interest to everybody. He

tells mother how her boy or girl can do messages quickly with a bicycle. He

The magazine reprints the advertisement as an example of "how to do

As evidence of how satisfied he was with the results from this single ad-

Gentlemen,—This letter is an appreciation of the

Several weeks ago we used a full page ad in your

excellent returns received from advertising in The

paper, offering for ten days \$5.00 for the return of the

page ad on the purchase of a Brantford Red Bird

Bicycle. We have always been firm believers in adver-

tising, as the many thousand lines we use in a year will show, but to test the actual results from The London

Advertiser we tried the method mentioned above. As

we are the sole representatives of Brantford Red Bird

Bicycles in this territory, and as it was the only paper used, we concluded that it would prove a good test.

The returns were beyond our expectations. We had

replies from all over the district, and the sales in

business has not stood still a moment, and after our

above experiment we will use more space in your paper.

BICYCLE AND MOTOR SALES COMPANY.

Per G. A. Wenige.

We have always found The Advertiser the best medium for our business. We can assure you that our

London, July 27, 1917.

also declares that doctor bills for the children will be avoided with

vertisement, Mr. Wenige has sent the following letter to The Advertiser:

The magazine Canadian Motor Cycle for July paid a striking tribute to

Mr. Wenige has built up an immense business in this city through up-to-

Condon Advertiser

Member Audit Bureau of Circulation Outside City.

By Mail,

\$3.00 per year. City. 10c per week. \$5.00 per year. Outside City.

By Mail,

\$3.00 per year. Noon Edition.

TELEPHONE NUMBERS. 3670-Private Branch Exchange, Connecting All Departments.

3672, 3673-Reporters. 3670—Business Department, 3671—Editors. 247-Advertiser Job Printing Co. Toronto Representative—F. W. Thompson, 57 Mail Building. U. S. Representatives—New York, Chas. H. Eddy Co., Fifth Ave. Bldg.: Chicago, Chas. H. Eddy Co., People's Gas Bldg.; Boston, Chas. H. Eddy Co.,

The London Advertiser Company, Limited.

London, Ont., Thursday, August 2. SIR CLIFFORD'S CASH VALUE TO CANADA. [Financial Post.]

F E HAVE TO THANK Providence for Sir Clifford Sifton. On several occasions we have used him as an example of what a capable man could do as a cabinet minister. We showed that, as minister of interior, he organized, personally directed, and carried out the greatest immigration campaign in our history; and that our immigration fell off when he retired. On February 20, 1915, The Post showed that, in 1896, when Sir Clifford Sifton came in, our immigration had dwindled to 16,835. In 1897 we had, under him, the first increase in five years. It grew steadily until 1912, when we had 402,432. When he retired, it began to decline.

Sir Clifford has enjoyed a well-earned leisure ever since. Now the demands of the country have led him to, once more, devote his great ability to the public service-usually a thankless job. He is primarily aiding in organizing in support of the selective conscription of fighting men. Undoubtedly he will accompany this with a conscription of other big men like himself, for a reorganized cabinet—a cabinet of the best brains in the country-not a union or coalition cabinet of professional poli-

The national department that needs the ablest man in the country today is agriculture. It needs Clifford Sifton. We submit his name to the prime minister.

The one thing urged against Sir Clifford is that he made money. That he is a rich man. Made millions in real estate and elsewhere. This is prejudice, not reason. And this is a time when common sense should prevail. His source of wealth indicates great vision, a confidence in the future of Canada. His success as an administrator shows great capacity to do things and get things done. The two things, we most need in our public men. Suppose we figure his dollars and cents value to Canada, as director of immigration. Put it on a commission basis. Take only his last year in office. That year his efforts brought us 402,-432 settlers. A settler is said to be worth \$1,000. Therefore, in one year only he increased, by his efforts, the wealth of the country, \$400,000,000. That result alone should cause the noisiest demagogue, in self interest, to shout for, not against, bringing

THE NEW DRIVE.

such a valuable man back into public life.

UCH is expected from the pres-Newspaper correspondents at the front | twenty miles Haig's men have started barns. The Government agency in the an advance, which, if it can be con- city can place hundreds of men at once. tinued, will break the Teuton hold on insure an end to the submarine men-

and doubtless the allied authorities business institution. The civic departfront in expectation of heavy losses. men without an appreciable effect on Shane O'Moore's voice singing: If the result is as successful as ex- the city's business. pected not only will the coast be clear- There is urgent need at once for vol-

ed but the right flank of the enemy's line will be endangered. With such a prospect in view the great risk is well worth while. It may prove the final blow for the Germans.

STEADY, SWIFT AND SURE.

STEADY, SWIFT AND SURE.

FOR THE tremendous and increasing throughness manifested in the direction of the British army we have doubtless to thank Sir William Robertson and Sir Douglas Haig, and many lesser leaders, but perhaps even most of all the late Lord Kitchener. Kitchener was always thorough, deliberate, the cleasers of Gordon's death and the fall of Khartum, he saw that the river training by a raileding and Khartum, he saw that the river training by a raileding and fe Khartum, he saw that the river training by a raileding and fe Khartum, he saw that the river training by a raileding and reinforcing by a raileding and the Nile. The railway was built, and then fall of the Nile. The railway was built, and then fall of the Nile. The railway was built, and then later years of gulet preparation, the Soudan was quickly secured.

At the beginning of the present war cries were raised to the present war cries were raised to the present war cries were raised to the busy and the present war cries were raised to the busy and the present war cries were raised to the busy and the present war cries were raised to the busy and the present war cries were raised to the busy and the present war cries were raised to the busy and the present war cries were raised to the busy and the present war cries were raised to the busy was pulled and the secent and then laid his hard the both of a long while and then laid his hard in the laid of the rail was that the bow and then laid his hard in the laid of the rail was that the provided to the seen. Their investigation revealed that the body was that of a man who in all probability on the girl's bowd head.

The therefore and then laid his hard lightly on the girl's bowd head.

The therefore and then laid his hard lightly on the girl's bowd head.

The therefore and then laid his hard lightly

cries were raised against the seemingly slow movement of Britain's forces. First the volunteer system of recruiting was assailed, but it was continued until the time was ripe for conscription in a country long disused to urged that the British left the brunt of battle to the French along most of the western lines. But once the big guns, machine guns and other equipment had German mother, but that does not give been steadily provided, then the Ger-

mans looked out for our army. It is ground for congratulation also that while attending to sea warfare. transportation and blockade, Great Britain has not only deliberately, but speedily, built up her enormous machine. A German general sneered at Although the Stars and Stripes have would take the British years to make the machinery necessary for the manufacture of the big guns. In two years the British equaled and in three out-

HELP THE FARMERS.

matched the enemy.

dustrial firms help the farmers weather shared the responsibility. of this district to garner their crops? The staff of Robinson, Little & Co. has set a worthy example by offering individually to go to the farms for a week or two during the harvest. Many business firms have a slack season in summer, when a smaller force of employees is necessary than during the ployees is necessary than during the rest of the year. Even where business in amintaining its normal condition of the formal condition of the future with individually to go to the farms for a districts for his first army. The immensity of the foreign element which get supplies and camping outfit to get supplies and camping the get supplies and camping the get supplies and camping the get supplies and camping outfit to get supplies. CANADIAN AVIATOR DIES

CANADIAN E. CAMPBELL.

COURT OF INQUIRY.

To determine the period of service of the city today.

The document of the city today.

The form the districts for his first army. The incady for the trip. Then in canoes, and of common today. The form th

Over a marshy land on a front of cause they cannot get them into the

the North Sea harbors of Belgium and themselves a greater service than by pated for some time. The air raids should be given. The people of the on the Belgian coast, which smashed city should be willing to put up with docks and shipping, were but the fore- a slight reduction in street car service runner of the attack on land. No secret for a few weeks if by so doing a dozen is made of the costliness of such a or a score of employees are released b venture. The toll of life will be great, for farm work. This is merely one have landed a large army behind this ments may be able to release a few

not yet won distinction in the trenches When the motto, "Fight or pay" seems to be pretty well defined.

troller, H., P. McHugh, says that Cancoal shortage last winter, he might ANNOT London's business and in-dustrial firms help the farmers

Uncle Sam will have to "come has set a worthy example by offering again" to make up the quota in many

The Advertiser's Daily Short Story Copyright, 1917, by the McClure Newspaper Syndicate.

THE UNEXPECTED GUEST
By Isabel Frost.

Mrs. Latimer prided herself on the implete system to which she had reduced hospitality. Her week-end parties were select little affairs, where you might be sure of never meeting anyone outside your own charmed circle. There was never anything to jar one's sense of the fitness of things. One week she would have celebrities, the next a society crowd and the next she would pay back little social obligations of her own with a careful selection of persons whom she did not honor with her personal friendship. It was on this last list that she had placed Shane O'Moore's hame. After receiving cards to his adopted the resolution contains a provision that the states must be asked to ratify the amendment with-

ed it a graceful thing to write him a to spare from his arduous artistic labors, out for a week-end at Oaks-Imagine her utter amazement then twhen he arrived absolutely without warning in the midst of a house party when he arrived absolutely without warning in the midst of a house party posed only of the ultra select. He aded up the steps and made for the spot where Mrs. Latimer stood spell-

bound at his temerity.

"I knew you wouldn't mind my coming out today instead of next week,"
Shane said in his buoyant, artless way.
"It's so perfectly splendid of you to think of me. I love your place out here." Bareheaded, he turned to survey the andscape, and the nearest object his lance tell upon was Geraldine Rogers.

Now, Geraldine at any moment was a cight calculated to brighten the mental portion of any man's outlook. Today the was in grass green linen, her heavy, tark gold-colored hair massed in a knot at the maps of her neck. She had just returned from a motor ride up through turned from a motor ride up through e hills and carried an armful of mounain laurel in full bloom.
Shane stood perfectly rigid, the light f appreciation dawning in his blue yes, and Gerladine smiled at him. It was very seldom she met any man who looked interesting at Oaksmere. Later on that evening Mrs. Latimer found time to stop in at Geraldine's room.

"You don't know, my dear, what a relief it is to me to have you take that impossible boy off my hands. I always have a horror of people that you never can tell what they're going to say next. One has to think so as to keep up with them, and if you only say 'really' or 'doubtless' you don't know what you committed yourself to. It's as very seldom she met any man who

weet of you to be bothered with him."

"Oh, but I'm not bothered at all,"
eraldine replied promptly. "He's the
nly interesting man I've met here.
elle, Has he ever read you any of his
betry" Good heavens, no," replied Mrs. Latimer thankfully. "I never dreamed that you had a streak of poetical mania in you, Gerry. Though you never can tell what may come out in families these ays. Is he a poet as well as an art. The color rose quickly in Gerence he is drawing in his remarks that the attitude, which his remarks reference.

THE NEW DRIVE.

CH is expected from the present British drive in Flanders.

Per correspondents at the front that it is the beginning of the effort of the war to date. Marshy land on a front of miles Haig's men have started ance, which, if it can be conwill break the Teuton hold on the Sea harbors of Belgium and an end to the submarine mentors of the submarine mentors of the submarine mentors of the submarine mentors of some time. The air raids of the situation of the situation of the submarine mentors of the submari

"Oh, I wouldn't breathe a word of it for the world," Mrs. Latimer said "though, trankly, I've been expecting it for a long while. They've both had to much money ever since their died. Jack ran through his the year, and I'm perfectly positive been holding him up ever since to been holding him up ever since to keep back a scandal."

On the other side of the hedge there cose suddenly a rollicking Irish tenor

'As pretty young Kitty one morning

others.

Shane laughed recklessly, his head upraised to the blue sky. "If I were king, ah! love, if I were king," he laughed. "Will you meet me two days hence in New York—wherever you say? I'll promise to have the boy in hand for you."

Algonquin Park

The Highway to Health and Happiness. No better place could be devised for a real holiday for red-blooded men and women than Algonquin Park, situate about 200 miles north of the city of To-

Will be mine, when with a sigh, you

U. S. SENATE, BY LARGE MAJORITY, FOR PROHIBITION

Asks States for Privilege of Amending Constitution Within Six Years.

WASHINGTON, Aug. 1.-A resoluion for submission to the states of a prohibition amendment to the federal constitution was adopted late today by

Senator Stone's amendment providing

SIR WILFRID MAKES ANSWER TO SIFTON: IN WAR TO THE END

Never Has Acted for One Province Alone.

MOTIVE MISREPRESENTED

Has Always Been Actuated Irrespective of Race or Creed.

[Special to The Advertiser.] OTTAWA, Aug. 1.—Sir) Laurier today addressed the Cor on a question of privilege. He refe to a speech made in Winnipeg by ecause he believed it was his dut

you, Gerry. Though you never can tell what may come out in families these days. Is he a poet as well as an artist"

The color rose quickly in Geraldine's cheeks. She braided her two long plaits thoughtfully. They hung over either shoulder like Isoide as she leaned forward in front of the open fire. It was still chilly in the hills at night.

"I have an idea he is a man first of all," she said, quietly, "and I like him."

O'Moore was the hit of that particular house party. He was prodigal with his lalent in entertaining. Isually a genius. I have stated that the cause and rehave stated that the cause and

RIVER AT BRANTFORD REVEALS A MURDER

Foreigner Has Severe Wound on Back of Head.

Charles Beal and Clarence Studio, of this city, were bathing at a lonely point in the Daubiginy Creek off the Burford road this afternoon they noticed the head and shoulders of a man sticking up out of the water. They promptly notified the central fire department and Chief Lewis, accompanied by Detective

has seen the need of a national government, only the Borden cabinet has been blind.

Coal prices were put up to stop wild buying, say the dealers. But had not the poor who wanted a bag or two to keep out the frost to pay the inflated prices?

Sigmund Saxe of New York had a German mother, but that does not give him any tender feelings for Prussian militarism. Every nation added to the Allies' cause means new light for the German people.

Signuld States Steel Corporation has set aside \$54,000,000 for war tax. Although the Stars and Stripes have not yet won distinction in the word in the poor who distinction in the was clear headed and sober for the first time in a week, Shane turned from the telephone with a slip of paper and some figures.

"If you pay everybody," he said. "Tim going its transported by winding streams. No reserve in Canada can approach it in the wealth of attractions it offers to the lover of out-of-doors. Away up in the Highlands of Ontario, "You'll have nothing left but honor, my bay. I very just been talking to your bay you're going to jump."

Jack grinned a bit unsteadily.

"Better pay it," he said. "Tim going to work. I don't know what Gerry can be allowed the said, pleasantly, "until we can make the very minute."

Shane put his arm around the stooping shoulders in brotherly fashion.

"She'll be stooping here for a while."

The United States Steel Corporation has set aside \$54,000,000 for war tax. Although the Stars and Stripes have not yet won distinction in the work was a stripes have not yet won distinction in the work was a stripes have not yet won distinction in the work in O'Moore's studio down on the square from the was clear-headed and sober for the first time in a week, Shane turned from the two with a slip of paper and the telephone with a slip of paper and the stoop in the telephone with a slip of paper and the stoop in the telephone with a slip of paper and the stoop in the telephone with a slip of paper and the stoop in the stoop in the store in the was clear-headed and sober fo her to name the very minute."

WHEN! COME HOME...
When I come home at twilight, to a little friendly cottage.
Where the vines in clinging tenderness, creep shyly everywhere.
It will be all sheened with moonlight where are white petunias dreaming And its mystic light will tremble o'er the glory of your hair.

You will hush with your finger to the magic of the beauty,
And I'll thrill to stand and worship in the still and fragrant night.
But the day's anticipation, all the glory of its waiting
Will be mine, when with a sigh, you

I a veritable kingoom of his own.

The accommedation in the park is such that the most varied tastes can be pleased. There are hotels for those who want to be in the wilderness—yet enjoy all the comforts that good service and social companionship can bring; there are groups of log cabin for family parties, with central lodges containing recreation and dining rooms, where you may dine and find everything ready for you on your return from the tramp; or if you have planned to camp under your own canvas you may step into a canoe at one of the little railing the standard of the park is such that the most varied tastes can be pleased. There are hotels for those who want to be in the wilderness—yet enjoy all the comforts that good service and social companionship camps; there are groups of log cabin for family parties, with central lodges containing recreation and dining rooms, where you may dine and find everything ready for you on your return from the tramp; or if you have planned to camp under your own canvas you may step into a canoe at one of the little railing the standard way stations, and after a short paddle find a site unmarred by the hand of man yet within easy reach of the park. of its waiting

of its waiting

will be mine, when with a sigh, you come with tender eyes alight.

AMY E. CAMPBELL.

AMY E. CAMPBELL.

Each Forbidden 2 Days a Week

Food Controller Will Also Ban White Bread From Popu-

[Special to The Advertiser.] OTTAWA, August 1 .-Food Controller Hanna handed Minister of Justice Doherty his initial batch of food recommendations to-

night. They are understood to include the restriction of all Canadians to two beefless and two baconless days each war-time week; also that all caterers serving 25 or more meals per day must supply bread other than wheat

lar Restaurants.

101 Die of Heat In New York City One Day's Record

Over 200 Horses Die in Streets-Humidity Again Rises.

NEW YORK, Aug. 1.—Heat claimed the lives of 101 persons in Greater New York today, while hundreds of others were prostrated. The city's sweltering millions got only temporary relief from a brief thunderstorm that broke this afternoon, and the temperature, which, at 4 o'clock went down to 88 with the cooling rain, again started to climb with the reappearance of the sun.

The humidity also began to go higher and nightfall found the city's population facing another night of suffering.

More than 200 horses died in the streets of the city today.

Beef and Bacon BIG FREIGHTER WITH WESTERN ONTARIO CARGO OF WHEAT IS ASHORE AT CARIBOU

BRITISH SHIPS LOST TO SUBS LESSENED AGAIN LAST WEEK

LONDON, Aug. 1.—Some falling off in the loss of British merchantmen by submarines is noted in the official summary issued this evening. Eighteen British vessels of more than 1.600 tons were sunk by submarlnes or mines last week. Three vessels under 1.606 tons were sunk, while no fishing vessels were lost.

According to the admiralty report of the previous week, the losses were 21 British vessels of more than 1,600 tons each, three of less than 1,600 tons each, and one fishing vessel. GERMAN EXPENDITURE IN QUARTER \$750,000,000

The total expenditure of the French Government for all purposes was £4,-469,000 daily, the chancellor stated.

Grant Mrs. B. A. Cirwell, Rossu writes: "I can recommend, ly, Dr. Fowler's Extract of V GERMANY TELLS BIG ONES

ABOUT SHIP LOSSES

DEEPLY INTERESTED IN LABOR QUESTION

SAULT STE. MARIE, August 1.—
uring a dense fog late last night the Canadian freighter Westmount, downbound, with wheat from Fort William, went ashore on Caribou Island. Several of her tanks are reported full of water, but whether the cargo is damaged is not known here. A tug and lighter have gone to the boat's assistance.

OTTAWA, Aug. 1.—Representative manufacturing centres of Ontario will meet in conference with Hon. W. J. Hanna, food controller, at the board of trade building, Toronto, tomorrow (Thursday) at 2 p.m., to discuss the problem of labor, on the forms and

problem of labor on the farms and the release of men from the factories to work in the harvest fields of the prov-Representatives also of the Retail Representatives also of the Retail Merchants' Association of Ontario will attend. Besides a large delegation from Toronto, there will be representatives from Hamilton, London, Kingston, Brantford, Kitchener, Windsor, Walkerville, Ford City, Niagara Falls, Galt, Peterboro, St. Catharlnes, St. Thomas, Guelph, Belleville, Sarnia, Ottawa, Oshawa and Chatham.

"CHOLERA INFANTUM"

THOUGHT CHILD WAS DYING. DR. FOWLER'S EXTRACT OF WILD STRAW BERRY CURED HER.

LONDON, Aug. 1.—According to official statements, said Andrew Bonar Law, chancellor of the exchequer, in the House of Commons today, the expenditure of the German Government from February to May of this year was at the rate £150,000,000 a month, as compared with £100,000,000 monthly for the first half of 1916. The figure given, the chancellor explained, did not include civil expenditures or loans to Germany's allies.

Mothers should look well after their children during the hot summer months, as this is the time of the year this trouble is most prevalent. It begins with a profuse diarrhoea, the stomach becomes irritated, vomiting and purging set in, and the child rapidly loses flesh, and becomes weak, prostrated and languid.

Mrs. B. A. Cirwell, Rossway, N. S. berry. A friend of mine whose little daughter was ill with cholera infantum was given up by the doctors. The little one's mother asked me to come in and see the child. I told her I had a bottle LONDON, Aug. 1.—"The figures of merchant tonnage sunk by submarines would try it. When the bottle was half-used the child was well. This cure was known to be inaccurate," said Andrew a miraculous one, for I thought the LONDON, Aug. 1.—"The figures of of "Dr. Fowler's" and asked her if she child was dying at the time.' There is nothing can take the place of Dr. Fowler's.

There is nothing just as good. Do not accept a substitute, and thus endanger your life. The original is 35c per bottle, and put up only by The T. Milburn Company, Limited, Toronto, Ont.

An Easy Way To Get Fat and Increase Weight

The trouble with most thin folks which wish to gain weight is that they insist on drugging their stomach or stuffing it with greasy foods; rubbing on useless "flesh creams," or following some foolish physical culture stunt, while the real cause of thinness goes untouched. You cannot get fat until your digestive tract fully assimilates the flesh-making material in the \$600 you eat. fully assimilates the flesh-making material in the food you eat.

Thanks to a remarkable new discovery in scientific nutrition, it is now possible to combine into simple and highly concentrated form the exact food elements needed by the digestive organs and to convert them into rich, fat-laden blood. This master stroke of modern food chemistry is called Saltogyn and has been termed the greatest of flesh builders. Saltogyn not only feeds the stomach with a tremendous amount of fat-making food material in highly concentrated form, but in addition enables the stomach to literally soak up the fattening elements of your daily food the stomach to literally soak up the fattening elements of your daily food and pass them into the blood, where they are carried to every starved and broken-down tissue of your body. You can readily picture the results when this amazing transformation has taken place and you notice how your cheeks fill out, hollows about your neck, shoulders and bust disappear and you take on from 10 to 20 pounds of solid, healthy flesh. Saltogyn is a food and contains no drugs of any kind, is absolutely harmless, inexpensive and efficient. Leading druggists everywhere have it Leading druggists everywhere have and will refund your money if you not satisfied with the results it gives per the guarantee found in every pack age. CAUTION-While Saltogyn has give

TRACTION COMPANY

Commencing August 1 and EVERY WEDNESDAY AND SATURDAY thereafter until further advised, return tickets will be sold between London, Sti Thomas and Port Stanley, good for the day only,

Adults - - 25c Children - 15c

The 30c same-day tickets will be honored on all cars leaving above points before noon the day after date of sale.

Traction Company

Cars leave London as follows, Sunday cars being marked with a star: 6:15, 7:30, *9:00, 10:00, *11:00 a.m., *1:00, *2:00, *3:00, *4:00, *5:00, *6:00, *7:00, *3:00, *9:00, *10:00, 11:00 p.m. Cars at 9:00, 10:00 and 11:00 p.m. run to St. Thomas only Extra accommodation cars to St. Thomas only at 1:30 and 6:15 p.m. Fares to St. Thomas and Port Stanley and return daily 30c; children half-fare.

LONDON AND PORT STAN. LEY RAILWAY

Timetable Effective June 1, 1917.
To Port Stanley—*5:20, 6:20, *7:20, 8:20, *9:20, 10:20, *11:20 a.m., 12:20, *1:20, 12:20, *3:20, 4:20, 5:20, 6:20, *7:20, 8:20, *9:20, 10:20 p.m. Saturdays only, July and August, 11:20 p.m.
To St. Thomas Only—2:21, 6:21, 11:20 *Limited. †Local on Sunday. Heavy type. daily, except Sunday. 2:20 and 6:20 p.m. cars are local be-tween St. Thomas and Port Stanley. Incline Railway, Port Stanley, oper-ates daily, 6:30 a.m. till 11:30 p.m.

GRAND TRUNK RAILWAY

Spend Your Vacation.

ALGONQUIN PARK, MAGANETAWAN RIVER LAKE OF BAYS. KAWARTHA LAKES. GEORGIAN BAY. reached via Grand Trunk Railway.

OTTAWA, Aug. 1.—Representative Full particulars and tickets on apmanufacturers from all the principal plication to R. E. RUSE, C. P. and T. A., "Clock" Corner, Dundas and Rich-

PASSENGER SERVICE BETWEEN MONTREAL AND LONDON Calling Falmouth to Land Passengers. AND MONTREAL AND BRISTOL For particulars of sailings and rates apply to local agents, or to The Robert Reford Company, Limited, General Agents, 50 King street east, Toronto.

Homeseekers' Excursions Every Monday till October 29th. LOW FARES TORONTO

Stettler Worth Battleford ucerne Calgary . and Information, apply to F. B. Clark 416 Richmond Street North, Locadya or write R. L. Fairbairn, G.P.A., & King Street East, Toronto.