

KILLAM

ALBERTA

¶ This bright and promising young town is situated 20 miles east of Daysland and has a railway service now for the first time. It is one of the richest agricultural districts in the West.

¶ For investment particulars, write to E. W. DAY, Manager Alberta Central Land Corporation, Limited, Daysland.




Short Line
TO
MUSKOKA - PARRY SOUND

Direct to the Centre of the Lake District
THE CONVENIENT WAY

OFFICES: Corner King and Toronto Sts., and Union Station
TORONTO

You take a big risk

When your Dealer says to you

"We have our own brand which costs less because we don't have any advertising expense," or "This is just as good and costs less," or "We know this brand and recommend it, the kind you ask for costs more, and you couldn't tell the difference."

IF YOU TAKE HIS ADVICE INSTEAD OF INSISTING ON THE ADVERTISED BRAND.

You asked him for what you wanted—probably because advertising of one kind or another had convinced you.

The manufacturer who did that advertising did it at considerable expense to prove to you that his goods were worth trying.

If he didn't use every care to make them just as perfect as he knew how, he couldn't hope that they would convince you of their merit when you tried them. Yet he spent his money to reach you with his arguments, trusting to his goods to prove them.

Isn't it pretty certain, then, that they are good of their kind?

When he has created a general demand for his goods, in come the imitators, trading on his demand—the "just as good" and all the rest, with no carefully built up reputation to preserve, no expensively bought business to endanger, and probably little or no expense in making the product they hope to substitute for the advertised article.

Your Safety lies in the advertised brand—back of it is the makers' guaranty and the magazine's guaranty.

The Dealer who offers you something "just as good" isn't good enough for you. Tell him his guaranty is not good enough, and

ASK AGAIN FOR WHAT YOU WANT AND INSIST ON GETTING IT.

**GRAND
TRUNK
RAILWAY
SYSTEM**

"Highlands of Ontario"

The ideal Summer Resort region of America, including the following fascinating districts:

MUSKOKA LAKES
LAKES SIMCOE AND COUCHICHING
LAKE OF BAYS
MAGANETAWAN RIVER
TEMAGAMI
LAKE NIPISSING AND FRENCH RIVER
30,000 ISLANDS GEORGIAN BAY
ALGONQUIN PARK
KAWARTHA LAKES, Etc.

40,000 SQUARE MILES of lake, river and island scenery.

1,000 to 2,000 feet above sea level. Fishing—Shooting—Canoeing—Camping. PERFECT IMMUNITY FROM HAY FEVER. Splendid train service to all districts via GRAND TRUNK RAILWAY SYSTEM.

Booklets descriptive of any of the above districts free on application to J. D. McDONALD, District Passenger Agent, Toronto, Ontario.

W. E. DAVIS
Passenger Traffic Manager
MONTREAL

G. T. BELL
Gen. Pass. and Ticket Agent
MONTREAL