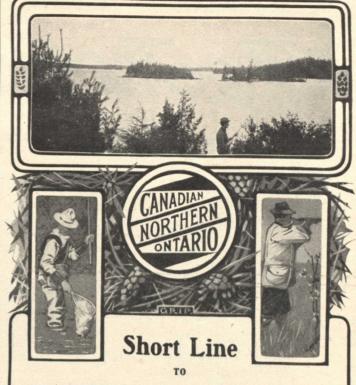
## KILLAM

ALBERTA

This bright and promising young town is situated 20 miles east of Daysland and has a rail-way 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.



#### **MUSKOKA - PARRY SOUND**

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 <u>certain</u>, 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

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



# "Highlands Ontario"

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

MUSKOKA LAKES

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