

RUSSELL

IN the last analysis there is no other argument for the Russell car so good and all-conclusive as the simple statement that the car has made good.

To succeed for a season or two is not making good; temporary successes without number have been built upon extraordinary selling and advertising campaigns.

But all Canada knows the permanent success of the Russell—knows that every year has shown a big increase in sales. This season's increase is 100% over a year ago.

Is there any other argument so convincing as success itself?

Can any evidence be so strong as the repeated sales to owners who have driven Russells before?

The Russell is what it is because the car is as good as human power can make it.

CONSIDER THESE POINTS:

The Russell Car is thoroughly guaranteed. The Russell Factory is right here to stand back of the guarantee. The Russell price is the price of the car—not of car plus importing expense. The Russell branches and agencies are practically everywhere, insuring the right care of your car wherever you go.

Russell cars have full standard construction—shaft drive, selective transmission, metal to metal clutch, floating type of rear axle, etc.

Models of every up-to-date type, \$2,350 fully equipped to \$5,000.

Call at our nearest branch and see them. Write for the catalog of the car that has made good.

Canada Cycle & Motor Co., Limited

WEST TORONTO

Makers of High Grade Automobiles

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

Building Up Your Business

DURING the years which you have spent in building up your business you have no doubt spared no effort to increase your trade. You have probably spent a great deal of money for rent, fixtures, salaries and general expenses. Yet in your establishment there is one important detail missing. In order to get the most effective results from your expenditures you should complete your equipment by installing an Electric Sign. You will be surprised to discover how much it will increase your business.

Toronto Electric Light Co.

LIMITED Phone Main 3975

The Peoples Loan & Savings Corporation

The Peoples Buildings - London, Ontario

The conservative investor will appreciate the liberal rate

OF $4\frac{1}{2}\%$ PAID ON DEBENTURES

Undoubted security. No trouble. Simply cut off the interest Coupons half-yearly.

WRITE FOR 17TH ANNUAL BALANCE SHEET

A. A. CAMPBELL

Managing Director

ATHLETIC NEWS

By F. H. HURLEY

Two Lacrosse Experts.

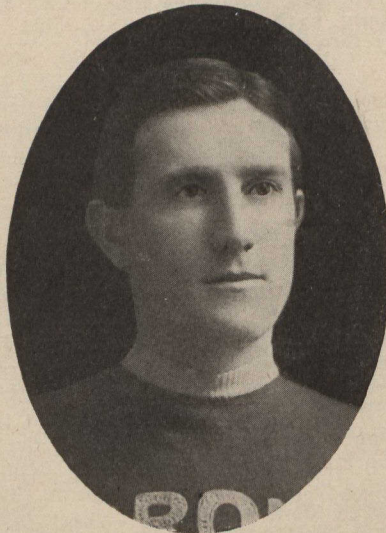
TWO of the most prominent figures on the lacrosse field to-day are Norman Harshaw, who plays point for the Torontos, and W. Fitzgerald, the crack home fielder of the same team. Both are young players and their climb to the highest rungs of professional lacrosse has been rapid. Harshaw hails from Orangeville and



W. Fitzgerald.

this is his third year in the pro game and he is recognised as the greatest point player in the game. He is a lanky youth whose auburn-crowned head contains a large amount of lacrosse grey matter. He always seems to know what to do at critical moments, while his speed enables him to make many a long run that is not only spectacular but productive of results. He is a telegraph operator and does not let playing lacrosse interfere with his work.

There may be other home fielders as good as W. Fitzgerald but there are none better. He is a natural lacrosse player and consequently seems to know instinctively what to do and how to make that something



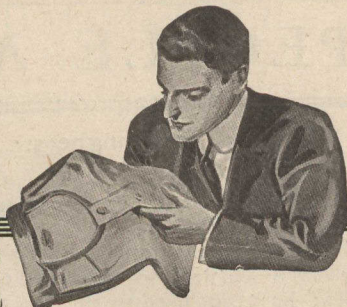
Norman Harshaw

the unexpected to his opponents. With speed, fair weight, undoubted courage and lacrosse brains he has all the requisites of a great lacrosse player—and he uses them all the time. Fitz hails from St. Catharines and as he like Harshaw prefers to work between games he holds down a job in his native village and only crosses the lake to take a part in matches.

* * *

Athletic Training—Past and Present Systems Compared.

FORMERLY — and that, too, not so very many years ago — it was thought necessary, in preparing



Underwear Confidence

The man who has once worn Hewson Underwear asks for it by NAME. He identifies the garment by the label, and he knows what he is buying.

His confidence is not misplaced. Hewson Underwear is the highest type of knitted underwear, it fits and wears as no other kind ever will or can.

Don't be dissatisfied any longer—buy Hewson Underwear and you will never wear anything else.

Hewson Woolen Mills Limited
AMHERST, NOVA SCOTIA

By Royal Warrant



to His Majesty the King

G. H. MUMM & CO.

EXTRA DRY

The most exquisite dry Champagne imported

Selected Brut

A superb Brut Wine of unsurpassed style and flavor.

There is probably not a club in the world where men of taste gather where the name of **G. H. MUMM & CO.** is not a synonym for the best champagne that can be had.

Royal Warrants have been granted to Messrs. G. H. MUMM & CO. by

His Majesty King Edward VII.
His Majesty The German Emperor.
His Majesty The Emperor of Austria.
His Majesty The King of Italy.
His Majesty The King of Sweden.
His Majesty The King of Denmark.
His Majesty The King of the Belgians.
His Majesty The King of Spain.

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This valuable medical book tells in plain, simple language how Consumption can be cured in your own home. If you know of any one suffering from Consumption, Catarrh, Bronchitis, Asthma or any throat or lung trouble, or are yourself afflicted, this book will help you to a cure. Even if you are in the advanced stage of the disease and feel there is no hope, this book will show you how others have cured themselves after all remedies they had tried failed, and they believed their case hopeless.

Write at once to the Yeckerman Consumption Remedy Co., 1575 Rose Street, Kalamazoo, Mich., and they will send you from their Canadian Depot the book and a generous supply of the New Treatment, absolutely free, for they want every sufferer to have this wonderful cure before it is too late. Don't wait—write today. It may mean the saving of your life.