

CANADIAN NORTHERN "ATLANTIC ROYALS"

St. Lawrence Route Montreal to Bristol

Here is an opportunity to see some of the most famous places of the Old World at a modest outlay. A health-bringing trip and a liberal education combined. You take the "Royal Edward" at Montreal on July fifteenth for Bristol. Special arrangements have been made for the balance of the tour which includes a visit to London, Paris, Amsterdam, Brussels, Ostend, Antwerp, the Isle of Marken, Bruges and historic city of Ghent.

Special—Rovers' Travel Club Tour

This is an especially good year to visit the ancient city of Ghent. On the date the party will reach that city, the Universal and International Exposition will be in full swing. It will be a great Exposition, with its Palaces of Art and Industry housing unique exhibits from all parts of the world. The slogan of this Exhibition is "A Thousand and One attractions Worth Crossing Half the Globe to See."

By all means ask or send for the illustrated booklet which contains the complete itinerary and gives the cost in detail. In it is described in chatty and informal style the various places to be visited with pic-



Apply to the nearest Steamship Agent or to any of these General Agencies of the Company: Toronto, Ont., 52 King Street East; Montreal, Que., 226-30 St. James Street; Winnipeg, Man., 254 Union Station; Halifax, N.S., 123 Hollis Street.

CANADIAN NORTHERN STEAMSHIPS, LIMITED

Familiar as you are with Paris and London, the programme which has been arranged will include many points of interest you probably have not seen before. This will also hold true of Bruges, Amsterdam, Brussels and the other cities on the list. A day and a night in Bristol may be profitably spent by the traveller because some of the most intensely interesting and historic scenes in all England, may be visited there or nearby.

tured account of their most interesting features. Simply write your name and address on the coupon, and you will receive booklet by return mail.

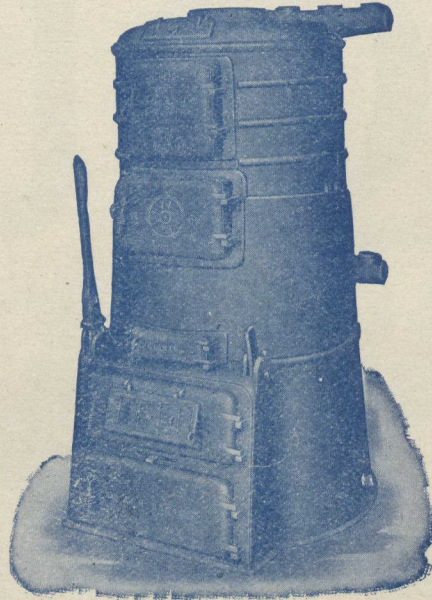
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Jogging Laziness into Activity

The merchant whose business lags in the summer has himself to thank.

To slacken the selling pace in the hot season—to lessen Advertising activity—indicates a resignation which has no place in modern business.

If we think we cannot keep our business booming in summer time, we surely will not.

What a jolt it must have been to the fur trade, when the first mid-summer fur advertisement was run in a daily paper!

Now many fur stores are following the example of that progressive fur man who dared to believe that fur sales need not go down as the mercury goes up.

Energy, linked with Advertising, has turned the month of January into the biggest selling season for white goods. Advertisements of a high stimulative power, combined with a disregard of "seasons," have opened up automobile selling two months earlier than was once thought possible. Advertising has started Christmas shopping early in October instead of the middle of December.

Advertising rises superior to seasons and thermometers. The right kind of Advertising strikes a responsive cord in human nature—and human nature is the same in August as in December.

Advice regarding your advertising problems is available through the advertising department of The Canadian Courier, any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.