CANADIAN NORTHERN

NEW NIGHT TRAIN

TORONTO and OTTAWA

(DAILY)

Lv. Toronto 11.00 p.m. Ar. Ottawa 7.40 a.m. (Central Station)

Lv. Ottawa 10.50 p.m. Ar. Toronto 7.30 a.m.

Intermediate Stops:

Orono, Port Hope, Cobourg, Trenton, Belleville, Deseronto, Napanee, Yarker, Harrowsmith, Sydenham, Brockville Jct., and Smith's Falls.

New Equipment

Standard Sleeping Cars Electric Lighted Coaches

Day Train

Lv. Toronto Ar. Ottawa

8.20 a.m. 5.20 p.m.

Lv. Ottawa Ar. Toronto 12.15 noon 9.15 p.m.

(Daily except Sunday)

For Rail and Steamship Tickets, Parlor and Sleeping Car Reservations, and all Information, Apply to City Ticket Office, 52 King St. E., M. 5179, or Union Station, Adel. 3488.

The Famous Loisette Memory System

This remarkable system of Assimilative Memory, which increases the power of natural memory very much in the same proportion as the power of the eye for vision is increased by means of the microscope and telescope, was taught heretofore under the pledge of secrecy, at the set price of \$25.00. It is now placed within the reach of all at the original cost. The complete system is embraced in the following book prepared especially as an instructor by Prof. Loisette.

Assimilative Memory,

or, How to Attend and Never Forget

Complete in one volume. Endorsed by the Leading Educators, Profes sional, Scientific, and Business Men in all Parts of the World. By Professor Alphonse Loisette, the world-famed memory psychologist.

HIGHLY ENDORSED BY EMINENT AUTHORITIES

Dr. Wm. A. Hammond, of Washington, D.C., the great neurological specialist, says: "I consider Professor Loisette's system to be a new departure in the education of the memory, and of 'very great value.'"

william Waldorf Astor, Editor and Proprietor Pall Mall Gazette, London: "Professor Loisette greatly strengthened my natural memory.

Learn Loisette's system and no other."

Prof. Geo. K. Morris, Boston University School of Theology, says: "I prize 'Assimilative Memory' highly, and am deriving great profit from the exercises. I deem it the most important work on the subject I have ever seen, and have cordially recommended it. It is constructed on correct principles. No one who will follow the directions of the author can possibly fail to improve his memory."

Henry Guy Carleton, New York, the

The late Richard A. Proctor, the eminent Astronomer, said: "I have no hesitation in recommending Professor Loisette's system to all who are in earnest in wishing to train their memories effectively."

memories effectively."

Rev. J. M. Buckley, D.D., Editor Christian Advocate, New York, says:
"It is of great advantage to a strong memory, and furnishes incalculable aid to a weak one."

Dr. Andrew Wilson, Course Lecturer on Physiology, says in Health: "The system is founded on sound principles, and we regard such a training as one of the most important educational advantages."

Henry Guy Carleton, New York, the Dramatist, says: "I investigated your system to prove its fallacy. I discovered its truth and remained your earnest pupil. Your system is thoroughly new and thoroughly scientific. It teaches concentration; it quickens the perception, and makes the memory active, accurate, and lasting. By your system I find that mathematical and chemical formulae, equations, dates, music, and scientific laws may be rapidly, easily, and permanently fastened in the memory, as well as names, prose, poetry, or conversations."

12mo. Cloth. 170 Pages. Price \$3.00, Post Paid.

NORMAN RICHARDSON.

181 Simcoe Street, Toronto.



Let me talk to you about being

When your system is undermined by worry or overwork—when your vitality is lowered —when you feel "anyhow"—when your nerves are "on edge" when the least exertion tires you—you are in a "run-down" condition. Your system is like a flower drooping for want of water. And just as water revives a drooping flower—so 'Wincarnis' gives new life to a "run-down" constitution. From even the first wineglassful you can feel it stimulating and invigorating you, and as you continue, you can feel it surcharging your whole system with new health—new strength—new vigour and new life. The result will delight you.

Begin to get well FREE

Send for a liberal free trial bottle of 'Wincarnis.' Enclose six cents stamps for postage. Coleman & Co., Ltd., Wincarnis Works, Norwich, England. You can obtain regular supplies from all leading Stores, Chemists and Wine Merchants.



Recommended by over 10,000 Doctors

Representative for the Dominion of Canada: Mr. Frank S. Ball, P. O. Box 577, Toronto. Phone No. Main 2875. Telegrams, "Onit,," To-

CANADIAN PACIFIC

WINTER TOURS

Sunshine and Summer Days CALIFORNIA, FLORIDA, LOUISIANA, Etc.

Limited trains leave Toronto daily, making direct connection at Detroit and Buffalo for the Southern States, and at Chicago for California, etc.

Those contemplating a trip of any nature should consult Canadian Pacific Ticket Agent, who will be pleased to quote rates, arrange reservations and attend to all details in connection with your trip; or write

M. G. MURPHY

District Passenger Agent



Let Your Thirst Guide Your Thoughts to

WHITE LABEL ALE

A long drink of the delicious liquid helps a whole lot when you are tired and thirsty. Try it.

Pints and quarts in crown-stoppered bottles at dealers and hotels.

Brewed and Bottled by

DOMINION BREWERY COMPANY, LIMITED, Toronto