



Gifts That Develop Character

Wouldn't it be fine if your children could give concerts of their own?

Their little hearts will swell with pride in the possession of a real Musical Instrument, and its influence will help materially in developing their characters. It will be kept and loved long after "toys" are forgotten.

Violins

Vareni, the only moderate-priced Violin, that is a product of old-world masters from the famous Italian School. Price \$25, \$35, and \$45. Other Violins \$3 up.

Mandolins and Guitars

Echo Mandolins and Guitars are constructed of the finest material obtainable, and possess a rich, mellow, accurate tone—will last for years and improve with age. Prices \$15 and \$20. Other Guitars \$5 up. Other Mandolins \$6 up.

For the Boy

Boys' Brigade Bugle \$3.50 up. Harmonicas 10c. up, Whistles, Jews' Harps, and other inexpensive instruments that will delight the heart of a boy.

For the Girl

Toy Pianos, upright, mahogany finish, fifteen keys, can actually be played. Price \$3. Music Boxes, automatic, two tunes, \$3.75.

Miscellaneous

Banjos, Accordeons, and all kinds of Band Instruments, all of "Williams Quality."

Send for booklet Q 12 and ask about our FREE instruction courses. If there is no Williams dealer in your town, we will supply you.

THE WILLIAMS & SONS CO.
R.S. MUSICAL INSTRUMENTS OF QUALITY LIMITED.
143 Yonge Street, Toronto

421 McDermott Ave.
WINNIPEG

308 11th Ave. E.
CALGARY

59 St. Peter St.
MONTREAL



Christmas

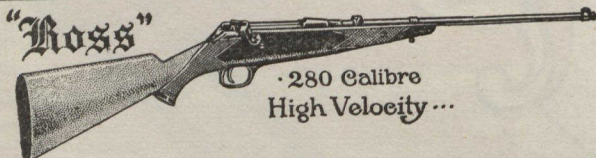
Presents

AMONG other things, give your wife an Electric Iron. This is a present she will appreciate every week in the year. It makes the ironing very much easier for her, or if you are fortunate enough to have a maid, she can do the ironing in much less time, and have more time to polish the silver.

Drop in and see one at our office, or telephone your order to

Adelaide 404.

The Toronto Electric Light Co., Limited
12 Adelaide St. East, Toronto



The "Ross" 280, known as the "High-Velocity"
"Ross" is the most powerful sporting Rifle sold.

Its muzzle velocity of over 3,000 feet per second gives it a very flat trajectory and great power to anchor game at all distances.

This rifle, which took the gold medal at Allahabad in 1910, sells for less than the best English makes which it nevertheless equals in finish and surpasses in performance.

If you seek a really fine and thoroughly up-to-date rifle look up the nearest "Ross" dealer, or write for illustrated booklet and full information which we send free on request.

ROSS RIFLE COMPANY,

QUEBEC, Canada.

The Bisley performances of the Ross Rifle have aroused the enthusiasm of expert marksmen.



Yes Madam,
O'Keefe's
PILSENER LAGER

"The Light Beer in
The Light Bottle"
(Registered)

Really Is The
Home Beer

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I'm back again after 3 weeks' illness
Three weeks ago I was so intensely weak that I could not possibly continue my work at the office. My doctor said I was thoroughly "run-down" and ordered me a complete rest. To recover my lost strength he prescribed

WINGARNIS

and I am astonished and delighted with the result. Step by step "Wincarnis" has built up my strength, has made me healthier and happier than I have been for years and

has given me a lease of new life.

Can be obtained at all first-class Druggists, Stores, etc.
TRADE NOTE—"Wincarnis" can be readily obtained from all the leading Wholesale Distributing Houses in the Dominion.