

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.

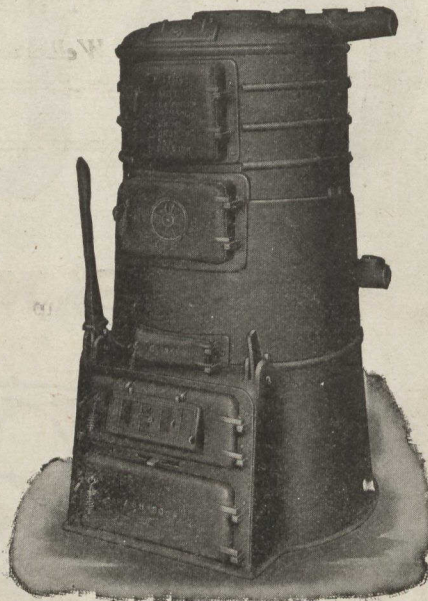
Please send me your Rovers' Travel Club Booklet.

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With a "KING" Hot Water Boiler and "KING" Radiators, solves the house-heating problems. . .



No. 6 High Base "King" Boiler, showing double shaker.

The "KING" Boiler has ALL the latest improvements in operating equipment and fuel saving features known to boiler construction.

TROUBLE PROOF GRATES

The "KING" patented grates and shaking mechanism are of the side lever adjustable construction and are simple enough for a child to understand, yet the most efficient ash remover yet produced. No bolts or pins are used in attaching grates to the connecting bar.

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It explains very thoroughly.

STEEL and RADIATION, Limited
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Fraser Ave., Toronto

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To-day's Impressions To-morrow's Sales

Many a September purchase is really decided in July.

Many a woman is gathering information to-day that will influence her selection of a stove two months hence.

Many a man is thinking right now about the store he will patronize for his Fall suit and overcoat.

Many an October piano purchase is really determined on the porch of a summer hotel or home in August.

How unwise, then, to put off the Advertising of these and similar articles until the actual time of their use arrives.

One advertisement seldom makes a sale. It is the repeated impressions created by Advertising that develops purchases by a discriminating public—and these impressions are seldom built up in a day, a week or a month.

Yet some manufacturers and merchants still procrastinate until the first nip of frost is felt—and then besiege the public with belated announcements of Fall clothes, kitchen ranges, home furnishings, winter underwear, and other articles usually purchased in the Fall.

Purchased in the Fall—oh, yes—but decided upon in the Summer. Decided in favor of the goods that are continuously advertised.

It's the Advertising read in July that bears fruit in September and October. For to-day's impressions inevitably lead to to-morrow's sales.

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.