

SHREDDDED

A Hot Breakfast on a Cold Day

two Shredded Wheat Biscuits—heat in oven, pour on hot milk and salt to taste. Makes you feel "fit as a lord."

Sold by all grocers, 13c. a carton; two for 25c. 1407

WHEAT

Vichy Celestins

There is only one Genuine "VICHY" Water. It comes from the *Celestins Spring*, which is so highly prized for its curative properties in Kidney and Bladder Complaints, that the water is bottled under French Government Supervision, and sealed with a Special Label to prevent substitution.

ASK FOR VICHY CELESTINS



O'Keefe's STAR BEER

Is In Tremendous Demand

Everybody seems to be drinking "Star" Beer, these days. Everybody may drink it, too, because "Star" Beer contains less than 1 1/4% of alcohol, and is non-intoxicating.

That is why it is so popular—why orders are pouring in—why "Star" Beer is meeting with such unqualified success in the homes.

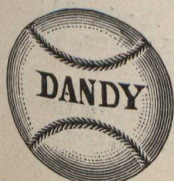
"Star" Beer has the delicious flavor and body of the finest lagers, but owing to the special method of brewing, it contains very much less alcohol.

Have your dealer send up a case.

THE O'KEEFE BREWERY CO., LIMITED
TORONTO. 940



BOYS earn this splendid baseball outfit by selling 15 pieces of our lovely jewelry at 10 cents each.



GIRLS secure this handsome gold laid bracelet for selling 15. It sells easily. We trust you with Jewelry. Write for it to-day to Consolidated Specialty Co., Sta. D., Toronto.



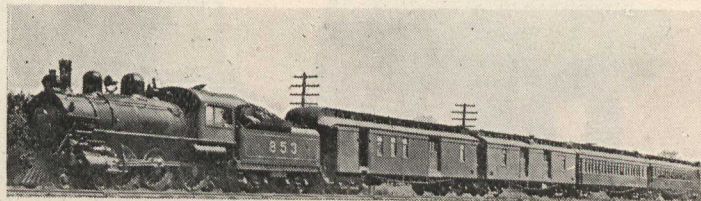
Try the Saline Waters of the "ST. CATHARINES WELL"

For Rheumatism and kindred diseases and for all forms of Nervous Trouble. Hydropathic treatments with massage, diet, rest, supervised by Physicians and Nurses.

For those who cannot spare time or expense of a trip South, try instead the tonic influence of "THE ST. CATHARINES WELL"

REACHED BY GRAND TRUNK RAILWAY SYSTEM

Apply THE WELLAND, St. Catharines.



WINNIPEG EXPRESS

DAILY FLYER FROM TORONTO AT

10.15 P.M.

Standard and Tourist Sleeping Cars, Dining Car and Coaches.

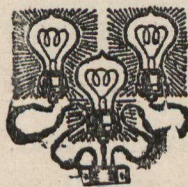
CANADIAN PACIFIC RAILWAY

Only direct line to Western Canada. Fastest time. No change of cars.

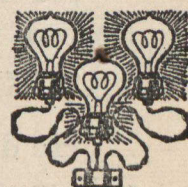


A RE-CREATION OF BUSINESS OPPORTUNITIES

The Commercial opportunities opened up by the Canadian Northern Railway System are unequalled in the British Empire. In 1897 the Canadian Northern operated 100 miles of railway. It now controls 5000 miles in the most promising parts of the country. Hundreds of new town-sites have been created west of Lake Superior and many new enterprises have been made practicable in Nova Scotia, Quebec, Ontario, Manitoba, Saskatchewan and Alberta. All these newly developed territories are bristling with business opportunities for the enterprising and they are clearly described from the commercial view-point in the new edition of the publication—**A MILE A DAY FOR TWELVE YEARS**—a copy of which is free for the asking from the Information Bureau, Canadian Northern Head Offices, Toronto.



ELECTRIC SIGNS



Are always valuable, but they are doubtless at their extreme efficiency during the portion of the year when darkness comes early.

At this time the streets are filled with people coming home from work and going out again after the evening's meal, who can be appealed to by this most striking method of advertising.

TORONTO ELECTRIC LIGHT CO., LIMITED
12 ADELAIDE STREET EAST