

Canadian Pictorial

VOL. 2., No. 10

One Dollar
a Year

OCTOBER, 1907

142 St. Peter Street
Montreal

PRICE 10 CENTS



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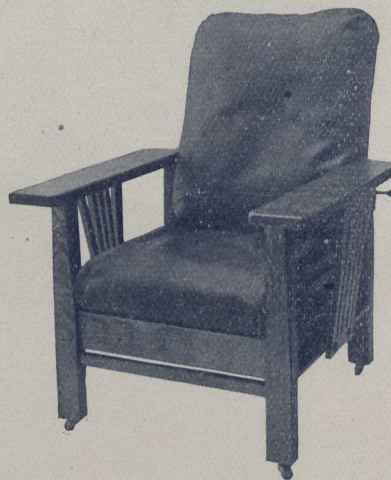
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JOHN KAY COMPANY, LIMITED

36 and 38 King Street West, TORONTO

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The New Minister of Railways and Canals

represented Brockville in the Ontario Legislature since 1898. He went to in 1905 and after Mr. Whitney's victory became leader of the Opposition.

The Hon. George P. Graham is a native of Renfrew County and is forty-eight years of age. He is a journalist by profession and the country with the Ross Government as Provincial Secretary and Now he represents Brockville in the Federal Parliament.

NEWS AND VIEWS OF THE MONTH

The anti-Asiatic agitation at Vancouver is at present in a state of abeyance. Sir Wilfrid Laurier received a telegram from Mayor Bethune, in which the latter advised the Premier that the 900 Hindoos landed from the 'Monteagle' were not paupers, but that the situation was serious from a sanitary standpoint if a proper place was not at once procured in which to house them. Sir Wilfrid replied that he was glad to learn that the Hindoos in question were not paupers, and that a special officer was being sent West to investigate. Mr. W. D. Scott, Canadian Superintendent of Immigration, believes that, if legislation were passed making it a condition of entry into the country that every immigrant must have a certain amount of money so as to prevent him from becoming a charge on the country, it would assist greatly in controlling the influx of Asiatics. Mr. K. Ishii, chief of the consular service of Japan, had a conference with Sir Wilfrid Laurier, which afforded opportunity for a discussion of Canada's proposal to limit the number of Japanese entering this country to about six hundred yearly. The total number of Asiatics now in Canada is between 30,000 and 35,000.

Three of the Moroccan tribes on Tuesday, Sept. 24, accepted unconditionally the terms offered by France, and peace has been declared. These terms provide, among other things, that authors of outrages on Europeans shall be surrendered, and that two notables of each tribe shall be given up as hostages in order to secure the carrying out of the convention. There are still several tribes who have not yet accepted the conditions, and these have retired to such a distance that, in order not to lose touch with them, General Drude has received orders not to return to the main camp after each day's operations. M. Malperthuy, the French consul at Casablanca, is of the opinion that the three tribes may be allowed to retain their arms provisionally to preserve order in their territory and force the other tribes to submit. It is said that the famous consignment of rifles at Mazagan has been carried off and that the weapons are now on their way to Morocco City. The empty cases were left behind. The governor will be held responsible for the disappearance of the weapons.

In the government investigation of the Quebec Bridge disaster, a number of witnesses testified as to either seeing, or having heard of, defects in chord No. 9 in the main cantilever pier. On Sept. 17 the Commissioners visited the injured workmen at their homes, and in the hospital at Levis, to procure evidence of the nature of the collapse. The next day at the Bellair yards; and on the day following the bridge site and the storage yards occupied their attention. The engineers who were available at Quebec, have been under examination, and all appear to agree that, although certain deflections in chord 9 were discovered, no particular anxiety was felt by those highest in authority on the spot. The Commission concluded their labors at Quebec on Sept. 24, and transferred the scene of the inquiry to Ottawa, New York, and Phoenix, Pa., will also be visited.

Judge Longley, on Sept. 23, gave his decision in the famous Steel-Coal case at Sydney, N.S. He finds in favor of the Steel Company on all points, and holds that the coal supplied the latter was neither of quality nor quantity demanded by contract. The Coal Company is ordered to pay all damages thus caused, and to live up to its contract in future.

A despatch from Tokio, dated Sept 17, says that twenty-seven of the crew were killed or injured on board the Japanese battleship 'Kashima' by the explosion of a twelve-inch shell within the shield, after target practice near Kure at 4 p.m. on Sept. 9.

The 'Lusitania,' the latest in Cunarders, made her maiden voyage from Queenstown to New York in five days and fifty-four minutes, being six hours and twenty-nine minutes better than the previous record held by the 'Lucania,' of the same line. It is expected that the 'Lusitania' will do better than this, as her speed was considerably reduced owing to bad weather she encountered when off the Great Banks. The dimensions of this mammoth ocean greyhound convey but a vague idea of her size—the figures are as follows:—Length, 790 feet; breadth, 88 feet; depth (moulded), 60 feet; gross tonnage, 32,500 tons; displacement tonnage, 45,000 tons; load draught, 37 feet 6 inches; height of funnels, 155 feet; diameter of funnels, 24 feet; heights of masts, 216 feet.

Owing to the admission of the police that they are unable to prevent the dormitories attached to the institutions of higher education being used as meeting and hiding places for revolutionaries, the Council of Ministers has ordered the closing of all such dormitories in St. Petersburg and Moscow. In accordance with this order, the police have closed the dormitories in the Polytechnic School, in St. Petersburg, containing 1,000 rooms, and the evicted students are finding difficulty in procuring rooms owing to the vigilance of the police. In Moscow the dormitories have been handed over to the City High schools.

High treason, reads the indictment which Prince Eugene Troubetsky has to face for writing an article which appeared in a Moscow weekly paper. The article states that the Russian Government committed 'an irreparable blunder when they dissolved the late Parliament, and proclaimed a new electoral law. The Prince, who is a councillor of the Empire, was at one time a candidate for a portfolio in the late Premier Stolypin's Cabinet.

It is reported from Paris that a commission of pardons consisting of four high functionaries of the Ministry of Justice have recommended a commutation of the death penalty in the case of Soleiland, who brutally murdered a girl of twelve. The case has attracted a great deal of attention, because there is no official executioner now, and in order to carry out the sentence the guillotine would have had to be re-established.

A head-on collision between the south-bound Quebec express and a northbound freight train of the Concord division of the Boston and Maine Railway, occurred four miles north of Canaan Station, Vt., early on Sept. 16, due to a mistake in the train despatcher's orders. From a demolished passenger coach there were taken twenty-five dead and dying, and twenty-seven other passengers more or less seriously injured.

Thirty persons were drowned and a hundred houses burned early on the morning of Sept. 17 at the Kosakabl mine, near Kotaro, Japan. A fire started in the mining works, and while attempts were being made to save the mine the water reservoir was broken, flooding a portion of the village. Many women and children were among the victims.

Mr. Marconi announces that he will commence sending commercial messages between Canada and Clifden, Ireland, in about three weeks, or as soon as the Sydney station is open. Messages sent from Sydney will be received at Clifden, Ireland. The Poldhu, Cornwall, station will be used as a relief station to Clifden. At Clifden the British Government will distribute the messages.

General Booth, speaking before the Canadian Club at St. John, N.B., announced that he hoped soon to establish a University of Humanity, with affiliated colleges in every part of the world, in which would be taught how to alleviate the miseries of the people.

At the international tuberculosis conference at Vienna, Dr. Pirquet read a report of his experiments in inoculating infants with tuberculin to detect the presence of tuberculous germs. The experiments showed that inoculation had no effect on healthy children, but where germs existed reaction was shown by soreness and scarifications, although no fever or other harmful effect followed.

Some idea of the disastrous effects of the recent floods in Japan may be gathered from these figures: The killed number 348; the injured, 70; missing, 173; buildings destroyed, 1,376; washed away, 3,142; flooded, 173,339; embankments broken, 1,570; and bridges washed away 975. Notwithstanding it all, the rice crop is expected to be slightly above the average.

It is announced that, at the annual meeting of the Canadian Pacific Railway Company at Montreal, on October 2, the shareholders will be asked to sanction the building of two twenty-two knot vessels for the Atlantic service so as to make the passage from Liverpool to Quebec in five days. The company expects to cut down the time from London to Brisbane to twenty-four days.

A man and a woman lost their lives late on Saturday afternoon, Sept. 21, at Toronto, and the steamer 'Picton' (formerly the 'Corsican'), of the Richelieu and Ontario Navigation Company, was badly damaged by fire. A cleaner on the boat admitted at the coroner's inquest that he accidentally started the fire by trying to fill his torch with coal oil while lighted. The property loss, including the steamer and cargo, will probably reach \$110,000.

King Leopold has made another momentous move on the Congo question by turning over the 'domain of the Crown' in the Congo Free State to a joint stock company in which he is alleged to be interested. This is the most important section of the Congo, ten times larger than Belgium, and its transfer deprives Belgium of the most profitable part of the independent state.

Spain is planning to build a railway across the Pyrenees into France.

Waterman Ideal Fountain Pens Free

These pens need no description here, as they are so well known and are otherwise advertised in this paper; see last issue. You can select your own pen from the Waterman catalogue, and we will send it you free of all cost on your sending us new subscriptions to the 'Canadian Pictorial' at one dollar each to the extent of twice the cost of the pen you desire. Thus, if you want a \$2.50 pen you will send us \$5 for five new subscriptions, and if you want a \$5.00 pen you will send us \$10.00 for ten new subscriptions. The \$2.50 pen is as good as to material and workmanship as the \$5.00 or \$10.00 pens, but, of course, the higher prices call for larger nibs or gold mountings. We will send catalogues to any who cannot see them at their jeweller's or stationer's.

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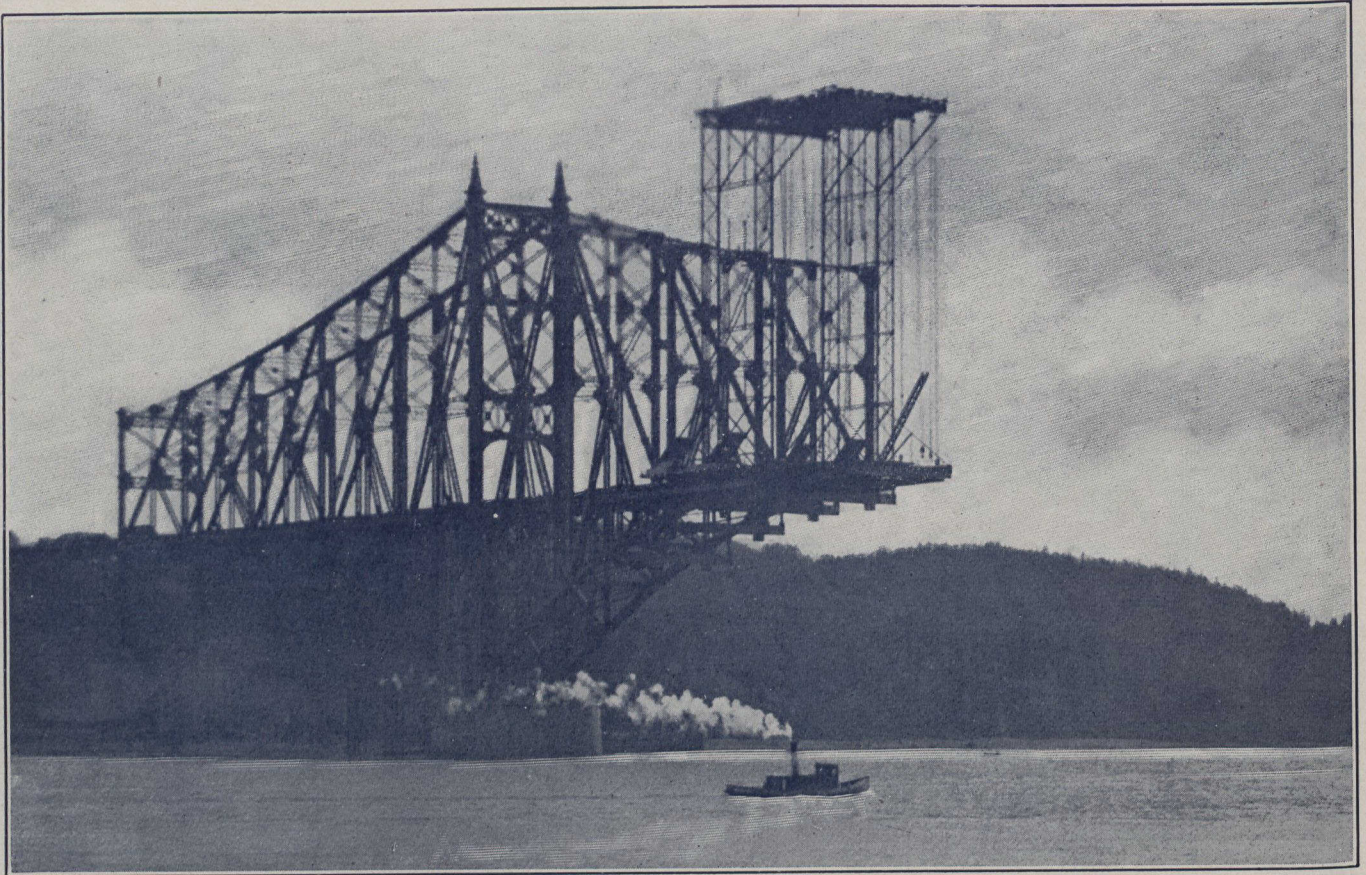
The Bishop of London's Visit

The Right Reverend Arthur Foley Winnington Ingram, Bishop of London and Dean of the Chapels Royal, has been spending a couple of weeks in Canada. He is forty-nine years of age and is known as "the working Bishop," because of his ready and direct sympathy with the masses. He spent a week with his brother, a prosperous farmer, at Aylmer, Ont. This group was taken by a "Canadian Pictorial" photographer, and in the centre is Dr. Carmichael, the Bishop of Montreal, with Bishop Ingram on his right and Canon Ellegood, one of the oldest clergymen in Canada, on his left.

The News in Pictures

Subscribers are invited to send photographs of current events in their locality—pictures that show a happening—an accident, a distinguished person doing something, a big fire, a riot, a shipwreck, new buildings of importance about to be opened, or anything of that nature. We will pay good prices for such photographs as we accept. They must be sent in without delay after the scene depicted has occurred. Pictures of scenery or family groups do not come under this heading. Mark "News Pictures" and address

MANAGING EDITOR "CANADIAN PICTORIAL," 142 St. Peter Street, Montreal.



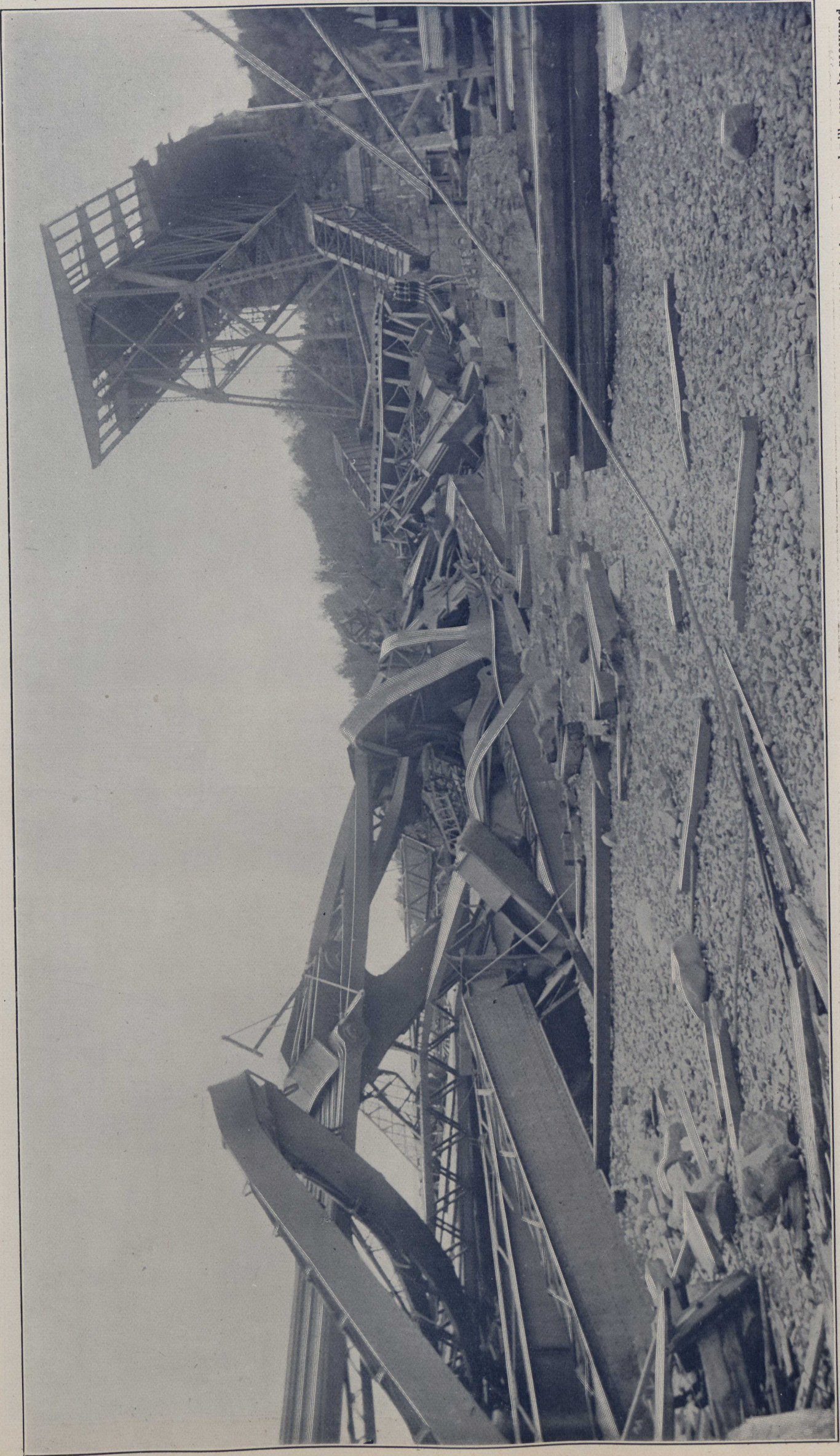
The Quebec Bridge

About six o'clock on the evening of August 29th the huge structure of the cantilever bridge being thrown across the St. Lawrence six miles above Quebec suddenly collapsed and fell into the river, carrying with it eighty-four men. It was the southern extension of the bridge which gave way, where it hung, unsupported, eight hundred feet from the shore. The men were pinned in the wreckage and only seventeen bodies have yet been recovered. Those killed were French-Canadians, Indians, or expert bridge men from the United States. No cause has yet been discovered for the disaster, although some witnesses stated at the inquest that the structure had shown signs of weakness for some time. When the bridge fell the shock was so severe as to be heard for several miles and resembled an earthquake. The Quebec bridge had been seven years building, the Company having been formed in 1887. It was being erected by the Philadelphia Phoenix Bridge Company, of Philadelphia, and up to March 31st last had cost \$4,415,598. It was to have had the largest cantilever span in the world, and the main bridge, on which much progress had been made, was the heaviest ever undertaken. The bridge was built in sections at the works of the Company and bolted together at Quebec. Its total length was 3,220 feet between abutments. Its width was 67 feet and would have carried two railway and two tramway tracks, two roadways and two footways. The total weight of steel on the bridge was to be 38,500 tons. It would have a clear headway over high tide of 150 feet, and the height of the posts of the main peaks was 400 feet. The weight of the heaviest pieces of steel handled was 100 tons, and the longest single piece shipped was 105 feet, while the bridge would have required the driving of 550,000 field rivets. The above picture is from a copyright photograph by Messrs. William Notman & Son, showing the bridge a week or two before the accident.



The Bridge After the Collapse

The magnitude of the disaster is shown here. The piers are intact and on the left is seen the point at which the break occurred. Compare the size of the men on the wharf and the huge masses of twisted steel. On the opposite shore, at the right, is seen the northern elevation of the bridge, which is, of course, intact.



A close view, showing part of the seventeen thousand tons of iron and steel, some of which lies in deep water and will never be recovered.

The Quebec Bridge Disaster



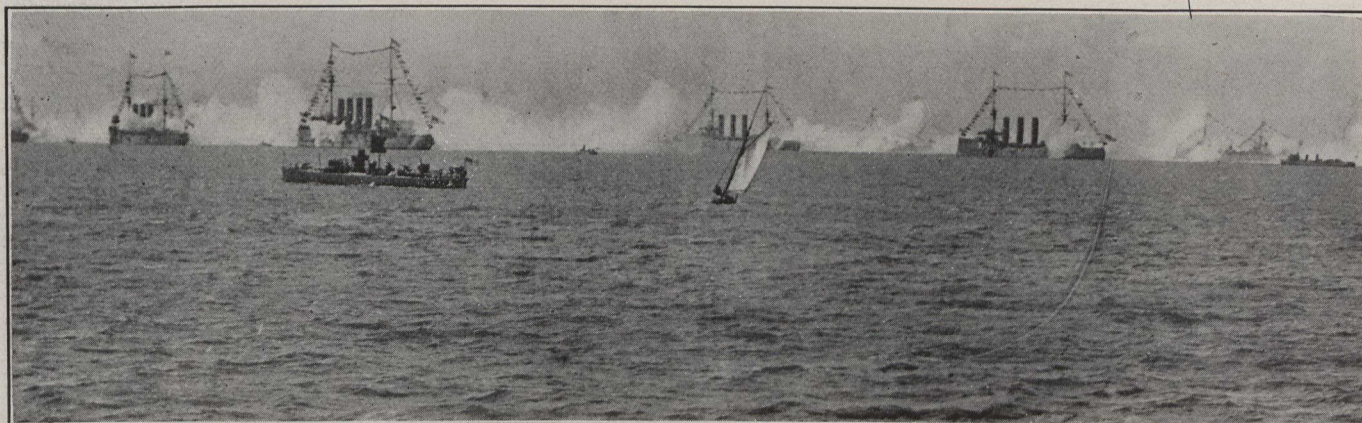
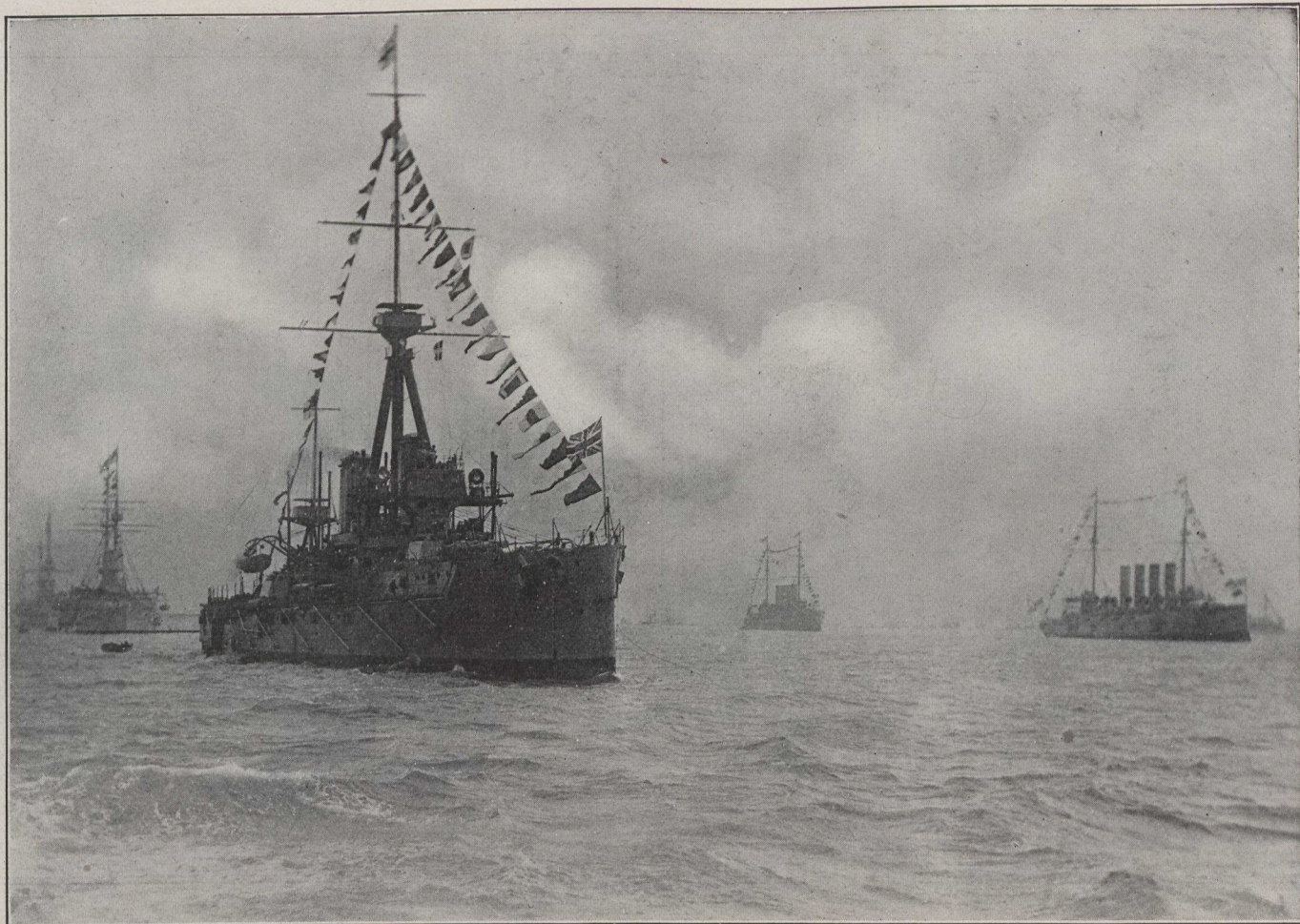
The Harvest of the Canadian Orchard

—Photo by R. R. Sallows, Goderich, Ont.



Harvesting Flax in Ontario

—Photo by R. R. Sallows, Goderich.



Britain's Naval Power

The British naval review in the Solent is described as "unprecedented under the supreme command of one admiral." Two hundred ships of every class from the submarine to the "Dreadnought" were ranged in seven lines, forming 20 miles of frowning might and formed together a floating steel city with a population of not less than 85,000 officers and men. For eleven miles the royal yacht, with the King and Queen on board, sailed between floating steel castles and from every ship, as the "Victoria and Albert" passed, rang cheer after cheer that echoed through the wooded slopes of the Isle of Wight, and from the Hampshire shore to the New Forest. The top picture shows the "Dreadnought," the largest effective battleship afloat; the middle one the line of battleships firing the royal salute, and the one at the foot shows Cowes Roads immediately after the return of the "Victoria and Albert" from the review.



The Sultan of Morocco

Mulai Abd el Aziz, who is twenty-six years of age, succeeded his father in 1894. In 1904 he put down a rising of Eastern tribes under a religious fanatic.



General Sir Harry Maclean

The commander of the Sultan of Morocco's body-guard, who was abducted by Raisuli, is still in captivity. He is fifty-nine years of age and was knighted in 1901.



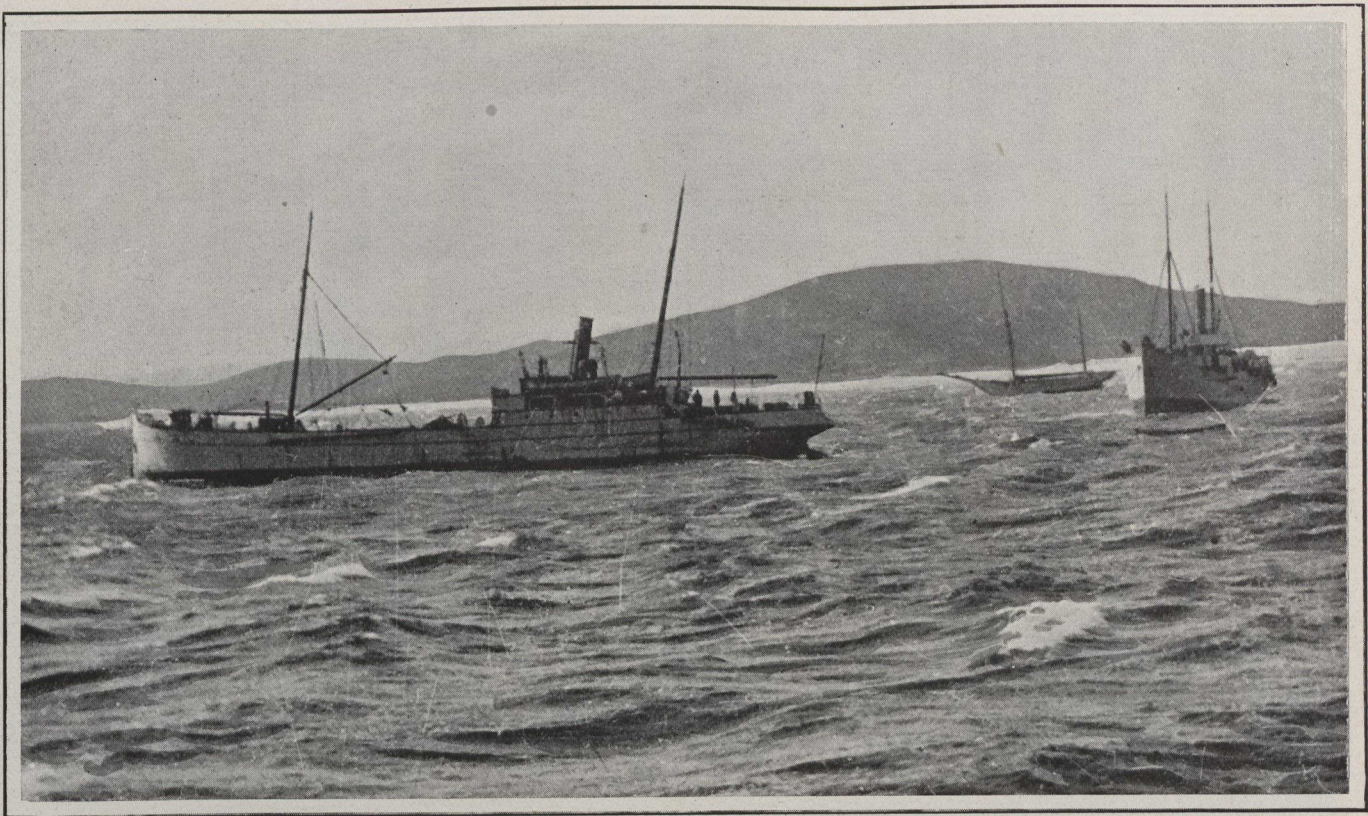
The Moroccan Army

All sorts and conditions of men are formed in a hollow square, the lines of which extend in both directions beyond the bounds of the picture.



A Moroccan Scene

Slaves erecting the Sultan's tent.
—Photos, Copyright, Canada Newspaper Syndicate Ltd.



The Moroccan Navy

It consists of the two vessels seen in the picture, two small merchant steamers, the 'Sid el Turki,' 385 tons and 'Al Hosannee,' 1,000 tons. They carry one or two field artillery guns and their captains are German merchant seamen.



The Capital of Morocco

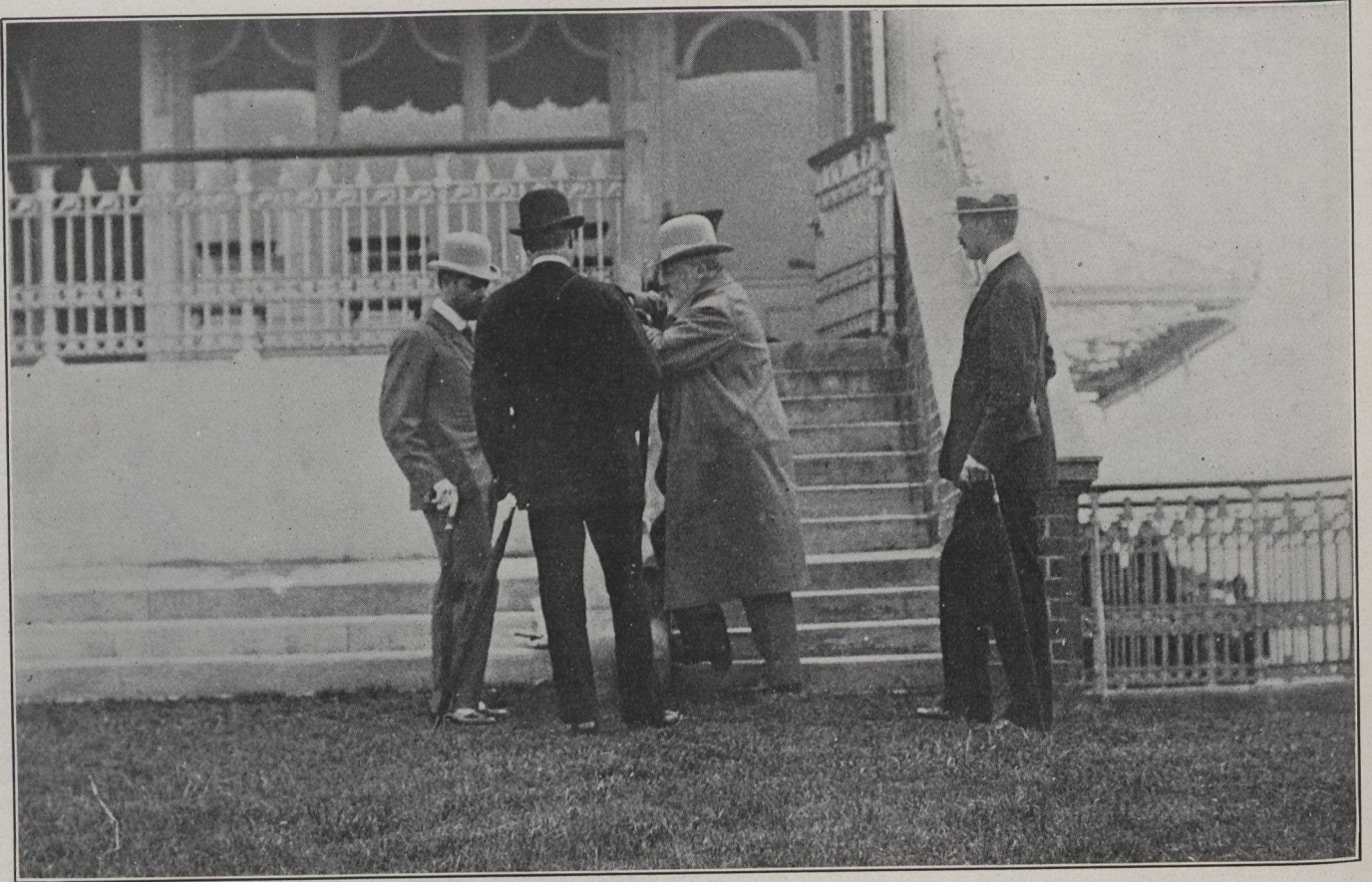
Fez, which has a population of about 100,000, is an important commercial centre, is celebrated as a holy city and was formerly noted as a seat of learning.

—Photos, Copyright, Canada Newspaper Syndicate, Ltd.

News Photos



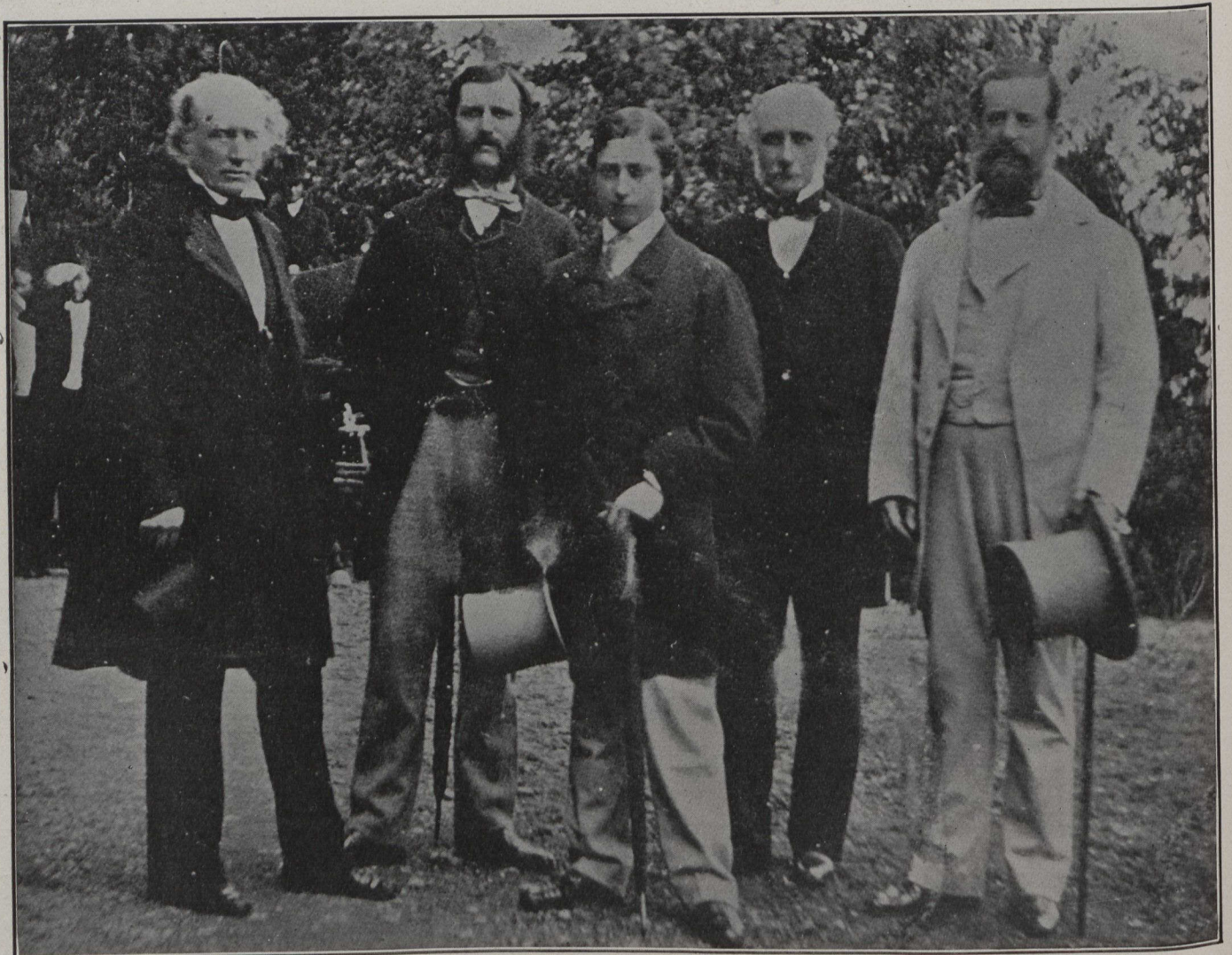
The Editor of the "Canadian Pictorial" is anxious at all times to see photographs of current interest. Such as are found suitable for reproduction will be paid for. It is impossible for the Editor to say from description whether any picture could be accepted. It must be submitted. If stamps are enclosed reasonable care will be taken to see that all pictures declined are returned, but the Editor cannot hold himself responsible if any should fail to reach their destination. Mark "News Picture" and address: Managing Editor, "Canadian Pictorial," 142 St. Peter Street, Montreal.



A New Picture of Royalty

The King and the Prince of Wales, in friendly converse, will interest everybody. The cares of state seem to have been laid aside for the time and His Majesty's well-known aversion to the "kodaker" seems to have been forgotten. They are standing at the entrance to the Royal box at Goodwood.

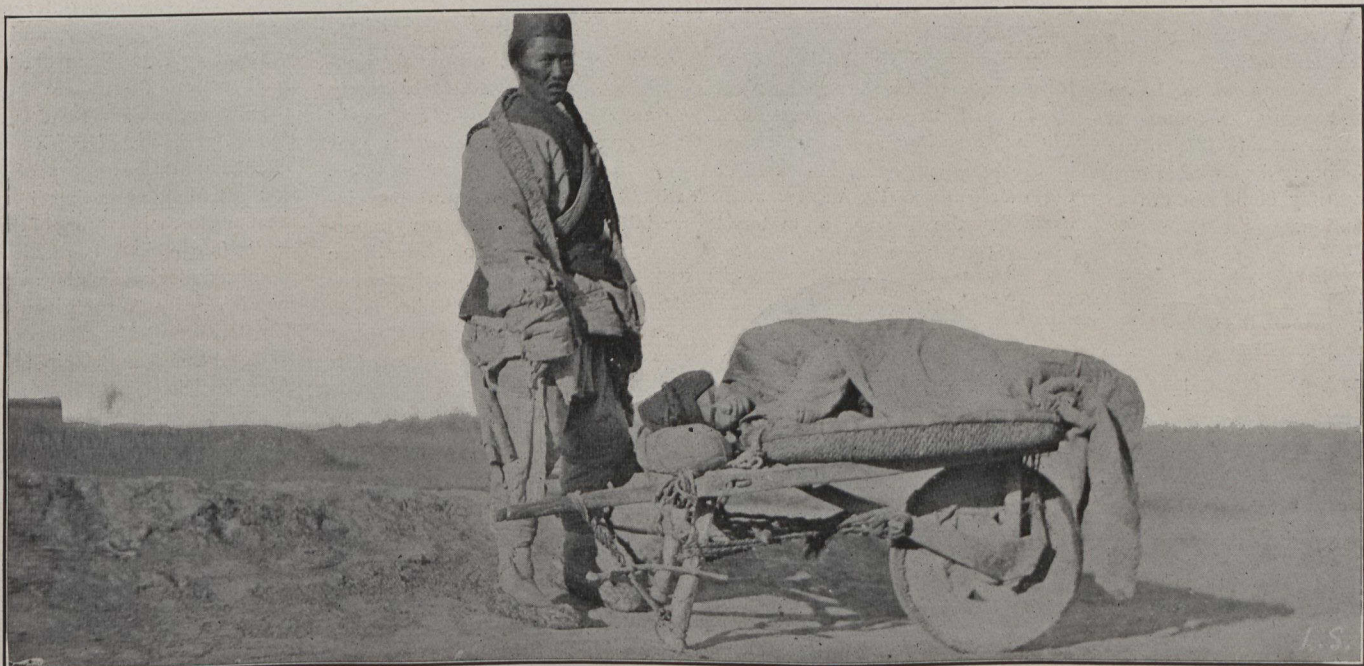
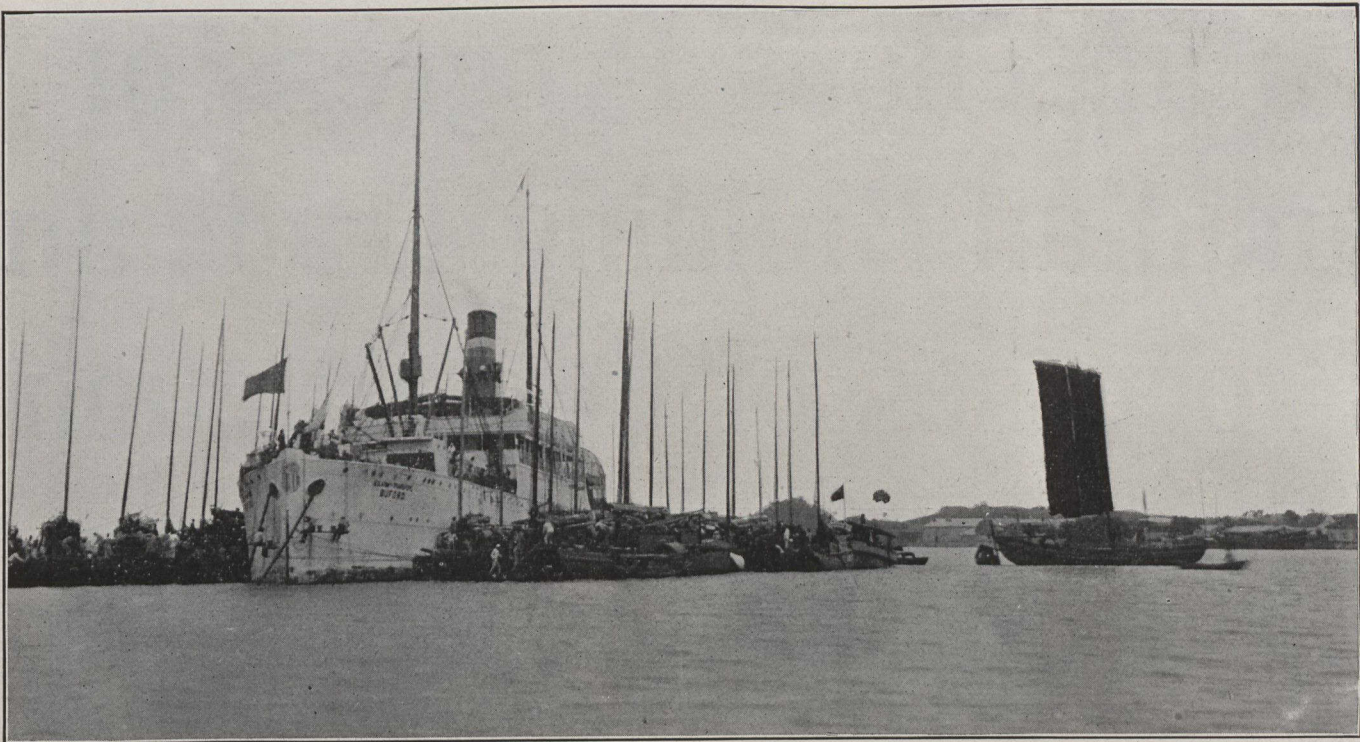
—Photo, Copyright, Canada Newspaper Syndicate, Ltd.



Forty-Seven Years Ago

This photograph was taken on August 29th, 1860. The Prince of Wales was then in Canada and the picture was taken at "Rosemount," Montreal, the residence of Sir John Rose. Reading from left to right, the group consists of Sir Edmund Head (Governor-General); Major Teesdale; the Prince of Wales (now King Edward VII); Col. Bruce and the Duke of Newcastle.

—Photo by courtesy of Dr. W. Grieve Nichol.



Scenes in China

These pictures are sent by the Rev. D. McGillivray, a Canadian Missionary in China, and are especially interesting just now, as it was exactly a century ago that the first Christian Mission was established in China. The top picture shows the arrival of a steamer laden with supplies during the famine, now happily ended by the harvest of the new crop of rice. The middle picture shows the straw huts in which famine refugees lived in the camps and the one at the bottom shows the crude means by which the sick and dying were conveyed from place to place.

Marvellous Progress of Canadian Building Trade and Processes of Construction

MARKED evidence of the many distinct advances in building construction was afforded in the Builders', Contractors' and Hardware Trade's Exhibition held in Montreal the last week in August under the auspices of the Montreal Builders' Exchange. It was the first of its kind ever held in Canada, and the success achieved far exceeded the sanguine expectations of the organizers. In all sixty-five firms, representative of the building trades of the Dominion, exhibited their products, the display occupying 110 booths.

The outstanding feature of the exhibition was the advance shown both in the building materials and methods of construction. Cement and concrete, as building materials, were given attention in keeping with the interest now centred in this branch of construction, the cut shown on this page from the exhibit of the Canadian Fairbanks, Ltd., being the new and modern cement mixer which is meeting with such marked success. New brick materials, new flooring, walls and ceilings claimed attention in other exhibits. The best paint and wall paper products were shown, while various roofing firms displayed recent improvements in their products. In fact no feature in building construction was overlooked.

The illustration shown herewith of the booth of Francis Hyde & Co. of Montreal gives an excellent idea of the extent and attractiveness of the leading exhibits. This booth was very favorably commented upon, the different lines which the firm handles being displayed in such a way that they could not fail to attract attention.



Very attractive exhibit of Francis Hyde & Co., Montreal

Interest was especially directed to their exhibit of Art Stone, a product shown in Montreal for the first time. The ordinary Portland Cement used in the manufacture of this article, together with the LAFARGE cement used for the facing, a material

guaranteed to be absolutely non-staining, produce a stone closely resembling cut stone in grain and color and which avoids that smooth dead, or plaster effect which ordinary cement stone invariably shows. Another important feature of Art Stone product is the total absence of efflorescence which is so common in ordinary Cement Stone. Messrs. Hyde & Co. have undertaken the sale of this material for Montreal and vicinity, and, judging by the enquiries and orders which have already been placed, this product has favorably impressed the leading architects.

The MIMICO Red Pressed Brick was also exhibited in Montreal for the first time, and the amount of business which was done at the Show and since its closing, proves

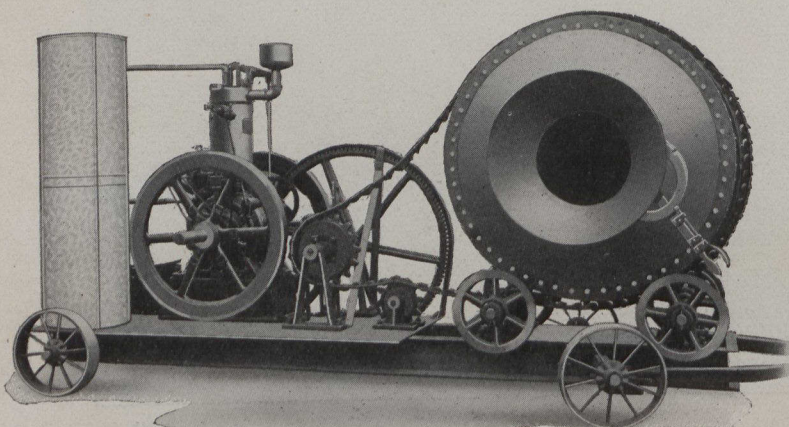
that this material is up to the high standard demanded by the up-to-date builders. Samples of the furnace linings used by the Canadian Bronze Co. and manufactured by the Harbison-Walker Refractories Co., of whom Messrs. Hyde & Co. are the representatives in Eastern Canada, were also shown, as well as stove linings used by one of the leading stove manufacturers. The fire-resisting qualities of these materials were so apparent that it is needless for us to make any comments upon their general makeup and appearance.

The Adamant Wall Plaster, IRON CLAD and INTERNATIONAL Portland Cements, Enamelled Bricks and Tiles and other articles which the firm handles were attractively displayed. The quality of the goods shown and the manner in which they were displayed is a good criterion of the place which this firm holds in the builders' and contractors' supply trade of Canada.

The Exhibition visitors found much to engage their attention in the Canadian Fairbanks Co., Ltd., exhibit. Its chief feature was a McKelvey Concrete Mixer, steam driven, and of ½-yard capacity. The cut shown however is of one

driven by a gasoline engine. The Company is prepared to supply these mixers driven either way. The essential difference between the McKelvey and other mixers lies in the chain drive which has been found to reduce the repair account materially. The construction is of heavy steel throughout. The drum and heads are of ¾ steel and are held together by ½-inch steel angles. No tilting of the drum or discharge chute is required, and in consequence a smaller number of men is required for a given output. The Company also showed boiler feed and Emerson Pulsometer Steam Pumps. The latter, in steam consumption and performance, are regarded as an improvement on every other make of the same type. There was also exhibited a two ton Yale & Towner Triplex Block.

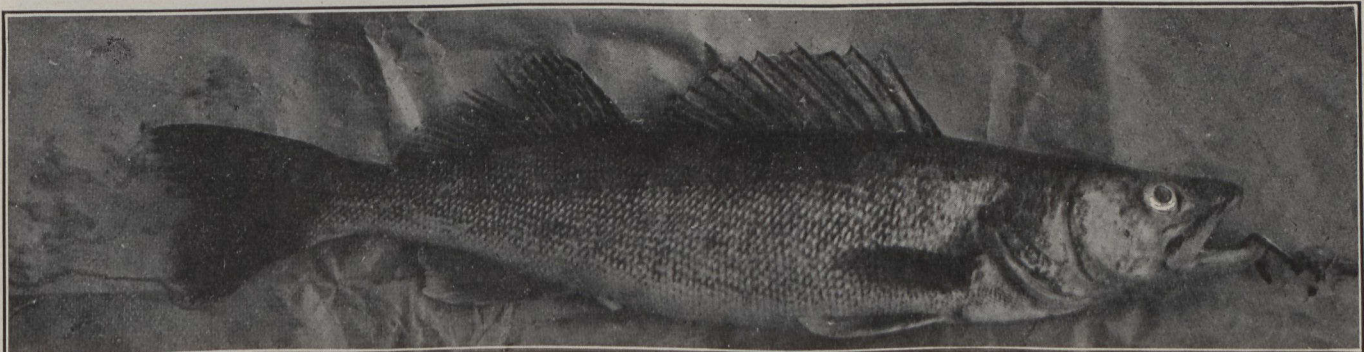
For contractors' use were shown shovels of an especially well made and durable type, and a set of the well known Barrett Jacks. To contractors also would appeal a complete cement testing outfit, testing machine scale, sieves, needles, moulds, trowels and sampler.



The New Concrete Mixer exhibited by Canadian Fairbanks, Ltd., Montreal

**President Roosevelt and His Family**

This photograph (copyright, Underwood & Underwood, New York) was taken on August 15th at Sagamore Hill, Oyster Bay. Reading from left to right, the group consists of Kermit, Archie, Mr. Roosevelt, Ethel, Mrs. Roosevelt, Quentin, the youngest, and Theodore, junior.

**A Good Catch**

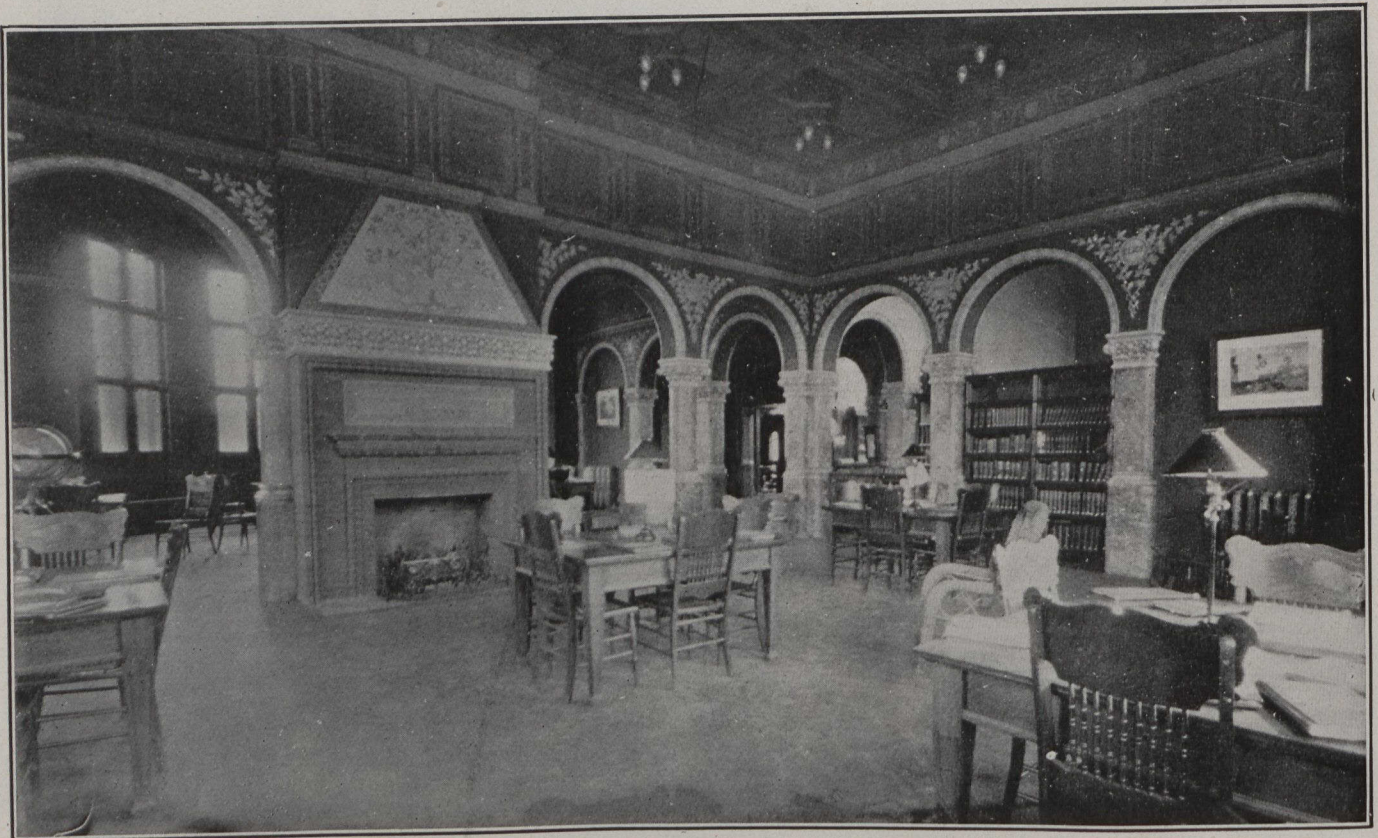
This dore, caught at St. Lambert, Que., by Mr. J. Bates on June 25, measured 29 inches in length and weighed 6 pounds, 12 ounces.

MORE GEMS FROM THE PHOTOGRAPHIC CONTEST



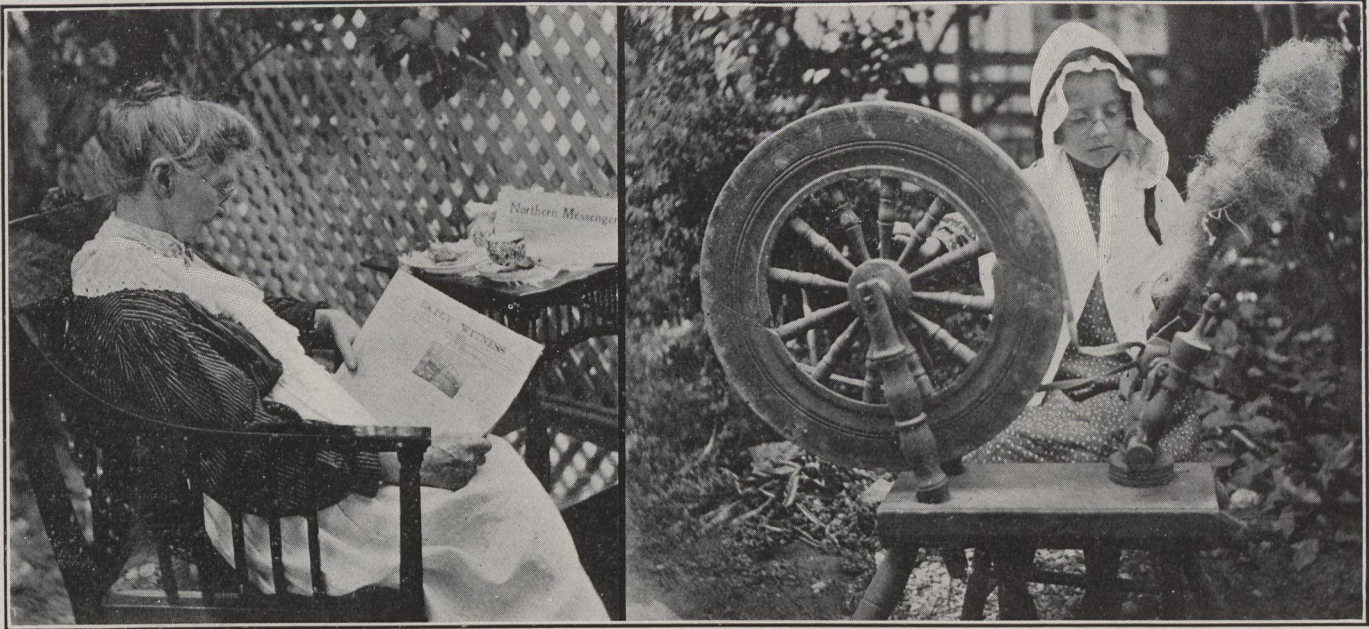
A Day in the Country

Honorable mention, M. W. Sheppard, 258 Metcalfe Avenue, Westmount, Que.



Westmount Library

Honorable mention, R. W. Stevens, 4846 Western Avenue, Westmount, Que. Taken by the "needle hole" process, requiring a continuous exposure of twenty-four hours, the camera having been deprived of its lens.



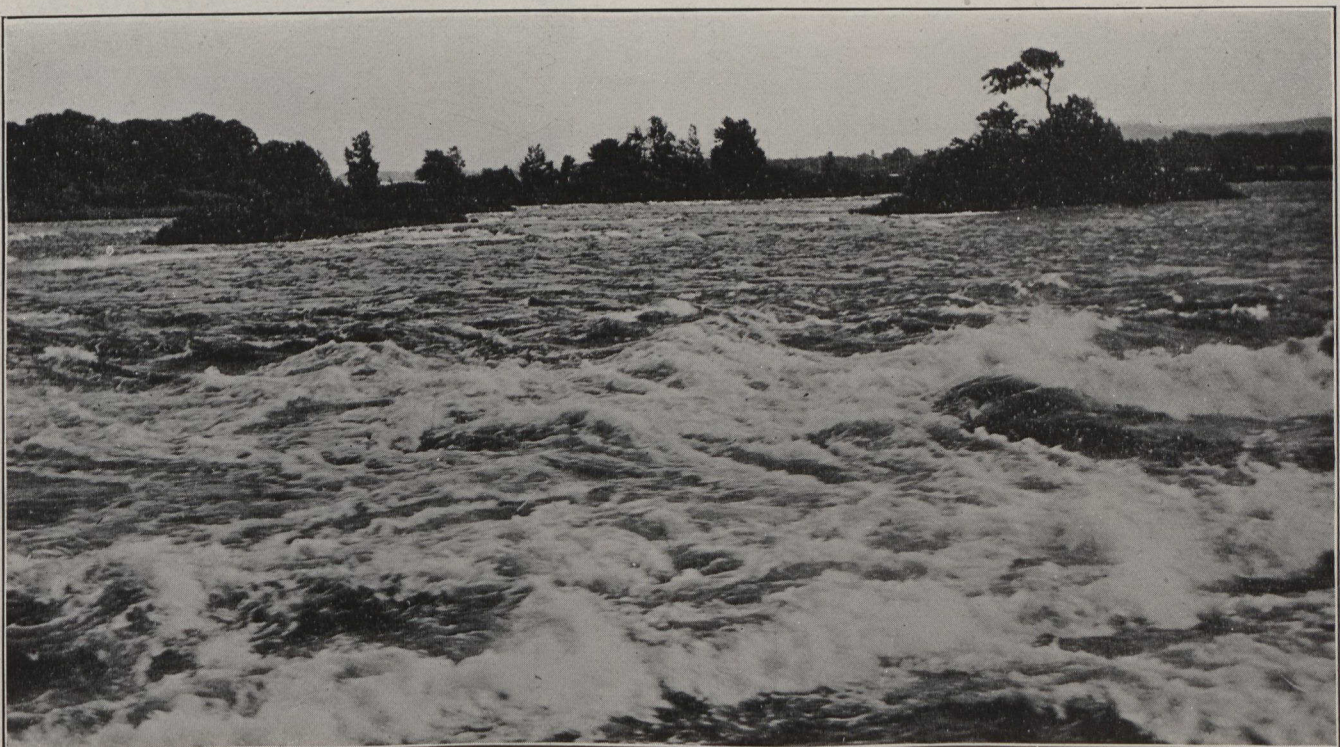
December and May

Honorable mention, Margaret Malcolm, Perth, Ont.



Street Scene in Edmonton

Honorable mention, Miss L. J. Wadsworth, Frankford, Ont.



Lachine Rapids

Everybody has "run the rapids" and either been thrilled by the experience or disappointed because he wasn't, but not everybody has photographed them. Mr. John Wichhorst, 322 Dorchester Street West, Montreal, has, and he has done it remarkably well.

58 Colborne St., Toronto,
October, 1907.

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N.W.C.*

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Lady Godiva

At irregular intervals during the last eight hundred years, the ancient city of Coventry has celebrated the ride of Lady Godiva through the streets, covered only with her luxuriant tresses, in order that the people might be freed from a burdensome tax which her husband, Earl Leofric, had imposed on them. A few weeks ago the pageant took place for the first time in ten years. An actress known as "La Milo" personated Lady Godiva and, dressed in yards and yards of chiffon and wearing an auburn wig, rode a white palfrey through the streets. There were many other historic and legendary features in the procession.



The Belfast Riots

The strikers' riots in Belfast resulted in two men being shot. This photograph shows the great crowd that followed the bodies to the grave and lined the Falls Road. The women wept bitterly but the men preserved a sullen silence.

—Photo, Copyright, Canada Newspaper Syndicate, Ltd.

Our Portrait Gallery

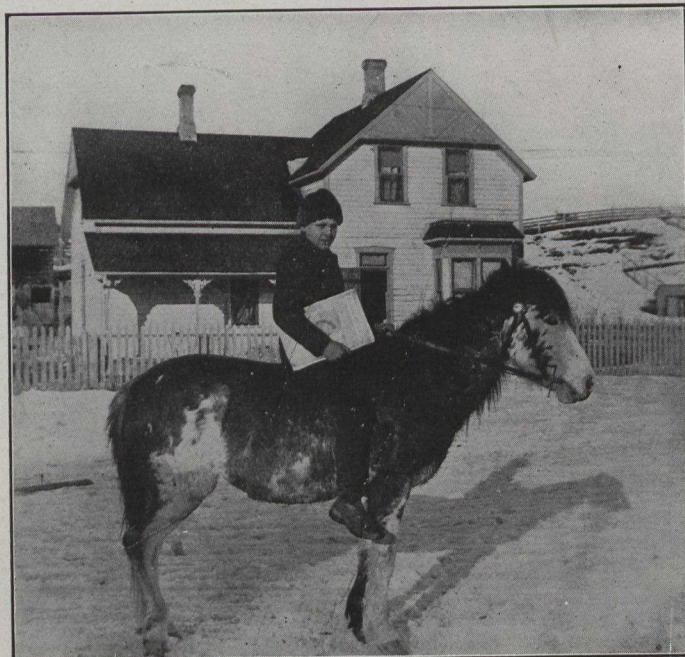
Successful business-like boys who are earning prizes and making money selling Canada's national illustrated monthly, the popular "Canadian Pictorial."

Another page next month, watch for it, boys!



From the Ottawa Valley

Master Harry Coles is another of our Ontario boys to whom we are pleased to accord a place of honor. His latest premium was a camera and a roll of films, but, if we know our boy, that one roll of films won't last long, and it will be put to good use, too. More films on the same basis when these are done. Success to the young photographer.



Archie Clive Stockton, a prairie horseman, away in Sunny Alberta, off on his "Pictorial" round.



Theodore Smith, a Quebec boy, the first lad to handle the "Pictorial". Had his order in before it was off the press. Still at it!

"All that other boys can do, Why, with promptness, should not you?"

The Christmas number of the "Canadian Pictorial" is already under way, and while each number is good, the December issue will be particularly fine. Those who wish to handle the December issue on the basis of "pay when sold", must make good their standing before Dec. 1, as we do not guarantee credit orders except to those who sell in Oct. and Nov.



William Barber Moulton, an Ontario collegiate student, who finds time for some pleasant work, along with his studies.



This isn't "Sunny Jim"; it's Fawcett Eaton, an Ontario schoolboy, whose merry face should secure him a sale every time and success in life all through.



Harold Deans, Ontario, with his sister and "the twins". We couldn't separate this "Pictorial" family.

"Canadian Pictorial"

*After Kipling
(But some distance behind)*

"What's that great pile upon your arm?" the early newsboys cried;
"Canadian Pictorials," the clever lad replied.
"What d'ye think you'll do with 'em?" the early newsboys cried;
"Sell 'em before the school bells ring," the clever lad replied.
"Canadian Pictorial! It's cover's clear of tint;
It's very best of paper, and it's very best of print.
See the pictures of the Horse Show, and the dainty beauties in't.
'Canadian Pictorial' this morning?"

"What made you bring so big a lot?" the early newsboys cried;
"Because I want the cash they'll bring," the clever lad replied.
"What makes you think you'll sell 'em all?" the early newsboys cried;
"These papers almost sell themselves," the clever lad replied.
"Canadian Pictorial! It's just as good 's its name;
There's a portrait in each copy that's worthy of a frame.
Got a back number? 'Fraid not sir—sold out the day they came.
'Canadian Pictorial' this morning?"

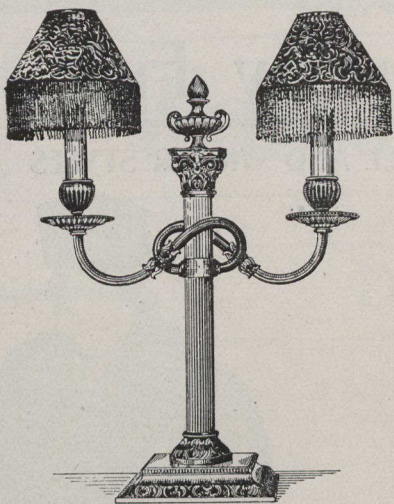
"How do they get them pictures up?" the early newsboys cried;
"Men take 'em, ev'rywhere, all the time," the clever lad replied.
"Why bring this paper all their best?" the early newsboys cried;
"The bees bring honey to the hive," the clever lad replied.
"Canadian Pictorial! It's views are never old;
And, say! its funny stories are the funniest ever told;
And its verses—me, oh, my! there's the last one sold!
No! I've no more 'Pictorials' this morning!"

By S. E. SRIGLEY
Sault Ste. Marie West, Ont.



Boy readers of this page—or girls, either, if they want to—may earn one of our splendid premiums, or may add a good sum monthly to their bank account by selling the "Pictorial". We trust you with a package to start on and send premium list and letter of instructions as to how to set to work. Orders promptly attended to. Send orders well in advance to get an early supply of next month's issue—First come, first served. Address JOHN DOUGALL & SON, Agents for the "Canadian Pictorial", Witness Block, Montreal.





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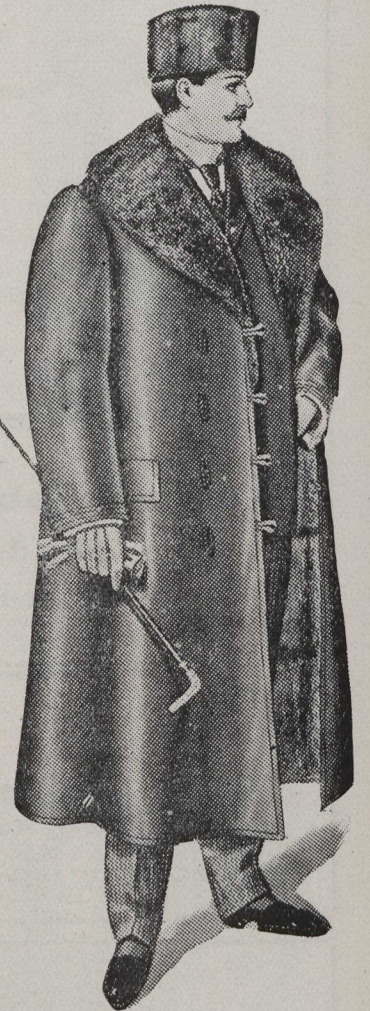
Ladies' Fur Auto Jacket, made in Mink, Persian Lamb, Caricule, German Mink and other Furs.



Stoles in Mink which will be worn a great deal this season.



Handsome Scarf in Ermine, Mink, Caricule, and different kinds of Furs.



Newest styles in Men's Raccoon, Beaver and Fur Lined Coats.



Our leading Jackets for this season. Semi-fitting in all kinds of Furs.

HEREWITH we reproduce a few of our artistic creations for this season. These are but an index of the completeness of our excellent stock. We are in a position to manufacture at prices that defy competition, and our many years of experience give us an accurate knowledge of the requirements of the judicious purchaser who appreciates **Fit, Style and Wearing Quality**. Our designers have placed at your disposal lines representing your every need. Every garment shows beauty, elegance and perfection in every detail.

We cordially invite your inspection of this display, or we will mail you our illustrated booklet on request.

ALEX. NELSON & CO.

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380 St. Catherine Street West

MONTREAL



Our beautiful Stoles and Muffs are attracting widespread attention.

"Once a customer always a customer"

In answering advertisements kindly mention 'Canadian Pictorial.'

— Woman and Her Interests —

THE FURS OF THE SEASON



THE first brisk touch of October frost in the air is a reminder that it is time to put in readiness the winter wardrobe in which our furs have such an important part. What so satisfying, in comfort and in elegance, as a warm garment of soft, rich fur? Fortunately, our best furs, coming to us almost direct from nature, only adapted to our needs by the skill of the manufacturer and further beautified by the furrier's art, are not greatly subject to the fickleness of fashion's decrees, and one can always invest in a really good fur without fearing that it may be 'unfashionable' in a season or two. The natural supply of a fur, and certain qualities which it possesses in a marked degree, go far to determine its place in the ranks of the favorites. It is with the cut and finish of the garment that fashion is most concerned.

Among the rich collection displayed by the leading furriers, mink occupies a very prominent place. This handsome fur is made up in a way that brings out its natural beauty most effectively, the dark markings of the fur being managed so that they form a decorative scheme all that could be desired. The variety of stoles, ties, and neck-pieces, generally, in this fur, is almost unlimited. Most of these pieces, as last winter, are flat, without up-standing collar, and are adorned with any number of 'heads and tails.' Something novel in this season's fur articles, is the fashion of using a whole skin, head and all, as a finish, sometimes placed with the head and the doubled skin of the body attached to stole or muff, the tail left drooping naturally. Of the shorter neck pieces, four-in-hand ties will be much worn, as will also be other pieces of the cravat order. These are beautifully lined with white or cream brocades and satins.

The muff is of an importance which requires a paragraph to itself. The fashionable muff of the period—if anything in modern dress remains in the same style long enough to be spoken of as a period—has grown to remarkable dimensions. The round, or bolster-shaped, muff of medium size, is a thing of the past, and possibly of the future—for fashion, like history, repeats itself—but it is certainly not of the present. The new muffs are of the pillow variety, more or less fanciful, and as flat as may be. They differ from the flattest of those of last winter in that they are not intended to be carried crushed accordion-wise at the upper side. In many cases, the actual muff part is of no greater diameter than is required to admit the hands comfortably, the appearance of extreme size being given by the fur continued down in a sort of flap or curtain, sometimes all in one tail-adorned piece, again with the skins arranged to give a slashed effect. In the large mink muffs, the dark markings of the fur are placed admirably, in regular vertical stripes, following a sort of horse-shoe outline, or in other effective ways.

In the important matter of practical coats, black Persian lamb continues to lead. There is a certain fashion of lamb coat, of twenty-four or twenty-six inch length, with mink revers and collar, which differs so little from year to year that it may be regarded as staple. Among the new models are the semi-fitting coat, double-breasted, and the shorter box coat, besides the natty little pony jacket which is likely to be much favored. With straight band collar, and trimmed with military braid and buttons, it is a very smart garment. A

TYPES OF AUTUMN HATS



A Butterfly Toque

In wine-colored velvet and light silk, trimmed with osprey, and tiny birds at the back.



French Sailor Hat

Built on easy, graceful lines, of short nap beaver in gun-metal shade, trimmed with embroidered band and long, weeping willow plumes, one in pale mauve, the other gun-metal gray.

—Photos supplied by Debenhams Ltd.

less expensive fur than the Persian lamb, but not ranking among the more common skins, is caracul, which has a sort of moiré waved surface, and makes up effectively into box coats and pony jackets, with muff to match. Fancy buttons and braid form all the garniture needed. The caracul is also developed into automobile coats, for which the motoring craze has created a very decided demand. For automobile wear, nothing in fur is more attractive than the gray squirrel coat, built on the lines of the ordinary automobile coat, and with hood to match, the squirrel fur being light and supple enough to adapt itself to the requirements of head-gear. Still another long coat for motor wear is fashioned of pony skin, dyed black, and tanned to a high degree of softness and suppleness. The same skin is also utilized for shorter jackets, on box or semi-fitted lines, for street wear.

In a highly flavored class by itself is ermine, of which 'royal' fur are some of the loveliest of muff and tie sets. The ermine four-in-hands, bow-knot ties, and larger pieces, add distinction to a 'dress' costume, and the big ermine muffs seems reminiscent of the daintily-clad belles of a former age. Most of them, however, are much more fanciful than the big old-fashioned 'granny' muff. Whether or not they gain by the change, or by the realism with which the covering of the tiny animal is sometimes displayed, 'all of a piece,' is a matter of taste.

These three, mink, Persian lamb, and ermine—or four, counting in caracul—are to be the leading furs of the coming season. Seal, Russian sable, and furs of that ilk, are, of course, as much in demand as they always are, and always will be, by the comparatively few persons who can afford to pay very high prices, and whose mode of life is all on the 'Russian sable' scale. On the other hand, the art of the furrier has brought within reach of the very moderately-supplied purse, various furs that give the desired comfort without in anything betraying their humble origin. Very pretty jackets, also four-in-hands and empire muffs, are made up in gray squirrel, for young girls. Certain of the humbler furs are given a course of treatment which leaves them resembling others of a much higher grade. The universal neck-piece and muff are to be found in a great variety of these furs, in their natural state, or transformed, fashioned exactly like the articles made from the more 'aristocratic' skins, and well finished.

'Sable' qualifies some of the transformed furs, as sable squirrel, sable coon, sable fox, and so on. Mole is another soft fur that makes up prettily.

The fur-lined coat is becoming more and more regarded as a necessity of the winter wardrobe. These coats are long and loose from the shoulders down, with fur collar and revers as well as fur lining, the only other garniture being buttons, with sometimes braid added. It must be noted that all the new coats,—fur or fur-lined—have sleeves at least three-quarter length, and the great majority have the full-length sleeve, of the cut known as leg-of-mutton. The 'kimono' has also invaded the realm of fur garments. A short wrap, on the Oriental lines, is shown in mink, with the fur markings taking the place of trimming bands. Some of the fur-lined coats for men reach a height of elegance that those for women rarely attain. If a woman possesses seal-skin, she usually prefers to wear it on the outside, but not a few of the men's coats can boast lining of seal, mink, or something equally luxurious.

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MONTREAL

A CANADIAN HEROINE

AMONG the historic places in Canada, is one with which is associated the story of a young girl known to history as 'the heroine of Castle Dangerous.' Hers is one of the 'brave stories which never die of age.' Madeleine de Vercheres was the daughter of an officer who had been granted a considerable tract of land on the south side of the St. Lawrence River, about twenty miles from Montreal, then a small town of perhaps two thousand inhabitants. The seignory of Vercheres was directly in the route which the hostile Iroquois Indians were used to take in their expeditions against Montreal, and along the river it soon became known as Castle Dangerous. The 'Castle' consisted of a fort with four bastions, and a strong block-house, enclosed by rows of palisades. The Seigneur de Vercheres's tenants had their homes within the enclosure for safety, and when an Indian attack was threatened the women sought shelter in the blockhouse. Those were the times when the men went out to work in the clearing around the settlement, or to cut down trees on the edge of the forest, with a hoe or an axe in one hand, and a gun in the other, keeping the weapon close by as they worked, while within or about the fort, the women, too, were watchful against surprises from the unrelenting enemy, the Iroquois. No Indians had been seen about for some time, however, when, late in the October of 1692, the Seigneur of Vercheres was called to Quebec on military duty, and her mother also being absent, Madeleine, a slight, dark-eyed girl of fourteen, was left in charge of the fort.

It was a bright, sunny morning, and Madeleine walked down to the river to watch for the canoe of a friend whom she was expecting to come to spend the day with her. The canoe was not yet in sight, and Madeleine, joyous in anticipation of the coming visit, waited for a few minutes beside the river, shading her eyes with her hand, to catch the first glimpse of her friend's approach. Suddenly she heard a gun fire, and a voice from the direction of the fort shouting frantically, 'Run, Mademoiselle, run! Here come the Iroquois!' There, running to get between her and the fort, were some fifty of the Iroquois. But Madeleine was more fleet of foot than they were, or the distance was shorter. When they found that they could not head her off, the Indians began to shoot, but Madeleine reached the fort first, uninjured. Two women, almost crazed with grief at having seen their husbands killed in the clearing, were crying outside the enclosure. Madeleine hurried them inside the fort, and closed the gates. If the Indians had known how matters stood, they, also, would very soon have been within. There was nobody inside the fort except Madeleine's two brothers, Louis, aged twelve, and Alexander, ten; an old man of eighty, two soldiers, a serving man, and a few women and children, and not only was the 'Castle' so weakly garrisoned, but some of the palisades had fallen down. But the Iroquois did not know this, and drew off a little to plan their attack. Madeleine hurriedly caused the palisades to be set up again; then, putting on a man's hat for the edification of any Indian who might catch a glimpse of it over the wall, she hastily set about preparations for the defence. In the block-house, where the arms and ammunition were kept, she found the two soldiers, wild with fear, preparing to touch a match to the powder and blow up the place, rather than fall into the hands of the Iroquois to be tortured. Madeleine dashed the match to the ground, upbraided the men for their cowardice, and succeeded in infusing a little of her own spirit into them. Arming the little garrison, including herself and her two young brothers,—young as they were, they had learned in those troublous times how to use a gun with effect—Madeleine directed them to open a scattering fire through the

Daughters of Former Governors-General

LADY MARJORIE SINCLAIR, the only daughter of the Earl and Countess of Aberdeen, is following in her mother's footsteps, as regards her interest in public affairs. Her husband, Captain Sinclair, is Secretary for Scotland, and Lady Marjorie, like many English women, takes an active interest in her husband's political career. Like her mother, she is also engaged in promoting Scottish Home Industries. Captain and Lady Marjorie Sinclair have two children, a little girl some two years old, and an infant boy.



LADY RUBY ELLIOT, whose engagement to Viscount Errington was recently announced, is the second daughter of the Earl and Countess of Minto, and spent a part of the time with her parents

in Canada, before going to finish her education in Europe. She is a handsome girl, with dark hair and eyes, and is an accomplished pianist. Lady Ruby is twenty-one years old, and her fiancé is nine years her senior. Viscount Errington is the son of the Earl of Cromer, the maker of modern Egypt. He is third Secretary in the Diplomatic Service. The marriage will unite two families who are among the most prominent in the Empire.

loop-holes. At the same time, the one cannon in the fort was fired to warn the men working at some distance from the fort. The Indians, not daring to attack the fort, scattered about looking for any of the settlers who might be hiding about the clearing, and some of the agonized women had to see husband or father cut down before they could reach shelter.

Meantime, Madeleine had been keeping a lookout for the canoe of her friend, Madame Fontaine. Presently it was seen nearing the south bank, and Madeleine, having no one to send who would go, resolved to herself meet and give them the needful warning. She knew she was running a terrible risk, but she hoped that the Indians would think it was a ruse to draw them within range of the cannon, and would not dare to follow her. She had reckoned rightly, as it turned out. She reached the river in safety, and was rejoiced to find not only her friend, but her friend's husband, a considerable addition to the garrison.

Towards nightfall, the weather changed, and a driving storm of hail mingled with snow came on. Madeleine feared that the Indians would attempt to take the fort under cover of the intense darkness. She divided her little force into two parties, one to guard the fort, and the other to stay in the block-house. At short intervals all through the night, a signal passed from one to the other, 'All's Well!' and the Iroquois, thinking that all really was well, were discouraged from making an attack.

The next day Madeleine was kept busy soothing the fears of the women, and trying to cheer and encourage all her companions, go-

ing from bastions to block-house and back many times. The second night passed as the first had done, and the third day came with the Indians watching their chance stealthily and patiently as ever. For six days and nights the siege continued, each hour harder than the last, as weariness and constant keen anxiety weighed upon body and spirit of the defenders. When Madeleine slept, for a few minutes at a time, it was with her head resting on her folded arms, with her gun across them, upon the table.

At last, on the seventh day, help arrived. Some of the settlers had escaped, and made their way cautiously on foot to Montreal. An officer and forty men started in canoes to the rescue. As soon as they came in sight, the Indians disappeared into the forest, Madeleine threw open the gates, and went out to meet the rescuers.

To the officer she said, 'Monsieur, I deliver to you my arms.'

'Mademoiselle,' he answered gallantly, 'they are in good hands.'



THE DREAM BIRDS.

O Light-of-Heart, this is a tale
Of bedtime, stars, and shadows,
Of how the dusky dream birds sail
Across the moonlit meadows;
From fairyland they steer, and go
As silently as feathers,
With fairies driving fast or slow
Through many winds and weathers;
And when you're safe in bed asleep,
With mother o'er you bending,
Through those big window panes they peep
To see if you're pretending.

They carry dreams upon their backs,
Done up in white rose petals,
With spider webs for string and wax
From where the wild bee settles.
Where do the rose leaves go? Ah, there
You thought you found me napping—
The fact is this, that kisses take
An awful lot of wrapping.
And fairies claim one each from you
(For kisses they've a mania).
But sometimes steal an extra two
Or three for Queen Titania.
Then pack them sharp before you wake,
And as they homeward fly,
All whisper: 'Winsome dreams for you,
Dear Light-of-Heart—good-by!'
—'Pall Mall Gazette.'



THE SHIRT-WAIST BOX.

A special repository for one's shirt-waists is an absolute necessity. A dresser drawer entirely given up to them does very well, provided it is deep and wide enough, but a drawer cannot always be spared, and even when it is available it is not so convenient as a box with a cover that opens right back. The need is such a well-recognized one that boxes are now to be had in oak, mahogany, and other woods matching the bed-room furniture. But if these are too expensive, one can have a carpenter make a suitable box which can be finished nicely at home. It should have a hinged cover which must close tightly to keep out all dust. Line the inside with glazed cambric in white, or a delicate pink or blue. Or it can be lined with sachets which make the interior very dainty. The box should be rather larger than the waists, wide enough to let them be placed flat without crumpling the sleeves, and deep enough to accommodate them all with a little space to spare. The outside of the box can be covered with cretonne or denim matching the color scheme of the room. If the top is cushioned, the box can be utilized as a window seat.



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CHRISTMAS NUMBER GIFTS

On receipt of one dollar at this office we will send the "Canadian Pictorial" from Dec. 1, 1907, to Nov. 30, 1908 (Volume III. complete), and will, moreover, mail a gift copy of the 1907 Christmas Number, free of charge, direct from this office, to any two of the subscriber's friends, no matter what their postal address may be. In other words, each dollar subscription entitles the sender to Volume III. complete of the "Canadian Pictorial," and two extra copies of the Christmas Number. To claim this special offer, the dollar subscription should reach this office **NOT LATER THAN NOVEMBER 15**. Gift copies will be mailed to reach their destination by Christmas time, or as soon thereafter as distance will permit. In case of foreign addresses, the name and address of sender could be written on the wrapper also. The two extra names for Gift Copies of the Christmas Number of the "Pictorial" must be sent in at the same time as the sender's subscription.

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LEE & SARGENT
675 St. Catherine Street West, MONTREAL

For the Rainy Day

IN no department of feminine dress has more advancement been made of recent years along the lines of comfort, utility, and attractiveness, than in the costumes devised for wear in stormy weather. Once upon a time, and not so very long ago, one's shabbiest old dress, partially covered by some shapeless rubber garment, was considered quite all right for a rainy day,—as if the wet weather conditions were not gloomy enough without that. Now, the woman who gives due consideration to her attire, knows that it is the wisest plan, for every reason, to have a costume specially prepared for stormy weather, and to keep it for its own special purpose. The manufacturers have given attention to the need for suitable materials, and the result is that the old-fashioned heavy and ugly waterproof stuffs have given place to others, equally proof against rain and storm, but light in weight, supple in weave, and that can be perfectly fitted and prettily made. Various materials are now subjected to the waterproofing process, so

that one is not restricted as to choice. Brown, which has been a favorite among colors for so long, is a good choice for the rainy day suit, as it does not show badly any unavoidable splashes, and has a comfortable, warm appearance. Then, too, the accessories can be obtained to match, making the costume look quite complete. A suit that had a great deal of 'chic,' albeit designed for stormy weather, attracted attention the other day, as being quite ideal for the purpose. It was developed in a brown novelty suiting, presumably water-proofed, and of a russet shade resembling oak-leaves in autumn. The skirt was of ankle length, quite plain. There was a natty little double-breasted jacket, semi-fitting, and ornamented only with two rows of big flat buttons, at the closing. Brown boots were worn, laced up well around the ankles. The hat was a small sailor shape of close-nap beaver, matching the costume, trimmed very simply with a darker brown band and pair of wings placed flat and secure. Not to have an inharmonious note, the big umbrella carried was of brown silk. Brown or moss green, tan color, gray, and dark blue, are good colors for the rainy-day suit, and the old stand-by, navy blue storm serge, is always satisfactory. Red is sometimes chosen, and has the recommendation of being enlivening and cosy-looking.

The separate 'rain coat' is recognized as an absolute necessity. One of the newest developments is the long coat of rubberized silk, or silk rubber, which is a really beautiful garment. These coats are so well shaped and nicely finished that they do not suggest rub-

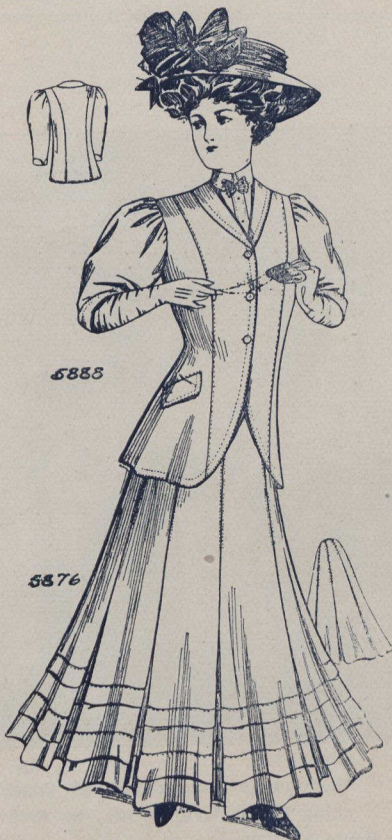


It is now positively known that falling hair is caused by a germ, hence is a regular germ disease. Hall's Hair Renewer promptly stops falling hair because it destroys the germs which produce this trouble. It also destroys the dandruff germs, and restores the scalp to a healthy condition.

Formula: Glycerin, Capsicum, Bay Rum, Sulphur, Tea, Rosemary Leaves, Boroglycerin, Alcohol, Water, Perfume.

Ask your druggist for "the new kind." The kind that does not change the color of the hair.

R. P. HALL & CO., Nashua, N. H.



NOS. 5888—5876.—A SMART WALKING COSTUME.

This two-piece suit was developed in dark gray English suiting. The cut-away coat is of very good style, and will serve as a model for a separate coat of broadcloth or other material, as well as part of a costume. It is semi-fitting and of excellent shaping, the curved seams in front and back aiding in giving shapeliness to the figure. The skirt is a new nine-gored model, laid in an inverted box-pleat at each of the side seams. Close adjustment is given at the top, the lower edge flaring gracefully in accordance with present fancy. Serge, chevot, fancy broadcloth and the novelty suitings are all suggested for reproduction. For 36-inch bust measure 2 1-2 yards of 44-inch material will be required for the coat, and 6 3-4 yards for the skirt.

Ladies' cut-away coat. Sizes for 32, 34, 36, 38, 40 and 42 inches bust measure.

Ladies' nine-gored skirt. Sizes for 22, 24, 26, 28 and 30 inches waist measure.

This illustration calls for two separate patterns, which will be sent to any address on the receipt of ten cents for each, in silver or stamps.



NO. 5868.—LADIES' DRESSING GOWN.

This morning gown is quite simple, yet graceful and becoming. It suggests the kimono in style, although slightly more fitted in the back. The front is laid in fine tucks in the upper part, and falls free from the shoulders, without closing unless so desired, so that the garment may be easily slipped on and off. A fancifully shaped trimming band outlines the neck and front edges, the wide short sleeves being trimmed to correspond. The soft Japanese fabrics are the prettiest for a garment of this kind, but other materials such as lawn, cashmere and cotton crepe are all suitable. For 36-inch bust measure 7 yards of 36-inch material will be required. Sizes for 32, 34, 36, 38, 40 and 42 inches bust measure.

A pattern of this illustration will be mailed to any address on receipt of 10 cents in silver or stamps.

ber, or wet weather and mud, at all. Their light weight is another strong recommendation. They come in plain colors, but also in indefinite plaids in mixed grays with lines of black. They are usually untrimmed, except for the necessary buttons, but sometimes there is a little trimming of wash taffeta, or silk rubber of a different shade. Some of these coats, fashioned like automobile wraps, are adopted for motoring wear. A pretty one used for that purpose, was in a gray and black plaided effect barred with just a line of white. Another, handsome enough to be used as a carriage wrap on occasion, was of silvery gray rubberized silk, made very ample, and adorned with two rows of buttons outlining the double-breasted front. These buttons were covered with the material, trimmed with silver, and were about the size of a twenty-five cent piece. Many of the new rain-coats, of covert or other water-proof cloth, are fashioned with a seam down the centre back, to give shapeliness.

Among the smaller articles for rainy day service are gloves of a very thin, flexible leather. Getting damp ruins a kid glove, and everyone knows how disagreeable that of a woollen or cotton fabric is apt to become on a wet day. In making up the 'rainy-day suit,' it is well to remember that moisture is inimical to plaits, and that having a plain gored skirt, rather than a plaited one, may save a lot of pressing.

BABY'S DEFENCE

For Baby's

use—and every toilet purpose as good a soap as "Baby's Own" cannot be bought for as little money.

Albert Soaps Ltd. Mfrs., Montreal.

Beware of imitations and substitutes accept none but the genuine "Baby's Own."

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Photographic Specialties
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are two of the specialties

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We want to mail you a copy of our Fall and Winter Catalogue. In addition to the splendid value it presents on high-class Dry Goods you will be interested in the offer of a

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Jas. A. Ogilvy & Sons, The Mail Order Store
MONTREAL



All-round Athletes

Members of the Montreal Swimming Club trying the high jump.

—Photo by Will Sharpe.



Worth Catching

Maskinonge caught just off Couchiching Beach Park, Orillia, by Arthur Jennings, a Grand Trunk employee. Weight 33 pounds; length 4 feet 3½ inches.

The Boston Safety Fountain Pen



ONE OF THE NEW SIZES—FITS THE LOWER VEST POCKET NICELY

LESLIE SALES CO., Ltd., CORISTINE BUILDING, Montreal
SOLE AGENTS IN CANADA

IT writes and rests equally well either end up. It leaks only **WHEN** and **WHERE** you want it—at work.

Sent postpaid on receipt of price with privilege of a thirty day trial. Three sizes: \$3.50, \$4.00 and \$5.00.

Eames as
Marguerite

This Musical Entertainer Should be in Every Home



Caruso

There are mighty few people to-day who do not appreciate good music as a relaxation in the evening.

Formerly, in order to enjoy good music at one's home, it was necessary to acquire, by long and tedious practices, a musical education.

Even after spending years at study and practice the results, in a great majority of cases, were music of an indifferent kind.

But within the last few years conditions have changed.

It is now possible, by means of the Victor or Berliner Gram-o-phone, to hear in your home the finest vocal and instrumental music that has ever been produced.

Just think of the possibilities of enjoyment the possession of this marvellous entertainer holds out for you.

Think of spending the evening at your home listening to the voices of the greatest singers known to the world and of giving this sort of entertainment to your friends.

By means of the Gram-o-phone you can hear, perfectly reproduced, the marvellous voices of Caruso, Scotti, Eames, Melba, Plancon, Calvé, and all the other famous singers.

Can you realize what this means and the thousands of dollars it would

With equal facility it will reproduce solos played by any musical instrument.

It will also reproduce coon songs, funny stories, recitations, hymns, anthems and other sacred music, and without the unpleasant scraping heard in ordinary talking machines.

For versatility and variety of entertainment there is nothing to equal the Victor or Berliner Gram-o-phone. It gives out a rich, round tone like a church organ.

Go any day to any store where the Victor-Berliner Gram-o-phones are sold and you will be astonished at the music they will turn out.

We have hundreds of new records from 4cc. up—records are round, flat discs that take up little space and are practically indestructible.

Prices of Victor or Berliner Gram-o-phones, \$12.50 to \$120.

Send to-day for our literature and catalogues of 3000 records
—they will be sent free.



cost you in the ordinary way?

The only other way to hear these voices would be to go to New York during the grand opera season.

And then you only hear them once, whereas with the Victor or Berliner Gram-o-phone you have these great singers with you, in your home, to sing at your bidding.

The Victor or Berliner Gram-o-phone is not confined to reproducing vocal music.

Plancon as
MephistophelesCalvé as
Carmen

The Berliner Gramophone Co. of Canada, Limited

415 St. Catherine Street West, Montreal

Letters to the President of the
Dolly Varden Shoe Co.

The Triple Testimony of A Good Business

Every
Store
in
Canada
reports
a
splendid
business.



The shoe
that sells
in Canada,
United States
and
Great Britain
at the
same price.

THE MONTREAL STORE

Montreal, Que., July 3rd, 1907

Messrs. The Dolly Varden Shoe Co.
Montreal, Que.

Gentlemen :—

Where a business shows an increase of \$1,200 in one month as compared with the same month a year ago, I am sure that there is some reason for congratulation. Should the present increase continue I shall soon capture the whole high-class shoe trade of Montreal.

I enclose you a report of the sales of June, with the analysis of the various prices, the number of each price sold, and the comparison with the sales during the month of June, 1906.

Had I placed a larger order for Tan Oxfords earlier in the season, I believe my sales would have been 20 per cent greater.

Yours truly,
THOMAS HICKEY,
440 St. Catherine Street West.

THE WINNIPEG STORE

The Dolly Varden Shoe Company
Montreal

Gentlemen :—

On closing up the first half year of our business on Portage Avenue, I desire to express to you my satisfaction with the results. Thus far the volume of business has exceeded my anticipations. I expect to do a business the first year of \$40,000.

The Dolly Varden Shoe is the best known ladies' shoe in Winnipeg, and every indication points to a large business, as the store becomes better known. As you know Portage Avenue is a new shopping thoroughfare, but it will eventually become the leading retail street.

My customers are all delighted with the shoe, with its dainty lines, and its permanency of shape, and I have been pleased this last few months with the return of many customers who bought from me during the opening months of the store, last fall.

Yours truly,
H. W. STARK,
273 Portage Avenue, Winnipeg.

THE TORONTO STORE

Toronto, July 25th, 1907

The Dolly Varden Shoe Co.
Montreal, Can.

Dear Sirs :—

In comparing the amount of business done during June 1907, with that of June 1906, I find that of last month double that of a year ago and I am confident that the sales for next year will exceed \$50,000.00. For a young business the success which the store has met with since I purchased it has far exceeded my expectations.

The increase during the past three months I attribute largely to the staunch friends which the character of the Dolly Varden Shoe makes for itself. I think there are not two other shoe stores in Toronto doing a larger business than mine, and should the present volume of business continue to show the same relative increase for another year, there will not be more than one other store doing as large a business.

I feel justified in writing you to express my satisfaction with the enclosed report.

Yours truly,
(Sgd.) FRANK MERCER

SEND to any one of these stores for a copy of the Dolly Varden Style Book, showing the latest fashions for Fall and Winter. You can order by mail. For particulars regarding exclusive agency, and how the public profit by the Dolly Varden selling system, write to the : : : : :

DOLLY VARDEN CO.'S

Canadian Branch

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MONTREAL