

It means cement of the highest possible quality.

It means cement tested by experts whose authority is final at all our mills.

It means cement acknowledged by engineers, architects and hundreds of thousands of farmers to fulfil every requirement of scientifically made Portland cement.

It means a cement that is absolutely reliable, whether used for a great bridge or for a concrete watering trough. You can use

#### Canada Cement

with complete confidence that your concrete work will be thoroughly satisfactory. You ought to have this confidence in the cement you use, because you have not the facilities for testing its qualities, such as are at the disposal of the engineers in charge of big contracting jobs.

These engineers know that when cement has passed the tests made upon it at Canada Cement mills, it will pass all their tests.

And this same cement is sold to you for your silo, your foundations, your feeding-floor,

And this same cement is sold to you for your sile, your foundations, your feeding-neet, your milk-house or your watering-trough.

Used according to the directions in our free book "What the Farmer can do with Concrete," Canada Cement never fails to give satisfactory results. Write for the book. It not only tells you how to mix and place concrete, but will also suggest scores of uses for it on your farm, every one of them valuable to you. In asking for the book you do not incur the slightest obligation.

There is a Canada Cement Dealer in Your Neighborhood

Address: Farmers' Information Bureau

Canada Cement Company Limited, Montreal



# 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 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.

# Advertise in the Mail and Get Results

# Sinitary Sinitary

Grease and Scum use

### Old Dutch Cleanser

DRY CANTEEN

#### MOST UNPOPULAR

Halifax, N. S., July 22—Colonel Hughes has stirred up a hornet's nest in the Halifax Garrison between his investigation of the amount of liquor consumed in the various messes and the probability that he will endeavor to enforce a dry canteen for the men.

While none of the superior officers of the Garrison will permit themselves to be quoted, it is an open secret that the activities of the Minister of Militia are nearly driving them to despair. It is extremely difficult now to get either officers or men for the Canadian permanent forces. While the pay is better than in the Imperial forces, the life has few of the attrac-tions of the latter service. There is no possibility of seeing foreign service to the Canadian "regular." He must spend his time in garrison duty n one military depot with occasion al periods of field training and the life is decidedly monotonous. Many drafts of ex-imperial soldiers have some to the local garrison, attracted by the higher pay in the Canadian service, but very few have re-enlisted and many have bought their dis-charges or deserted. Those who sought after the activities of military life have returned to the Brit-ish service, while the remainder have been attracted by the higher pay of civilian life.

One of the prerogatives of the private soldier in the regulars is his canteen where he can obtain good beer very cheap. No spirits are sold, but he can get lots of beer and it is the usual experience that this is all he wants. Now Colonel Hughes has apparently decided to close down all the canteens and has already abolish ed that of Fort McNab, where there are several hundred artillerymen permanently stationed. A local militia regiment is now in camp near this fort and the ostensible reason for closing the canteen is the fear that militiamen might secure there. The regulars, however, that this is but the first step in a general prohibition scheme and it is freely stated that if these canteens are all abolished, the ratio of desertions here will increase very sud-

The abolition of canteens in militia camps has proven a good thing but the case of the regulars is on an entirely different basis. At present with wet canteens the officers are able to regulate drinking very well and so good has been the order in the garrison here for several years that the military police have been entirely withdrawn. It is a rare thing to see a soldier in the police court.

The order that an officer's efficiency is to be judged by the size of his mess bills has also aroused much resentment. This question has previously been dealt with here and about the sole result achieved was that the mess bills for wine ware reduced but more money was spent out side barracks in liquor.

The Great English Remedy.
The Great English Remedy.
Tones and invigorates the whole
nervous system, makes new
Blood's old Veins, Cures Nervpondency, Sexual Weakness, Ensistens, Spermajorinhea, and Effects of Abuse or Excesses,
Pelce 31 per box, sixfol \$3. One will please, six
will cure. Sold by all druggists or mailed in
plain play, on receipt of price. New pamphlet
mailed free. The Wood Medicine Co.
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The Green car automobile trips up town, downtown, "Seeing New York after Dark," and the yacht trip around the city is the most perfect sight-seeing service in the world. A lecturer with every party. Write for illustrated descriptive folder.

GREEN CAR COMPANY
S.E. cor. 23d Street and Broadway,
New York City.
277—July 25 D.1.mo.



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Will continue our Silk Sale for 2 more days.

27 yds Jap Silk Only 35c yd.

20 yds Jap Silk Only 20c yd.

Only a few shades left. See Our Window.

.. Williams' Specialty Store.

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#### GRAND CLEARING OF Linen Suits, Coats and Skirts.

All left-overs will be disposed of at mostly any price if we

can fit and suit you.

Dress and Skirt Sale Now On.

Wash Dresses 98c., \$1.50 to \$4.00 Wash Skirts \$1.25 to \$275.

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560 QUEEN STREET

Sells HIGH GRADE PILNOS AND ORGANS

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The Latest and most Popular Songs of the day on hand.

#### This is You --

When in need of choice Fresh Groceries call at the up-to-date store of

E. G. HOBEN COR. KING and YORK STREETS
-: Dealer in :-

CHOICE FAMILY GROCERIES, ETC.

"The Paper That Reaches The Buying Homes."

## Mr. Salesman

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by thinking you have all the business you need or can do. There are hundreds of othe customers you could get in touch with if you use the columns of the MAIL to tell about your goods.

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### The DAILY MAIL



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CHOCOLATES THAT ARE DIFFERENT
CHOCOLATES THAT OTHERS CANT IMITATE
CHOCOLATES SOLD ONLY AT RYAN'S DRUG STORE

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