



Do You Know What This Label Means ?

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, 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

TEACH CHILDREN

TRAFFIC RULES

"It's an old saying," remarked J. F. Hartz, president of the R-C-H Corporation, Detroit, "that an ounce of prevention is worth a pound of cure" but it fits in very nicely with the movement recently put under way in some parts of America, whereby school children are to be taught the traffic rules and regulations by means of moving pictures and illustrated lectures.

"There is no doubt but what the young mind can grasp these picture lessons much more quickly than by any other method, and when they once learn the rights and wrongs of the city streets, the percentage of accidents will be reduced to a minimum.

"The street car lines and railroads have posted warning notices on the right and wrong way of leaving their cars and crossing thoroughfares, but those printed signs make little or no impression on the average child. With the motion pictures it is another story. Here the child follows every movement of the actors and can actually see the danger before the accident occurs. With all this in plain sight, and an experienced teacher to tell them how to act under similar circumstances, there is no reason why the lesson should not leave a lasting impression.

"I am sure the people responsible for this movement will have the hearty co-operation of all merchants and manufacturers who use or make motor driver vehicles. In my estimation it is the first big, important step taken to solve the problem of how to take care of the children on the streets."

TOTAL EXTRAVAGANCE

(Continued from page two.)

from \$19,000 to \$42,000 a year or an Gleaner, increased these three salaries increase of \$23,000. Possibly the gentlemen who have been appointed are worth it and that the salaries paid them compare with those paid in corresponding positions on larger roads, but it is unnecessary at present to discuss that phase, saved to say that the road managed to roll up nearly a million dollars surplus under the lower paid men.

Recently there was a reduction in the Paint Shop by some fifty men or so being reduced two hours a day in their working hours with a corresponding reduction of income. This was done to save money. The saving per annum is scarcely equal to one-third the increases in salary paid these three officials. The savings effected by pinching the income and shortening the comforts of the families of these fifty men has no commensurate advantage to the irritation caused.

Cook's Cotton Root Compound.

The great Uterine Tonic, and only safe effectual Monthly Regulator on which women can depend. Sold in three degrees of strength—No. 1, \$1; No. 2, 10 degrees stronger, \$3; No. 3, for special cases, \$5 per box. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO., TORONTO, ONT. (Formerly W. S. Anderson)

BREWER'S MILLS

Brewer's Mills, July 18—Seeing no items in The Mail for a long time I will put a short piece in.

It begins to look more like summer now.

Mrs. Urias Brewer is selling milk this summer.

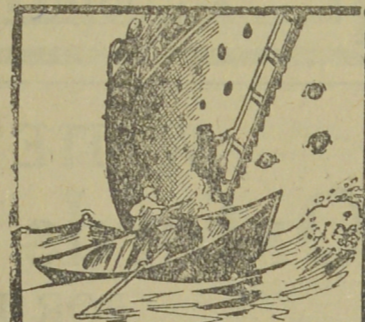
Mr. S. Chute had a very bad stroke last Friday afternoon.

Miss Celia Morehouse and sister Bessie accompanied by Miss Elsie Hanson spending a few days with their mother Mrs. Harvey Morehouse.

Mrs. Goodrich Godsoe is spending a few days with her parents, Mr. and Mrs. John Gilbert.

Mrs. Amsey Hanson called on Mrs. Wardlow Estey.

Bridgewater, Mass., July 21—A spectacular career was ended under pathetic circumstances today when Cardenio F. King, once widely known as a financier and newspaper publisher of Boston, died a convict at the state farm here in the very hour that his friends, aware of the approach of death, were making desperate efforts to obtain a pardon for him.



Taking on the Pilot

Our Classified Want Ads. will pilot the ship of business to the safe harbor of commercial prosperity. People read the "Articles for Sale" ads. If you have something to sell tell them about it. One large machinery firm in Toronto has built up its business by using Classified Want Ads. exclusively.

Copyright 1913 by W. E. W. E. W.

59c for a \$1.00 pr of CORSETS
Low Bust, Long Hip, Newest Style at - - -

∴ Williams' Specialty Store ∴

DRY GOODS, LADIES FURNISHING AND MILLINERY

66 YORK STREET - PHONE 219-31

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 \$3.75.

DOUBLE PONY VOTES WEDNESDAY.

R. L. BLACK - - York St.

E. O. MacDONALD

560 QUEEN STREET

Sells HIGH GRADE PIANOS AND ORGANS

Agent for the famous SINGER SEWING MACHINE.

Latest and Most Popular Songs. Fancy Post Cards.

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

--

Don't Deceive Yourself

Advertise

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

in the
MAIL

--

The DAILY MAIL

Ruglers

"The Candy of Character"

CHOCOLATES THAT ARE DIFFERENT
CHOCOLATES THAT ARE LEADERS
CHOCOLATES THAT OTHERS CAN'T IMITATE
CHOCOLATES SOLD ONLY AT RYAN'S DRUG STORE

CENTRAL PHARMACY - ARTHUR J. RYAN

**"MAIL" ADDS
BRING RESULTS**

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**