

A TOWN TO-DAY—A CITY TO-MORROW.

ATHABASKA LANDING

THE GATEWAY TO THE GREAT PEACE RIVER COUNTRY.

These are some of the natural advantages of ATHABASKA LANDING:

COAL; OIL; LUMBER; IRON ORE; NATURAL GAS; FURS; FISH; LIMESTONE; PULPWOOD.
 NAVIGATION FOR THOUSANDS OF MILES.
 SIXTY MILLION ACRES OF THE BEST FARMING LANDS.

DO YOU KNOW of any other city in Western Canada with such great natural advantages? Athabaska Landing has grown from a Hudson Bay Co. trading post to an incorporated town, without a railway. The Canadian Northern Railway is now running into the Landing. Five other lines are surveyed and **GUARANTEED BY ALBERTA GOVERNMENT BONDS**. Two of these lines are already under construction and will be pushed through with all possible speed. To develop the Great Peace River Country

THIS IS YOUR OPPORTUNITY.

You have told others what your friends have done, how they have made money by buying land. They made it by getting in on the ground floor. You have an opportunity now to show your friends what **YOU** can do.

For further particulars send in this Coupon to the Gazette office:

ANDREW CARNEGIE SAYS:

Ninety per cent. of all millionaires became so through growing Real Estate. More money has been made in Real Estate than from all industrial investments combined. Few large fortunes can now be made in any part of the world except from one cause—the rise in value of Real Estate.

THE NORTHWEST EMPIRE LAND CO., LIMITED.

Care of the Fenelon Falls Gazette.

Kindly send me full particulars about Athabaska Landing.

Name

Address

THEODORE ROOSEVELT SAYS:

Every person who invests in well selected Real Estate in a growing section of a prosperous community adopts the surest and safest method of becoming independent, for Real Estate is the basis of all wealth.

THE NORTHWEST EMPIRE LAND CO., Ltd.

CALGARY EDMONTON LETHBRIDGE WINNIPEG TORONTO HAMILTON

REFERENCES—TRADERS BANK, CALGARY, AND R. G. DUN & CO.

LOST VITALITY

Caused by Kidney, Stomach and Bowel Disorders

St. John, N.B., September 18, 1911
 —My brother was a great sufferer from kidney, stomach and bowel troubles and was given up by two doctors. He was advised to try your Fig Pills, which he did, and after taking five boxes was completely restored to health and is better to-day than he has been for years. You can't recommend Fig Pills too highly.

J. W. MANVERS,
 At all dealers, 25 and 50 cents or The Fig Pill Co., St. Thomas, Ont.

Sold in Fenelon Falls by A. J. Gould, Druggist.



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INTERNATIONAL FLYWAY

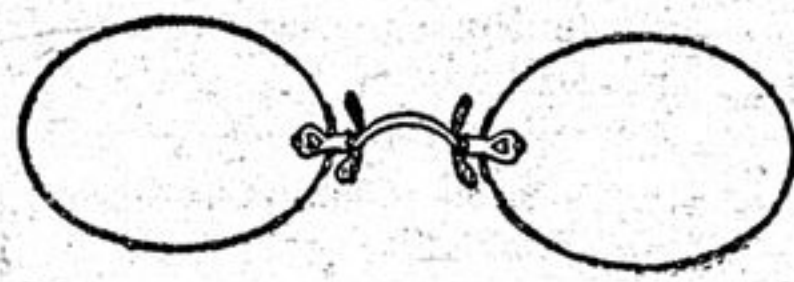
Fully guaranteed, and your money will be refunded if you are not satisfied with it.

Our International Calf Meal

is having a big sale and is giving satisfaction. We also have a big shipment of Oilcake that we are selling at \$2.50 a hundred lbs.

G. F. VICARS

Druggist and Optician
 FENELON FALLS, ONT.



Go to Gould the Optician.
 All work fully guaranteed.

Summer Session

From July 2nd merges into our Autumn Term from August 26th. Many teachers and senior students will take advantage of our Summer Term and many will continue until graduation in four or six months leads them direct into a good salaried position. Let us send you particulars about our courses. Write W. H. Shaw, President, Central Business College, Toronto.

WANTED.

Good general servant. Good wages. Apply Mrs. Richard Sylvester, Lindsay, Ont.

GIRL WANTED.

Girl wanted to assist with housework. Mrs. F. J. Goodman, Rosedale.

Why We Excel

We have the most modern, the most practical and the best equipped school, in Eastern Ontario. The courses are thorough and fascinating. An entirely

Canadian Business Procedure

for the training of the ambitious young people of our country. Our graduates are successful. Ask a student or ex-student—they are our best advertisements.

HOME STUDY COURSES.

Lindsay Business College

C. R. Bower Principal A. H. Spotton President
 ENTER ANY DAY.

FATHER REALLY OUGHT TO

Have his picture taken. He hasn't had a photo since that funny looking one in the cutaway coat that he was married in. ('Twas a noon wedding, you know.) Yes mother says 'twas a good one of him as he looked then, but really, for the sake of the family, there should be one of him as he looks now.

J. H. STANTON.

Groceries, Boots and Shoes, Readymade Clothing, Crockery, Glassware.

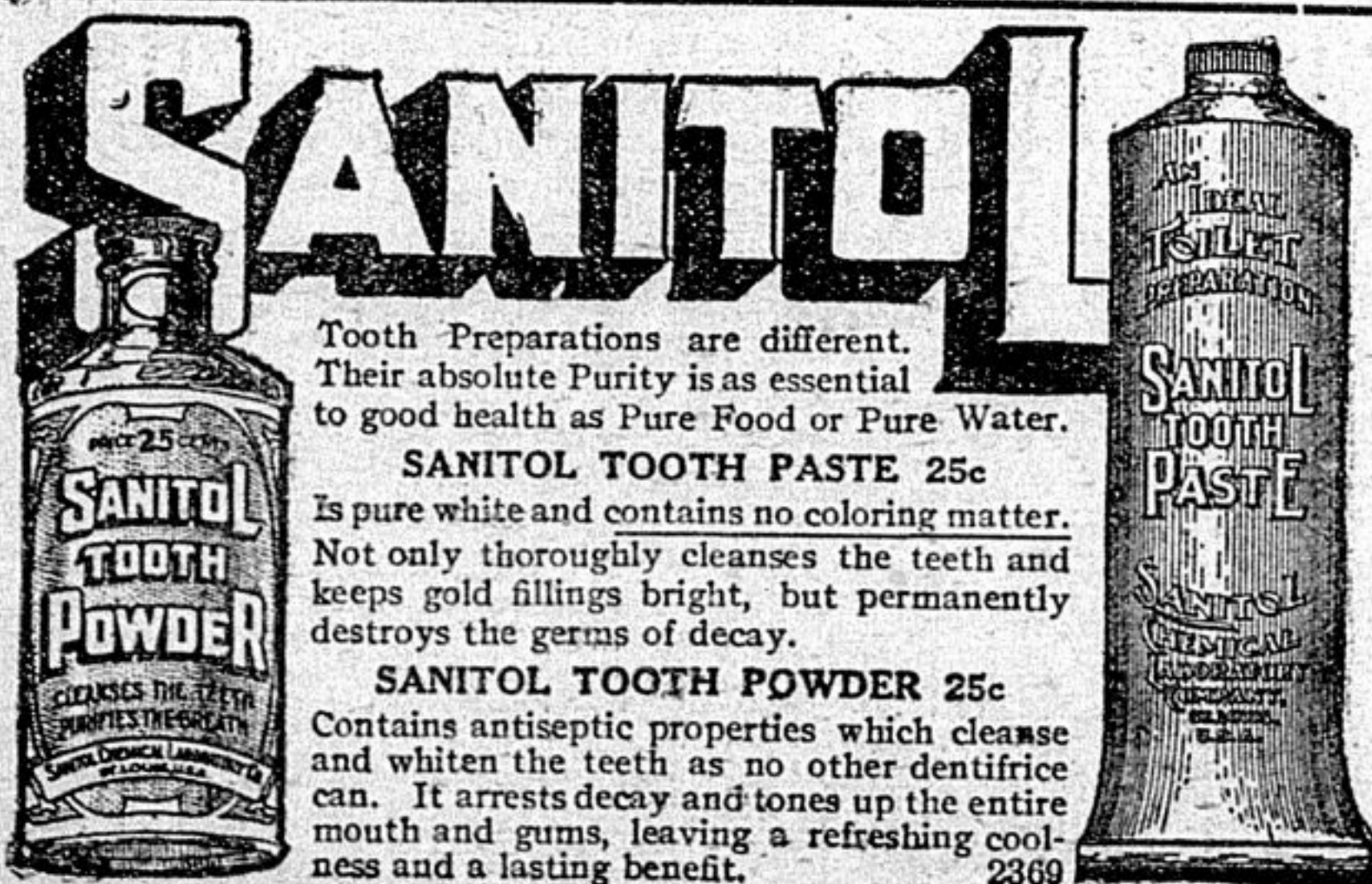
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Tooth Preparations are different. Their absolute Purity is as essential to good health as Pure Food or Pure Water.

SANITOL TOOTH PASTE 25c

Is pure white and contains no coloring matter. Not only thoroughly cleanses the teeth and keeps gold fillings bright, but permanently destroys the germs of decay.

SANITOL TOOTH POWDER 25c

Contains antiseptic properties which cleanse and whiten the teeth as no other dentifrice can. It arrests decay and tones up the entire mouth and gums, leaving a refreshing coolness and a lasting benefit.

A. J. GOULD, Druggist, Fenelon Falls.