

ONLY the really good things are imitated. Diamonds are imitated, but not reproduced. It's the same with other precious stones.

Every safeguard is afforded buyers here. Our expert knowledge and long years of experience insure against imitation. No charge for the protection—little charge for the gems.

KENTS' Limited
Diamond Merchants
144 Yonge St., Toronto

HEWSON
UNSHRINKABLE
UNDERWEAR
has many points of merit

Before you buy your fall and winter underwear just ask the salesman to show you a suit of Hewson Unshrinkable Underwear. Examine it closely. Note the fine elastic rib, the smooth velvety finish the generous fashioning of sleeves and body and the careful stitching, all points which emphasize the good materials and efficient workmanship. And what is more, the fleecy softness noticeable on first inspection will last through repeated washings, always assuring a comfortable fit without binding, bunching, wrinkling or shrinking.

Fall and Winter weights now in stock at your dealers.

HEWSON WOOLEN MILLS Limited
AMHERST, N.S.

DUNLOP
RUBBER
HEELS

MADE of
LIVE
RUBBER

COMFORT "SURE STEP"
PUT ON BY
ALL SHOE DEALERS

Before making your advertising appropriation for 1911 write for our leaflet "From Saskatchewan to Peru."
THE CANADIAN COURIER
12 WELLINGTON ST. E.
TORONTO

Second Advertising Competition

OUR advertising competition as to which was the most "artistic" advertisement in our issue of Oct. 22nd aroused considerable interest. The number of letters was not quite so large as in the previous competition, but the answers were of a higher quality. The majority of opinion wavered between an advertisement of Ganong's chocolates and one of the Gourlay, Winter and Leeming piano. The chocolate adv. found much favour, but those who appreciated the piano adv. wrote the better letters. The first prize goes to Mr. C. F. George, 23 Bond St., Galt, Ont., and his letter is as follows:—

ADVERTISING COMPETITION.

"I have no hesitation in selecting Messrs. Gourlay, Winter and Leeming's for the following reasons: First, a strikingly graceful effect produced by the artistically correct border, which immediately catches the eye. Second, Extreme neatness of the style of type, together with the space surrounding the wording of the advertisement within

ONE
DURABILITY

No matter how pleasing the tone of a piano may be, unless that tone endures there cannot be real satisfaction. This tone durability in

Gourlay Pianos

is secured through an exact knowledge of what to use, how and where to use it, and a vigilant supervision over every detail during construction. The name Gourlay is an assurance of reliability, and the piano itself a guarantee of its possessor's musical taste.

Ask for Booklet, "2500 Homes where Gourlay Pianos are used."

Write for Catalogue and Prices
GOURLAY, WINTER & LEEING
188 YONGE STREET, TORONTO

the border. Third, Symmetrical and neat in general design. Fourth, Entire absence of 'squattiness,' of overcrowding, of inconsistencies in lettering, resulting in an artistic and harmonious ensemble."

C. F. GEORGE.

23 Bond St., Galt.

Among other letters worthy of special mention were those from E. W. White, St. Mary's, Ont; Paul Joubert, Winnipeg, Man.; W. H. Cowell, Daphin, Man.; H. O. Richard, Chipman, N.B.; W. B. Spencer, Halifax, N.S.; and Mrs. Washington, Wolseley, Sask.

Of course, there must always be certain divergence of opinion as to what is artistic in an advertisement and what is not, and no one letter settles the matter definitely. Our idea in these competitions is not to find out which of our advertisers is doing the best work but rather to give our readers an opportunity of expressing their opinion with regard to the various advertisements which appear in this journal. These opinions are valuable to the publisher, and are valuable to the advertiser.

We had another purpose in starting these competitions. Few people will deny that the advertisements of the United States manufacturer are usually better than those of the Canadian manufacturer and we desire to show that the readers of the CANADIAN COURIER were noticing the quality of the various advertisements which appear in this and other national periodicals. As announced elsewhere, the competition this week is somewhat different. We are offering a prize for the best "criticism" of an advertisement which appears in this week's issue. This "criticism" need not necessarily be condemnatory. The best criticism would be that which contains some praise and some suggestion for improvement. Here then, is a chance to match your wits against your fellowmen, with a small prize added in the nature of a "savoury." Look over this issue carefully and send us a letter containing not more than one hundred and fifty words.

BOVRIL

GIVES HEALTH AND BEAUTY

Poorness of blood and low vitality destroy beauty and symmetry.

Both may be obtained by a daily cup of BOVRIL which produces high vitality and buoyant health.



Home
DYEING
Is the way to
Save Money
and
Dress Well
Try it!
Simple as Washing
with

DYOLA
ONE DYE FOR ALL KINDS OF GOODS

JUST THINK OF IT!
Dyes Wool, Cotton, Silk or Mixed Goods Perfectly with the SAME Dye—No chance of mistakes. Fast and Beautiful Colors 10 cents, from your Druggist or Dealer. Send for Color Card and STORY Booklet. 76 The Johnson-Richardson Co., Limited, Montreal.



Mail Contract

SEALED TENDERS addressed to the Postmaster General, will be received at Ottawa until Noon, on Friday, the 2nd December 1910, for the conveyance of His Majesty's Mails, on a proposed Contract for four years six times per week each way, between ABINGDON and WINONA from the 1st January next.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Office of Abingdon, Winona and intermediate offices and at the Office of the Post Office Inspector at Toronto.

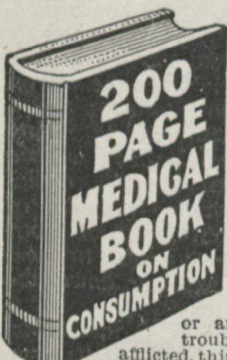
POST OFFICE DEPARTMENT,
Mail Service Branch
Ottawa, 18th October 1910.
G. C. Anderson, Superintendent



Ganong's
G.B.
Chocolates

THE LAST PIECE
IN THE BOX WILL
TASTE AS NICE
AS THE FIRST

Consumption Book FREE



This valuable medical book tells in plain, simple language how Consumption can be cured in your own home. If you know of any one suffering from Consumption, Catarrh, Bronchitis, Asthma or any throat or lung trouble, or are yourself afflicted, this book will help you to a cure. Even if you are in the advanced stage of the disease and feel there is no hope, this book will show you how others have cured themselves after all remedies they had tried failed, and they believed their case hopeless.

Write at once to the Yonkerman Consumption Remedy Co., 1609 Rose Street, Kalamazoo, Mich., and they will send you from their Canadian Depot the book and a generous supply of the New Treatment, absolutely free, for they want every sufferer to have this wonderful cure before it is too late. Don't wait—write today. It may mean the saving of your life.

The ideal home ale that is absolutely pure is

Cosgrave's
Pale
Ale



A perfect liquid food. It will not cloud on the ice.

Bottled at the brewery only.