

"SAME TO YOU"

AND

"MANY OF THEM"



Drink the health of your
:- guests and friends in :-

WHITE LABEL ALE

Dominion Brewery Co., Limited
TORONTO, ONT.

Trade-Marked vs. Non-Trade-Marked Goods

There are many non-trade-marked lines which are finding a ready sale, but which seems to carry the greater guarantee to the consumer—the non-trade-marked line which gives the consumer no idea of the name of the manufacturer, or the trade-marked line, which reveals the identity of the manufacturer and which makes it good business for him to make good goods—goods of such quality that will induce the consumer to buy the same line again.

The manufacturer who is trade-marking his goods and values his good name is probably spending thousands of dollars a year more than he otherwise would in order to keep his line up to a high standard.

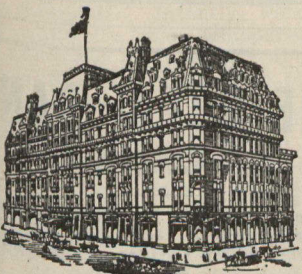
This same manufacturer is possibly spending thousands of dollars more to tell you—the consumer—of the merits of his line. His line does not cost you more as a result, because he sells more on account of his advertising.

The consumers' safeguard is the Trade-Mark. Insist on seeing it when purchasing.

HOTEL VICTORIA

BROADWAY

Fifth Ave. and 28th St., NEW YORK



RATES

Rooms without bath, one person, \$1.50 per day and upward; two persons, \$3.00 and upward; with bath, one person, \$2.50 per day and upward, two persons, \$4.00 and upward. Suites \$6.00 per day and upward.

"Canadian money taken at par."

American Hotel Victoria Co.
GEORGE W. SWEENEY, President

ANGUS GORDON, Manager,
Late of King Edward Hotel, Toronto, Can.

DELIVERY OF THE COURIER

SHOULD your postman or carrier boy fail to deliver your CANADIAN COURIER, in order to prevent a possible repetition of the mistake it is as well to report same to the publishers. Prompt attention will be given. The Canadian Courier, 12 Wellington St. East, Toronto.



When in DETROIT Stop at HOTEL TULLER

Corner Adams and Park Sts.

New and absolutely fire proof.
It's centre of the theatre, shopping and business district.

Has grand roof garden cafe.
Has large, convenient hall.
Music from 6 to 12 p.m.
Every room has private bath.
European Plan. Rates, \$1.50 per day up.

L. W. TULLER, Prop.

for a great advance on the original expense of his prairie venture. He returned to Leamington. The town welcomed him back, considering the courage and enterprise of "Dave" Lowe unique in Canadian pioneer experience.

* * *

Tragedy of a Name.

THERE is nothing in a name—that distinction is not always true.

A mix-up of names caused an extremely sad and tragic incident in London, Ont., last week.

A factory in the city had on its staff two men called Moore—L. H. and William.

L. H. Moore was killed in an accident in the factory. By some mistake the family of William Moore were notified that its bread-winner had been fatally injured. While the blinds were being drawn because of the grief which had entered the little home, a second message came that it was L. H. Moore who had been taken away. Sadness fled from one home only to enter another.

A blunder had plunged two homes, one entirely without cause, into the greatest anguish a family circle may know.

* * *

College Patriarchs.

THE Fredericton Gleaner recalls that the two oldest living graduates of the famous University of New Brunswick are Rev. T. W. Street, B.A., 151, and Colonel John L. Marsh, B.A., 152. Rev. Mr. Street lives in St. John and Colonel Marsh is police magistrate of Fredericton.

* * *

Fredericton Alert.

THE St. John Valley Railroad is to be pushed through shortly. There is rivalry among Maritime cities for the location of the shops and works of the enterprise. Fredericton is one of the first towns to make a bid. The Council there appointed recently a committee to urge the claims of Fredericton upon the powers that be.

* * *

A Triumph for Winnipeg.

IN Winnipeg there is a club, which won out in an Empire contest, whose achievements have not been widely heralded. That is the Winnipeg Camera Club, which at the Festival of Empire, a few weeks ago, obtained the prize for competing exhibits of photographs from all the colonies. Two members of the Club came home with gold medals in addition to helping bear the collective trophy. The medallists were Mr. A. E. Hearn, who submitted a photographic study of Banff, and Mr. J. G. Norris, whose prize picture was "An Old Log Cabin."

Such a victory for an organization like the Winnipeg Camera Club was a striking advertisement for the Dominion.

* * *

"A Disgrace to Civilization."

YOU have been on a street car during the 5 to 6 rush from town when the passengers are packed in like sardines.

Often you have seized the gallant opportunity of offering your seat to some poor, tired, wilted shop girl, who, lurching with every unexpected movement of the car, appeared to you too pathetic a figure for anything.

If you are not a crabbed old bachelor, undoubtedly, your display of unselfishness gave you a new interest in the homeward journey.

But while you were extending your place in the car to a member of the "weaker" sex, did some man suddenly grasp the opportunity of sliding into the seat?

This experience, the other day, happened to Mr. W. D. Macpherson, M.P.P., the well-known Toronto lawyer and representative of the Queen City in the Ontario Legislature.

Mr. Macpherson is reported to have angrily termed the man a "disgrace to civilization."

If one of the attributes of civilization is courtesy and chivalry of men towards women, the remonstrative language of Mr. W. D. Macpherson on the Toronto street car last week was not a bit too strong.

REINHARDT'S "Salvador" BEER

Is recognized as

THE FAMOUS NATIONAL DRINK

Brewed scientifically from the choicest Bavarian Hops, select Barley Malt and pure sterilized spring water, properly aged in wood, and bottled under the most sanitary conditions possible. The secret formula for this famous brew and the sole right to make it on this side of the Atlantic is owned by

Reinhardt's of Toronto

BILLIARD TABLES

Burroughes and Watts, Ltd:

By Special Appointment to H. M. the King, and Contractors to H. M. War Dept., and the Admiralty. The Largest Firm in the British Empire. Estimates free of charge, and inspection invited.

34 CHURCH STREET, TORONTO.

Hotel Directory

CALGARY, ALBERTA, CAN.

Queen's Hotel Calgary, the commercial metropolis of the Last Great West. Rates \$2.00 and \$2.50 per day. Free 'Bus to all trains.

H. L. Stephens, Prop.

HOTEL MOSSOP

Toronto, Canada. F. W. Mossop, Prop. European Plan. Absolutely Fireproof.

RATES:

Rooms without bath, \$1.50 up.
Rooms with bath, \$2.00 up.

THE NEW RUSSELL

Ottawa, Canada

250 rooms
American Plan, \$3.00 to \$5.00
European Plan, \$1.50 to \$3.50
\$150,000.00 spent upon Improvements.

LA CORONA HOTEL

(Home of the Epicure)

Montreal

European Plan \$1.50 up. John Healy, Manager.

KING EDWARD HOTEL

Toronto, Canada

—Fireproof—

Accommodation for 750 guests. \$1.50 up. American and European Plans.

GRAND UNION HOTEL

Toronto, Canada

Geo. A. Spear, President
American Plan \$2—\$3. European Plan \$1—\$1.50.

PALMER HOUSE

TORONTO : CANADA

H. V. O'Connor, Proprietor

Rates—\$2.00 to \$3.00

THE NEW FREEMAN'S HOTEL

(European Plan)

One Hundred and Fifty Rooms.
Single rooms without bath, \$1.50 and \$2.00 per day; rooms with bath, \$2.00 per day and upwards.
St. James and Notre Dame Sts., Montreal.

Bugs Can't Stand Keating's



Keating's Powder is the unfailing exterminator of every form of insect life. Cockroaches and other house bugs disappear when Keating's is applied. The unusual merit of Keating's Powder is that it is stainless and odorless—and not harmful to any except insect life. Made in England and sold by druggists everywhere.

In tins only: 10c., 20c., 35c.