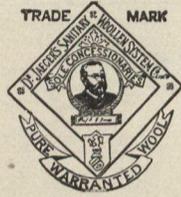


When Buying Your Winter Underwear Consider The Advantages of Jaeger Natural Wool.

1. PREVENTS CHILLS—because it retains the *natural warmth* of the body and *protects* from the outside cold.
2. DURABILITY—undyed wool will outwear wool that has been dyed, bleached or chemically treated.
3. PERFECT FIT—The perfect shape and natural elasticity of JAEGER Stockinet Web causes each garment to fit snugly all over the body.



Made in all weights to suit all *constitutions*.
 Guaranteed Against Shrinkage.
 Sold at fixed moderate prices by leading dealers.

Dr. JAEGER'S CO. LIMITED, 10 Adelaide West, TORONTO

Vichy Celestins

There is only one Genuine "VICHY" Water. It comes from the *Celestins Spring*, which is so highly prized for its curative properties in Kidney and Bladder Complaints, that the water is bottled under French Government Supervision, and sealed with a Special Label to prevent substitution.

ASK FOR VICHY CELESTINS

Electric Portables

Our stock includes the best makes in stationary and adjustable portables for roll and flat top desks, pianos, library tables or wherever such a lamp is needed. Come and see our beautiful showrooms whether you wish to purchase or not.

Toronto Electric Light Co.
 LIMITED

12 ADELAIDE STREET EAST

SHREDDED

"A SQUARE DEAL"

For Your Stomach

Means a square deal for everybody. It means health and strength—it means the joy that comes from success—it means eat Shredded Wheat.

At All Grocers. 13c. a Carton—2 for 25c.

1173

WHEAT

TRY AGAIN

Below is published a new Limerick for our friends to supply the last line. This is the second one of the series of three in connection with our second Annual Prize Distribution of over

\$1000.00 Divided as Follows

- 6 Gentlemen's Rolled Gold Watches,
 - 6 Ladies' Rolled Gold Watches,
 These watches are Waltham movement guaranteed for 10 years; semi-hunting case. Value \$25.00 each..... \$300.00
 - 48 pairs Opera Glasses, celebrated Colmont, Paris, make, perfect lenses. Value \$6.00 each..... 288.00
 - 60 Sets of Handsome, Complete Leather Bound Books, 4 volumes in each Set, 20 sets Shakespeare (complete), 20 sets Dickens (4 works), 20 sets Essays by Lamb, Emerson, Carlyle and Ruskin. Value \$2.50 a set 150.00
 - 180 Single volumes of poems (60 each of Longfellow, Burns and Scott), bound in padded leather. Value, \$1.50 each..... 270.00
- 300 PRIZES TOTAL CASH VALUE \$1,008 00**

Everyone may try—simply think of a suitable last line to the Limerick and send in accordance with the rules.

IMPORTANT

There are three different Limericks published, as follows:

Opens	Replies must be received by	
First Limerick...Sept. 26.	Oct. 24.	The above list of prizes will
Second Limerick...Oct. 17.	Nov. 14.	be equally divided between
Third Limerick...Nov. 7.	Dec. 7.	the three competitions.

CUT OUT THIS COUPON

LIMERICK

Canadian Courier, Oct. 17th, 1908.

To enjoy all your meals as you should,
 You must use Holbrook's Sauce, it's so good.
 With soup, game or fish,
 Or any roast dish,

Fill in last line here.....
 I agree to abide by the decision of the committee of judges as final, and enter the competition on that distinct understanding.

Signature.....

Address

All replies to this Limerick must be received by Nov. 14th, 1908.

RULES—Read These Carefully

- 1.—Cut out coupon below and write on it your suggestion for the last line of the Limerick.
- 2.—Send with each coupon or Limerick the outside paper wrapper, with label attached, from a bottle of HOLBROOK'S SAUCE.
- 3.—Readers may send in as many replies as they like, but each one must be accompanied by a separate wrapper.
- 4.—The Limericks will be judged by a committee of the following gentlemen, who have kindly consented to act:
 The Editor of The Canadian Courier, Toronto.
 The Editor of The Mail and Empire, Toronto.
 The Manager Wood-Norris, Limited, Advertising Agency, Toronto.
- 5.—Address and send your communication, "Holbrook's Limerick," care Wood-Norris, Limited, Toronto.

HOLBROOK'S SAUCE can be obtained at any good grocery, and adds enjoyment to any meal—is not too hot near the end of the bottle, but "just right" all through.

HOLBROOK'S WORCESTERSHIRE SAUCE

1144

Head Office for Canada: MONTREAL

WM. MACKAY, Gen. Manager. J. H. LABELLE, Asst. Manager.



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Chase & Sanborn's
 HIGH GRADE COFFEE
 You leave the table with a sense of having dined if the coffee is good.
 Chase & Sanborn's High Grade Coffees make coffee rich in aroma and pleasing to the taste.