



Only the world's best, is good enough for Canadians. We go round the world in our search for the ingredients of Ideal Orchid Talcum Powder. The tale we use comes from Sunny Italy. The exquisite perfume is extracted from Orchids which grow only on the Island of Borneo. "Ideal Orchid" is the sweetest and most delightful Talcum Powder obtainable. If your Druggist cannot supply it, send 25c. for full size box. SOVEREIGN PERFUMES LIMITED, Toronto.

HEWSON
UNDERWEAR was made to fill, not to create a demand

¶ No matter What other, or HOW many other underwear you have foolishly bought, let your next choice be "HEWSON."

¶ Comfort and satisfaction may be ensured by wearing "HEWSON"—be sure the name is on the garment—it is your guarantee that you are getting a soft, fleecy garment of pure wool. All good stores sell it.

HEWSON WOOLEN MILLS LIMITED
AMHERST, NOVA SCOTIA

By Royal Warrant



to His Majesty the King

G. H. MUMM & CO.
EXTRA DRY

The most exquisite dry Champagne imported

Selected Brut

A superb Brut Wine of unsurpassed style and flavor.

There is probably not a club in the world where men of taste gather where the name of **G. H. MUMM & CO.** is not a synonym for the best champagne that can be had.

Royal Warrants have been granted to Messrs. G. H. MUMM & CO. by His Majesty King Edward VII. His Majesty The German Emperor. His Majesty The Emperor of Austria. His Majesty The King of Italy. His Majesty The King of Sweden. His Majesty The King of Denmark. His Majesty The King of the Belgians. His Majesty The King of Spain.

In answering advertisements mention Canadian Courier

DEMI - TASSE

Newslets.

THIS is an age of culture—of many kinds and varieties. We are so refined in comparison with our remote ancestors and in comparison with the Spaniard who rejoices in a bull-fight. We admire Millett and we appreciate Wagner. But on the gay, glad and glorious Fourth, there was only one question surging across this continent: "What's the news from Reno?"

Hon. John Burns is not the only man who has found it next to impossible to please the ladies. The worthy John has lately been advocating the cause of woman with a fervour such as any knight of old might have been proud to display. And now Lady Frances Balfour has arisen to declare that John belongs to "that vicious class of men who try to do women good." Just think of that! It's enough to turn John's perspiration to tears.

The Sable Hercules.

AVAUNT with Teddy Roosevelt! Jack Johnson has the floor. He pounded J. J. Jeffries And shed his precious gore!

The novelists now tell the tale, The artists are a-tryin' To give their best and earnest work To draw the "Colour Lion."



The Villian of the Piece. "And so, Eustace Goodheart, I leave you to your fate, five hundred miles from any possibility of human aid. Escape if you can—curse you!" [And he does escape—twice nightly too!—Punch.

Hitch your waggon to a star, but insure the waggon first.

And now it is stated on reliable authority that Johnson and Jeffries are the sons of ministers. Their paternal parents must have belonged to the Church Militant.

A Muskoka Idyll.

THEY sat on the dim verandah And gazed on the misty moon; The midsummer dusk was tender, And all was propitious to spoon.

They should have been—oh! so happy,

But alas! for the best-laid plan, For behold there were sixteen women And but one dejected man.

A Careful Lover.

A CANADIAN farmer living near Toronto, is fortunate enough to possess a hired man from Scotland who is sober, honest and industrious. The latter recently confided to his employer the fact of his attachment

to a lassie who is earning her own living in one of the city shops.

"Jessie's a fine young woman," said the canny Scot. "She doesn't expect me to spend much money on fulishness. If you will believe me, I've been courtin' Jessie for two years and all that time I've spent but a dollar and a half on the lassie. Eh, but she's a sensible girl!"

Not many comic operas or boxes of chocolates, to say nothing of a lavish display of violets, could have come out of that extremely moderate expenditure.

Melinda's Ways.

MELINDA has a rose-trimmed hat Of quite the weirdest shape; Melinda has a soft pink dress And such a graceful cape.

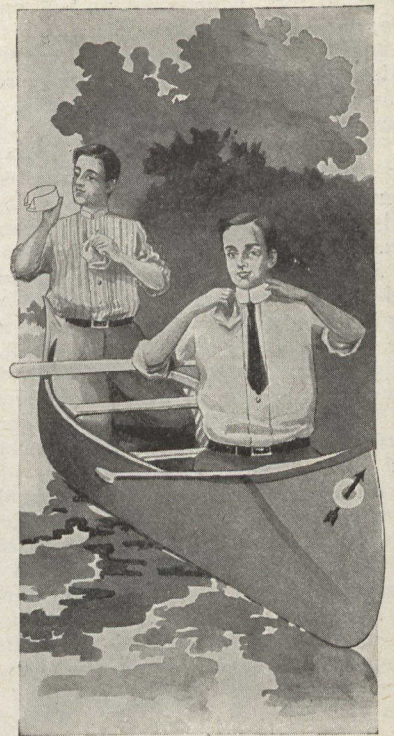
Melinda tilts her parasol With such a witching art, And tucked within her fluffy sleeve Melinda wears her heart.

Hot Weather Wisdom.

The hand that rocks the boat is not likely to take the trick.

The ice-cream cone is more to be desired than a ham sandwich.

Life is nothing more than one warm day after another.



The right Collar adds pleasure to summer outings—

When canoeing, playing tennis, or enjoying outing trips, the ORDINARY collar is a ceaseless cause of annoyance. The snappy, trim appearance soon disappears—a few minutes' exercise with a paddle or a tennis racquet on a warm day finishes them. Not so with

CHALLENGE
BRAND
WATERPROOF

COLLARS & CUFFS

They ALWAYS look neat and dresy—ALWAYS comfortable because they CANNOT WILT—fit snugly and have the dull finish and texture of the finest linen collar. Made in all the latest styles. "Challenge" Collars are waterproof, do away with laundry expenses altogether, can be cleaned by a rub from a wet cloth.

If your dealer hasn't "Challenge" Brand, we will supply you direct, Collars 25c. and Cuffs 50c. per pair. Send to-day for our new free style book, "Hints for Careful Dressers"—Fashion's latest dictates.

THE ARLINGTON CO. OF CANADA, LIMITED, 54-56 Fraser Ave., TORONTO, CAN.

WILSON'S Invalids' Port

(à la Quina du Péron)

is a tonic stimulant prepared from a blending of choice Cinchona Bark with an especially selected nutritious Oporto Wine.

Many of the leading members of the Canadian Medical Profession have conferred a favor upon their confreres by an unsolicited expression for the merits of Wilson's Invalids' Port.

For the overworked the convalescent, the debilitated.

WILSON'S
Invalids' Port
is specific

Ask YOUR Doctor.

BIG BOTTLE

Sold at all Pharmacies
Everywhere.



The dog days are full of snarls. The North Pole can't be such a bleak spot after all.

From a Recent Play.

"So your stepmother brought you up?"

"Yes. She did her worst with the best intentions."

They Do Their Best to Tell.

"HALF the world doesn't know how the other half lives."

"Possibly," answered Miss Caustic, "but that isn't the fault of the ladies who get together with their knitting on the piazza at our hotel."—*Brooklyn Life*.

A Precedent.

LADY (who has been shown over one of the ships, to sailor who has been her guide)—"What a pity gratuities are forbidden on your ship!"

Sailor—"So was apples, mum, in the Garden of Eden."—*London Opinion*.

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