

Our "National" Anthems

CONTROVERSY over our national anthem has reached Ottawa where *Le Temps* recently comes out with an editorial on the question. This is on the whole a very good editorial; but it contains a misapprehension. the CANADIAN COURIER has never "conducted an active campaign in favour of the adoption of the song 'O Canada' as the Canadian national anthem." The tune only can ever be one of the voices of a united Canada; not Judge Routhier's words.

The *Temps* article reads for the most part:

Our colleague on the CANADIAN COURIER has for some time conducted an active campaign in favour of the adoption of the song "O Canada" as the Canadian national anthem. This does not at all please the *Toronto Evening Telegram*, which, one might add, has never been seized with an affection for anything French.

If one would believe the *Telegram*, "O Canada" is purely a religious anthem, in the same way as the hymns of Wesley or other melodies of our Protestant brothers.

It is impossible not to admit the existence of a multitude of religious compositions of incomparable beauty and grandeur; but they belong exclusively to different churches, and would be out of place elsewhere. Quite a different matter when the question is to sanction beforehand a national song, to serve on certain days or on special occasions, its purpose being to stir hearts with

true patriotism that sometimes leads to heroism.

Such a song does not win its way according to the rules of logic. It is on the other hand, the result of a spark, a flame of genius. In the same way that it has stirred the mind of the man who wrote it, so it will move the masses of people, vivifying for them the love of country.

Those are, indeed, noble sentiments to which Routhier and Lavallee gave utterance when they gave to the world "O Canada, Land of our Fathers!" They desired by stimulating all with it to render enduring national sentiment.

This song is not provincial, as our friend of the *Telegram* would have us believe. No, it is essentially Canadian in the sense that our English friends appreciate it. And, if it has won quick vogue, if it has received everywhere the applause of crowds, it is because the people, excellent judges, could not resist its harmonies and its captivating sentiment.

The narrow objections urged against it by crabbed and confined minds like the *Telegram* have already been justly disposed of at the worthy hands of the people, and before long we believe "O Canada," in favour everywhere, will become the national hymn of our country.

We sincerely thank our friend on the CANADIAN COURIER for his campaign, so vigorous and intelligent. If all our citizens in the West showed such a broad outlook as he, the task of uniting the different elements that compose our country into a nation homogenous in spirit, would become an easy matter.

Result of Advertising Competition

IN the issue of Oct. 15, the CANADIAN COURIER offered a year's free subscription to the person who would send us the best hundred-word answer to the question: "Which is the most convincing advertisement in this issue?"

A high, white drift of replies came in, many of them well written.

Toronto Electric Light Co., Ganong's Chocolates, Lowndes' (20th Century), Penman's Limited.

Congratulations to Dr. W. B. Moore, Kentville, N.S., he lands the prize with the following letter:

Advertising Competition, CANADIAN COURIER, Toronto:

The advertisement of Pen-Angle Hosiery, by Penmans, Limited, Dept. 40, Paris, Canada, on page 29, CANADIAN COURIER, Oct. 15, is the "most convincing" one in that issue. Reasons follow: The expression "double value" in the heading, appeals to the majority of prospective buyers. Fairly convincing reasons for the expression immediately follow. More convincing is the assertion of superior quality of goods, supported by description of quality of material, and exclusive methods of manufacture to fulfil desired objects. Most convincing is the broad and liberal guarantee of a well established company of first-class repute.

W. B. MOORE,
Kentville, Nova Scotia.

Margaret Bell of Grand Valley, Ont., almost ousted the physician:

I think that the most convincing advertisement in issue of Oct. 15th is that of Penman's Pen-Angle Hosiery. The language is forcible, drawing attention at once. We all like to get value for our money, but something that gives double value is indeed worth the buying. We read on. They prove their wares are good, for they use the best of yarns and machines. If one is not convinced as yet, read the guarantee, and surely that is sufficient for any doubting Thomas. I only hope Santa may see this offer and present me with a full box.

MARGARET BELL,
Grand Valley, Ont.

That closes one chance for prize money. Seldom you get two opportunities. However, next week the results of our second ad. competition which was announced on October 22 will appear. This offer calls for the best hundred-word expression of opinion on what is the most "artistic" ad. in the issue of October 22.

Now Get DOUBLE-Value Hosiery

STRENGTH and durability are the qualities you will want in your hosiery. Pen-Angle Hosiery is made of the finest yarns and woven on the latest machinery. It is guaranteed to give you double the value of ordinary hosiery.

PEN-ANGLE HOSIERY

Penmans, Limited, Dept. 40 Paris, Canada

The competition was really an exercise in terse literary expression. Some people missed the point; merely pointing out what was the "most convincing ad." and not being careful how they expressed their conviction.

The letters received show that the editors and artists of the CANADIAN COURIER do not absorb the whole attention of the audience; people are highly interested in what the ad-writers have to say. The variety of the answers show that there is considerable difference of opinion as to the firm which may be said to offer the "most convincing advertisement."

Here are some of the favourites: Canadian Northern Steamship Co.,



Fairweathers FURS

—the best that Canada produces

THE value in good Furs is simply the service they give—and in appearance and comfort as well.

Our Name on your Furs is a guarantee of satisfaction which carries the weight of nearly half a century of experience in catering to the best people in Canada.



Ladies' Fur-lined Coats 35.⁰⁰ TO 175.⁰⁰

Persian Lamb Coats - 135.⁰⁰ TO 175.⁰⁰

Alaska Sable Sets - - 25.⁰⁰ TO 175.⁰⁰

We also Sell MILLINERY, LADIES' OUTER APPAREL and GLOVES

WRITE FOR FREE FUR CATALOGUE

FAIRWEATHERS LIMITED

84-86 Yonge Street

WINNIPEG

TORONTO

MONTREAL

Rain Positively Rolls Off

THE NEW WATERPROOF COAT IS THE "SALUTAQUA."

It contains No Rubber Solution of any kind, yet is Absolutely Water-Resisting, Air-Free and Odourless.

These Coats are now being sold all over the world by CURZON BROS., the Great International Tailors.

However heavy the rain, it never penetrates "Salutaqua" garments.

Let us supply you with one of these Coats, which are invaluable for driving, riding, fishing, shooting, motoring, as well as for town or sea-side wear.

Price \$12 to Measure.
(Duty and Carriage Paid.)

IF YOU ARE DISSATISFIED WE RETURN YOUR MONEY.

Send a post card for a set of the "Salutaqua" patterns, fashion-plates, and simple self-measurement system, by which a fit is assured, no matter where you live.

Ask for the "Salutaqua" Fabrics when writing.

CURZON BROS The World's Measure Tailors,
Go to Curzon

(Dept. 137), 60/62 CITY ROAD, LONDON, ENGLAND.
Address for Patterns: CURZON BROS., care of MIGHT DIRECTORIES, Ltd. (Dept. 137) 74-76 Church Street, Toronto

Please mention this paper.