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There's a good reason why. Purity Flour is milled from the choicest Western Canada Hard Wheat by the most modern milling plant in the world. Besides, it is absolutely dependable in the baking - the one really perfect household flour. Sold Everywhere in the Great Dominion

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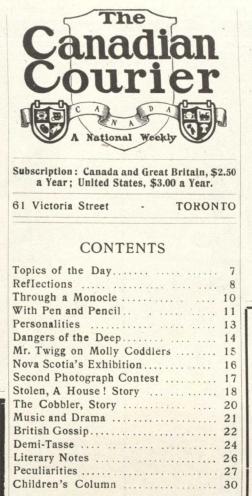
we offer No. 6 Remingtons, regular price \$125, for \$47.50. These machines are practi-

cally new; were taken by in exchange for Underwoods. If you prefer the Remington this is really giving them away.

United Typewriter Company Ltd. 7-9 Adelaide Street East TORONTO



CANADIAN COURIER



Editor's Talk

ES, the price is to be ten cents a copy. And why not? "Gra-phic," "Sketch" and other illustrated London weeklies are sixpence in London, and fifteen to twenty cents here. "Leslie's" is ten and "Collier's" twelve cents. Why, then, should not the Courier be ten cents or even twelve cents?

The answer is easy: It should be ten cents if it is just as good. Thank you, that is all we ask.

The new "Canadian Courier" will be easily worth ten cents if we have our health. The news value of each issue can be doubled without doubling the cost. It is just as easy to put a ten-cent paper in a mail bag as a fivecent, and it is very little more trouble to put ten cents in the cash box than to put in five. The general expense does not double, and with an increased revenue it should be easy to double the news value of the Journal.

New subscribers have only until November 1st to get a ten-cent paper at \$2.50 a year. There will be no extension of time for the man who procrastinates.



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