



PURITY FLOUR

THE REAL SECRET of good bread is good flour. Even if you are inexperienced you can bake the very best bread from **PURITY FLOUR**.

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

WESTERN CANADA FLOUR MILLS CO. LIMITED
MILLS AT WINNIPEG, GODERICH, BRANDON



Subscription: Canada and Great Britain, \$2.50 a Year; United States, \$3.00 a Year.

61 Victoria Street - TORONTO

CONTENTS

Topics of the Day.....	7
Reflections	8
Through a Monocle	10
With Pen and Pencil.....	11
Personalities	13
Dangers of the Deep.....	14
Mr. Twigg on Molly Coddlers	15
Nova Scotia's Exhibition.....	16
Second Photograph Contest	17
Stolen, A House! Story	18
The Cobbler, Story	20
Music and Drama	21
British Gossip.....	22
Demi-Tasse	24
Literary Notes	26
Peculiarities	27
Children's Column	30



Editor's Talk

YES, the price is to be ten cents a copy. And why not? "Graphic," "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 five-cent, 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.



There is no other salt for table use that can compare with

Windsor SALT

It is absolutely pure—never cakes—and is always the same.

O'KEEFE'S Pilsener

O'Keefe's "Pilsener" Lager is brewed with filtered water, choicest hops and pure barley malt. It is always fully aged, filtered again before bottling and pasteurized.



IT IS THE IDEAL BEER FOR THE HOME.

AS FAMOUS FOR ITS PURITY AS FOR ITS DELIGHTFUL FLAVOR.

Insist that your dealer always sends O'KEEFE'S "PILSENER" "THE LIGHT BEER IN THE LIGHT BOTTLE" (Registered)

The O'Keefe Brewery Co. of Toronto, Limited

Underwood



We sell other machines besides Underwoods. For instance we offer No. 6 Remingtons, regular price \$125, for \$47.50.

These machines are practically 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



IMPERIAL CREAM TARTAR BAKING POWDER
PUREST, STRONGEST, BEST.
Contains no Alum, Ammonia, Lime, Phosphates, or any Injurious.
E.W. GILLET COMPANY LIMITED
TORONTO, ONT.

THE HOME JOURNAL

CANADA'S LEADING HOME MAGAZINE

Contains Serial Stories, and Hints on every department of Home Life. The Boys and Girls have columns specially devoted to what interests them. Fashion's devotees will find the most up-to-date suggestions. It is the most complete home journal published in Canada. Its columns are carefully edited and nothing but the choicest literature will appear in its pages.

Subscription Price 50c Per Annum

Send for sample copy and learn our premium inducements to subscribers.

PUBLISHED BY
The Canadian Woman's Magazine Publishing Co., Limited
59-61 John Street, TORONTO

JAS. ACTON, President and Managing Editor.
Branch Office: Montreal.