

Magazine Literature

¶ The long Autumn evenings are here and with them comes leisure for reading. Lord Bacon's remark that "reading maketh a full man" must have been prophetic of the days of the Magazine Club List. We are living in those days. It is certain that means must be found to meet the growing demand for current literature of the highest sort. To place some tempting propositions before the reading public is the purpose of this announcement. It concerns principally American periodicals; a Canadian list will follow later.

¶ Following are eight clubbing propositions. The publisher's price is given and below is given our combination price. As well as new subscribers to the Canadian Courier renewal subscriptions will be allowed in the club. You may choose any one of the eight.

CLUBBING OFFERS

I
Canadian Courier - - \$3.00
Woman's Home Companion 2.00
5.00

Our Combination Price \$4.25

II
Canadian Courier - - \$3.00
Woman's Home Companion 2.00
McClure's Magazine - - 2.00
7.00

Our Combination Price \$5.75

III
Canadian Courier - - \$3.00
Woman's Home Companion 2.00
Review of Reviews - - 3.50
8.50

Our Combination Price \$6.10

IV
Canadian Courier - - \$3.00
Woman's Home Companion 2.00
Harper's Bazaar - - 1.35
6.35

Our Combination Price \$5.30

V
Canadian Courier - - \$3.00
Woman's Home Companion 2.00
Hampton's Magazine - - 2.00
7.00

Our Combination Price \$5.55

VI
Canadian Courier - - \$3.00
Hampton's Magazine - - 2.00
McClure's Magazine - - 2.00
7.00

Our Combination Price \$5.65

VII
Canadian Courier - - \$3.00
Ladies' Home Journal - - 2.00
5.00

Our Combination Price \$4.50

VIII
Canadian Courier - - \$3.00
Ladies' Home Journal - - 2.00
Harper's Bazaar - - 1.35
6.35

Our Combination Price \$5.55

¶ They certainly are interesting, are they not? Looks as if one of the combinations should be in your home. Should the combination not strike your fancy write us and we will provide you with what you want. We can suit all varieties of taste.

¶ So much the better if you write TO-DAY. Address

COURIER Clubbing List
12 Wellington St. East
TORONTO

In answering advertisements mention Canadian Courier

The Canadian Courier

A National Weekly

Published at 12 Wellington St. East, by the Courier Press, Limited.
Subscription Per Year: Canada and Great Britain, \$3.00; United States, \$4.00

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Editor's Talk

AUTUMN, although somewhat delayed, has arrived. The indications are falling chestnuts and golden-coloured leaves. It was therefore fitting that this week's issue of the Canadian Courier should have a cover in keeping with Nature's change of mood. Mr. Ivor Lewis has embodied the idea in picture with rare skill. Only a Canadian artist is able to do this perfectly—the artist who works on pure theory is never quite successful.

MAY we again remind our readers that we are dependent upon their kindness for the success of our advertising pages. Every reply to an advertisement which appears in this journal is a boost. Modern advertising is largely based on the number of replies received. In the past our readers have been most faithful in this respect and have seldom failed to mention the Courier when writing. We have no complaints to make, but we take this opportunity of thanking our friends and to assure them that we will appreciate all future courtesies of this nature. Direct advertising to the consumer is getting more popular with both advertisers and consumers. The customs of the United States are being duplicated here. Advertisements are not yet as freely answered in Canada as in the Republic, but the habit has grown enormously in recent years. If it were not so, the advertising columns of such papers as ours would be less freely patronised.

NEXT week's issue will be decorated with a Hunting cartoon done as usual by a Canadian artist. As we have said so often before, every set of cover plates used to embellish the Canadian Courier is made in Canada. No other periodical is able to say that every element in its make-up is of Canadian production.



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SAN FRANCISCO, CAL., Mutual Savings Bank Bldg.
SEATTLE, WASH., New York Block.
SPOKANE, WASH., Empire State Building.
ST. LOUIS, MO., Century Bldg.
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