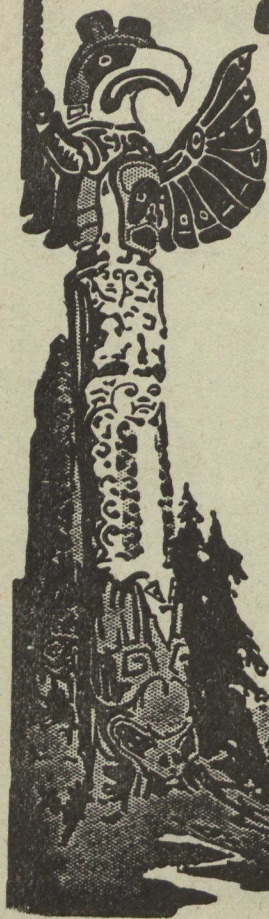


ALASKA

Follow the Gold Seekers' Trail



to this wonderful land of the north. Know the lure of its fjords, snow-capped mountains, blue-green glaciers, rivers and tumbling cascades, Indian villages and totem poles. Thrill with its awakening to a mighty commercial life.

Travel luxuriously by the splendidly appointed

Canadian Pacific "Princess" Liners

including the

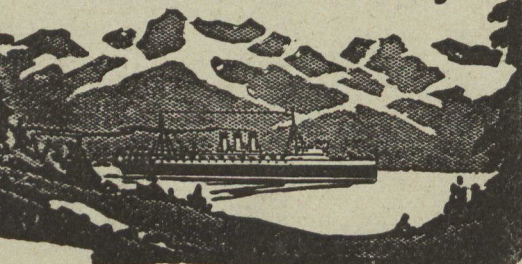
S. S. Princess Charlotte

Sailing northward, 1,000 miles along the protected "inside passage."

Make your reservations early and secure choice accommodation.

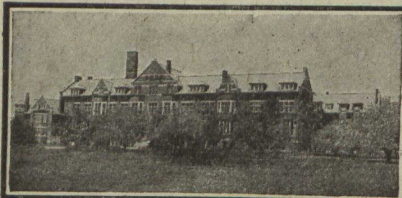
V. B. HOWARD,
District Passenger Agent,
TORONTO, ONT.

Canadian Pacific Railway



DOMINION EXPRESS TRAVELLERS' CHEQUES

Every traveller should carry them.
They identify you and protect you
against loss. Ask our agents
about them.



St. Andrew's College

TORONTO

A CANADIAN SCHOOL FOR BOYS

UPPER AND LOWER SCHOOLS

Careful Oversight Thorough Instruction
Large Playing Fields Excellent Situation
Autumn Term Commences Sep. 12, 1917

REV. D. BRUCE MACDONALD, M.A., LL.D., HEADMASTER
Calendar sent on application

ONTARIO LADIES' COLLEGE



ONTARIO LADIES' COLLEGE

Healthful, picturesque location, 30 miles from Toronto. Academic Courses from Preparatory Work to Junior Matriculation, Teachers' Certificates and First Year University, Music, Art, Oratory, Domestic Science; *Social Economics and Civics*; Commercial Work; Physical Training by means of an unusually well equipped modern gymnasium, large swimming pool and systematized play.

For Calendar write to Rev. F. L. Farewell, B.A., Principal, Whitby, Ont. Reopens Sept. 12

AUGUSTINE ARLIDGE

TENOR.

Soloist, St. Paul's Methodist Church.
Open for Engagements in Church or
Concert.

Write 43 Fulton Ave., Toronto.
Phone Ger. 2020.

FRANK S. WELSMAN

Pianist.

Studio for Lessons at Toronto
Conservatory of Music.
Residence: 30 Admiral Road.

If you change your address and desire to receive your copy without delay, always give your old address as well as your new one.

Loyola College

Montreal Canada

An English College under the
direction of the Jesuit Fathers.

Classical Course leading to the degree of B.A. Beautiful new fireproof buildings, splendid equipment, spacious playing fields.

Fees from \$60.00 a year for Day Scholars, and \$350.00 a year for Boarders.

WRITE FOR CATALOGUE

CANADA'S MAGAZINES

*Do you appreciate what they
mean to you—and to Canada*

IN the upbuilding of Canada as a nation—

In unifying the thought, interests, sympathies, desires and ideals of its scattered population, and in stimulating progress, particularly in our social and commercial life—

Do you realize the importance of Canada's magazines?

They provide the one medium of communication with a purely national appeal—they are the one means of education, inspiration, entertainment, welcomed equally in the homes of the proudest millionaire and the humblest workingman or farmer. In hundreds of thousands of Canada's homes in city, town, village, and on isolated farms they find a welcome with every member of the family, providing education in its most attractive form, stimulating thought, broadening the outlook, making leisure hours more enjoyable, telling about the things said or done or made in the other parts of Canada, bringing from far and near the ideas that improve the mind, the home and the person.

They are bound to be the factor which more than anything else will serve to knit Canada together and nationalize the interests and desires of her people.

It is to magazines that people look to bring them in touch with the world outside their local circles.

No longer does the "country cousin" feel out of place in the city. He knows what's going on, reads the same, wears the same, eats the same—because he keeps in touch through the magazines.

Magazines prove a most important factor, too, in nationalizing much of the country's commerce. They make the goods of the manufacturer here known to consumers everywhere, with the greatest economy of time and expense. The acquaintance with the country's best products thus cultivated widens the market in which consumers buy, just as it nationalizes the market in which the maker can sell. They are truly the shop-window of the nation.

What hours and days of work and worry have been saved the housewife by the appliances, foods, methods which have been made known to her through magazine advertising.

The styles she wears, the foods, appliances, furnishings, apparel she buys—are not her preferences largely dictated by the acquaintances she has made through the magazines?

Look in any store window anywhere. The goods most commonly displayed—because they are most in demand—are the brands which have become known to that merchant's customers through magazine advertising. These facts are worth remembering.

Magazines are THE national medium

OVER 300,000 GUARANTEED
CIRCULATION ON CANADIAN
MAGAZINES

CANADIAN COURIER

McLEAN'S MAGAZINE

EVERYWOMAN'S WORLD

CANADIAN HOME JOURNAL

CANADIAN FASHION QUARTERLIES