

THE MEASURE OF HIS LOVE.

Seldom does the measure of patient, long-suffering love fill so full of the reciprocative draught as Isabel B. Macdonald has poured into this MEASURE OF HIS LOVE. The lady writer generally depicts the constancy of her own sex, but here amongst true Canadian surroundings the author gently and pathetically depicts two severed by circumstances, and draining for years the cup of mutual sorrow, until obstacles being removed they join in a mutual measure which brings joy and gladness into the heart of both.

SPORT, PASTIME AND TRAVEL.

WESTWARD HO! readers have an excellent summary of what we purpose to provide for their interest, instruction and amusement under this heading in the title of the subjects and the names of the authors.

THE OPENING OF THE SEASON, by Bonnycastle Dale,

THE ALPINE CLUB OF CANADA, by S. H. Mitchell,

are both brimful of western life, and reveal native proclivities and national scenery which, with the aid of the illustrations, will be most acceptable, not only to Canadian but all our readers. Then

MOTORING IN SOUTH AFRICA, by Capt. G. Godson Godson,

and

THE GATEWAY OF INDIA, by Chas. H. Gibbons,

give two diversified aspects of other parts of the British Empire.

DIVERSIFIED ARTICLES

Treats are in store for October readers in the following four timely articles:

SIMON FRASER

By E. O. S. Scholefield, Librarian of British Columbia, is a subject of extreme interest and attractiveness, and we are sure the presentation of the life of the great Pioneer and the marvellous effects of his rich discovery upon the destiny of Canada could not have been undertaken by more competent hands.

PRINCE RUPERT

By Rosalind W. Young, cannot fail to possess an attraction for the readers of today and be of historic interest to the future. It is gratifying and exhilarating to stand with the author and not only survey the past and estimate the present, but prognosticate the future magnificent development of Canada's new Pacific Seaboard into a vast centre of the World's Commerce.

THE MORALE OF CLOTHES

By Madam D'Alberta, is a most interesting, discursive article, full of point and pathos, and in many respects—we except of course the atrabiliar—reminds us strongly of Carlyle's SARTOR RESARTUS, wherein he propounded the theory that man is the only clothes wearing animal.

MURAL DECORATIONS.

By Claud W. Gray, A.R.C.A. The author has with his exquisite illustrations given us a fresh perception of an erstwhile obsolete but now renascent art. We are sure readers will appreciate the efforts of Mr. Gray to revive and promote the art which lies closest to everyone's heart—that of decorating the home; and we hope he will find future opportunities of further elaborating the theme to which he introduces in the October issue.

Besides the foregoing there will be of course the regular departments.

*Percy F. Godenrath.*

Managing Director.