

THE CANADIAN COURIER

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NOTICE TO SUBSCRIBERS

You will have noticed that with the issue of Oct. 7 the price has been reduced from 10 cents to 5 cents per copy.

EXTENSIONS

In keeping with this we are extending all subscriptions, so that the subscriber will receive extra copies sufficient to make up for the reduction in price.

CANADIAN COURIER

TORONTO

ONTARIO

EDITOR'S TALK

YOU may notice that the copy of the Courier you are about to read contains a great variety of interest. From Saanich Mt. on Vancouver Island clear across to the Nova Scotia doctor who writes his experiences on the firing line, there is something good from nearly every section of the country.

We don't believe that you can produce a good national paper merely by observing the map of Canada. But as far as possible the map has to be taken into account. We don't propose to do any of the work being done by local papers in any province. But we can provide a service of information and opinions from all parts of the country that no local paper has the field, or the opportunity to supply.

So next week we shall have an illustrated article on the Ukrainians in Canada by W. W. Swanson; one on wheat prices by Charles Stokes; a fourth article on the French Canadian question; a rattling good story; a character sketch; an article on shipping in the Maritime provinces.

These and other features such as the Monocle Man, Coryn's War Summary, the What's What World-over department, music, woman's page, chess, serial story—will make a bill worth any man's five cents.

AND AGAIN—

Suppose **YOU** made Egg-cups—Or ladies' dresses?—Or shaving soap?—Or Patent Lard?—Or Overall? **YOU** would try to make good ones—or none at all?

And **YOU** would be ambitious about those egg-cups—or whatever it was?

YOU wouldn't be content with just a local trade when there was a **CANADIAN NATIONAL TRADE** to be had—just by a little work—would you?

And **YOU** would boast that product of yours—whatever it was—for all it was worth. You'd be proud of your work and you'd want other people to see how good it was. And finally you'd **ADVERTISE** those goods of yours, wouldn't you?

Of course—

YOU DON'T

—make egg-cups

BUT

When you look over the advertising columns of this paper, say to yourself "Some of these advertisers are good Canadians because they are ambitious enough to be gunning for the Canadian market. Otherwise they wouldn't be paying good money to advertise in the only Canadian National Weekly.

AND ALSO—you can say this to yourself: These advertisers must have something good to sell or they wouldn't **DARE** afford to talk about their goods to a National audience." In other words—when a man advertises in the Canadian Courier it is a sign that he is in **BIG BUSINESS**. He is no "small potatoes". He is a real Canadian, with real Canadian goods for Canadian folks. Judge the advertiser by the company he keeps! Could he be in better company than with the best Canadian articles, stories and illustrations in the country?

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