

To Newsdealers Newsboys Subscription Agents

The announcement (along-side) of an enlarged Canadian Courier for \$2.00 per year, or 5c. per copy, is bound to be considered revolutionary.

With the publications advancing in price and everything else purchaseable leading in the race towards top-notch figures, the Courier has devised a scheme to give the subscriber more for his money and charge him less for it.

You can now have the prestige of soliciting business for a 5c. weekly. They are not unknown in the market, but not of the Canadian variety. Nothing but a Canadian weekly—in contents and tone—will suit the taste of thousands upon thousands of Canadians from Atlantic to Pacific.

The big fall subscription business is due. Your customers are soon to make up their reading budgets for 1917. Have them include Canadian Courier in their list.

TERMS

When you read this you will at once ask, What are the terms? That is just the purpose of this advertisement. We want you to enquire. Write to-day for territory and terms.

CIRCULATION DEPT.
CANADIAN COURIER
181 Simcoe St. - - Toronto

Bigger and Better for Less Money THE CANADIAN COURIER

Published at 181 Simcoe St., Toronto, by the Courier Press, Limited. Subscription Price: Canada and Great Britain, \$2.00 per year; postage to United States, \$1.00 per year; other foreign postage, \$2.00 per year. **IMPORTANT:** Changes of address should be sent two weeks before the date they are to go into effect. Both old and new addresses must be given. **CANCELLATIONS:** We find that most of our subscribers prefer not to have their subscriptions interrupted in case they fail to remit before expiration. Unless we are notified to cancel, we assume the subscriber wishes the service continued.

SCRIPTURE warns us against putting new wine into old bottles. But we are taking a chance. The Canadian Courier will be ten years old the first week in December, 1916. Ten years in the life of a newspaper seems a long time. Our Decennial Year finds us breaking through with

AN ENLARGED PAPER

OUR Minimum Size in 1915 was 24 pages. In 1916, up till the issue which you are now reading, it was 28 pages. From now on the minimum size will be 32 pages. This gives you four pages more reading matter, a greater variety of interest, and it will be matter produced on the principle of

SPACE VALUE

WHEN an advertiser pays 20 cents a line to advertise his business, we believe it is a principle that the reading space should have a value to correspond. We intend to give the reading and picture pages of the Courier a value that makes the reader as critical of what he reads as an advertiser is of the copy which he pays us to print.

A CHANGED STOCK

OWING to the employment of a modern fast magazine press and the use of more line drawings, we are now using a stock which suits that kind of reproduction better than the paper that recently made the raw material of the Courier.

A PRICE CUT IN TWO

IN order to circulate this 32-page-minimum illustrated weekly to as many people as possible, we have reduced the price from Ten Cents a Copy to Five Cents a Copy, and to an annual subscription price of \$2.00 a year in advance. At a time when the cost of living commodities in general is going up as never before in the history of the world, we are giving the readers of the Canadian Courier better value for less money. We are doing it because we believe that five times as many people as read the Canadian Courier now will be reading it in the near future.

For the sake of the greatest good to the greatest number—including ourselves—we are putting new wine into old bottles for

OUR DECENNIAL YEAR

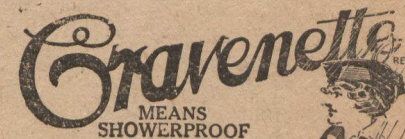


Friends are calling or you have a sudden invitation. Just a moment to look your best. It takes but a few seconds to apply

Gouraud's Oriental Cream

and obtain a perfect complexion - a soft, clear, pearly-white appearance that is always refined and in good taste--Non-greasy--In use 68 years.

Send 10c. for trial size
Ferd T. Hopkins & Son, Montreal, Qu.



Cravenette
MEANS
SHOWERPROOF

When Coats, Suits and Skirts are made of "Cravenette" Regd. proofed Cloth, you are well protected against showers, dampness and fog.

The "Cravenette" Regd. process renders all kinds of Coatings and Suitings *showerproof*. In order to obtain the genuine see that every garment and every yard of cloth bears the "Cravenette" Regd. trademark.

If your dealer cannot supply the genuine "Cravenette" Regd. proofed Cloth and Garments, write

The Cravenette Co.
P.O. Box 1934
Montreal 04

DUNHILL'S INNER TUBE BRUYERE DEAD ROOT PIPES

A revelation to any who have not already experienced their charm. See them at

THE DUNHILL SHOP

HARGRAFT BUILDING
Scott and Colborne Sts., Toronto

"Best" Hand Lantern

A powerful portable lamp, giving a 300 candle power pure white light. Just what the farmer, dairyman, stockman, etc. needs. Safe—Reliable—Economical—Absolutely Rain, Storm and Bug proof. Burns either gasoline or kerosene. Light in weight. Agents wanted. Big Profits. Write for Catalog. **THE BEST LIGHT CO.**
448 E. 5th St., Canton, O.

BOOK ON DOG DISEASES AND HOW TO FEED

Mailed FREE to any address by the author.

H. CLAY GLOVER, V.S.
115 W 81st St., N.Y., U.S.A.

THE CANADIAN BANK OF COMMERCE

SIR EDMUND WALKER, C.V.O., LL.D., D.C.L., President.
JOHN AIRD, General Manager. H. V. F. JONES, Ass't. General Manager.

CAPITAL, \$15,000,000 RESERVE FUND, \$13,500,000

SAVINGS BANK ACCOUNTS

Interest at the current rate is allowed on all deposits of \$1.00 and upwards. Careful attention is given to every account. Small accounts are welcomed. Accounts may be opened and operated by mail. Accounts may be opened in the names of two or more persons, withdrawals to be made by any one of them or by the survivor.

Just what experience can do is shown by WHITE LABEL ALE

THE production of White Label Ale, through every stage—from the raw barley to the careful bottling of our own bottlers—has been developed into an exact science.

And it is only necessary to compare it with ordinary ale to realize the real deliciousness of White Label Ale—the tastiest and cleanest of them all.

Prove our claim by comparison.
ORDER AT THE DEALERS AND HOTELS
Brewed and bottled only by
Dominion Brewery Co., Limited, Toronto

