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The New Russell

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250 rooms
American Plan \$3.00 to \$5.00.
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\$150,000.00 spent upon Improvements

La Corona Hotel

(Home of the Epicure)
MONTREAL
European Plan \$1.50 up. John Healy Manager

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-Fireproof-
Accommodation for 750 guests. \$1.50 up.
American and European Plans.

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Geo. A. Spear, President
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TORONTO, CANADA. F. W. Mossop, Prop.
European Plan. Absolutely Fireproof
RATES
Rooms without bath, \$1.50 up
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Palmer House

TORONTO, CANADA H. V. O'CONNOR, Prop.
RATES
\$2.00 TO \$3.00

Calgary, Alberta, Can.

Queen's Hotel Calgary, the commercial metropolis of the Last Great West. Rates \$2.00 and \$2.50 per day. Free Bus to all trains. H. L. STEPHENS, Prop.

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NEW AND ABSOLUTELY FIREPROOF
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EUROPEAN PLAN

RATES \$1.50 to \$2.50, with detached bath
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Occupies the geographical centre of the city, near the vortex of travel. Within from one to five minutes' walk of twenty-one theatres. Cars pass the door, and within five minutes of all the large retail shops. Norman Grill Room. Cuisine of superior excellence. Moderate prices.

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FIRE PROOF GLASS WINDOWS
HOLLOW SHEET METAL SASH & FRAME
METALLIC ROOFING CO.
LIMITED.
TORONTO, CANADA.

LOOKING BACKWARD

Four Years of National Journalism in Canada.

¶ With this issue the "Canadian Courier" completes the fourth year of its existence, the first issue appearing December 1st, 1906. As a battle for existence, we believe there is no parallel in the history of Canadian publishing. Many years ago the late Professor Goldwin Smith, Mr. Charles G. D. Roberts and some others attempted to establish a national weekly in this country, and kept up the fight for several years. "The Week," as their paper was called, was a magnificent publication, but it did not find the road to financial success. There had been no other notable attempt until the "Canadian Courier" was launched. Such Canadian weeklies as existed were purely local.

¶ When the "Canadian Courier" made its appearance, and stated that its aim was to become the national weekly of Canada, those who knew the publishing business shook their heads. They felt that the country was too small, that the class who would pay a fair price for a high-class weekly was not large, and that the advertising patronage for such a publication would not be sufficient to support it. The publishers of the "Canadian Courier" may not have eliminated these feelings, but they have come very close to doing so. They have produced a periodical which circulates more widely throughout the Dominion than any other publication. It has a large number of readers in the cities, towns and villages of the Maritime Provinces, and an equally large circulation in the towns and villages of British Columbia. Indeed, with very few exceptions, there is not a town of three hundred inhabitants or more to which a bundle of Couriers is not sent every week. Further, its advertising patronage is larger than that of any other Canadian periodical, and during the first ten months of 1910 showed an increase of thirty-four per cent. over the same months in 1909, and fifty-eight per cent. over the same period in 1908.

¶ The "Canadian Courier" of to-day is quite different from the "Canadian Courier" of 1906. The ideas of its founders have been modified and changed by their experiences during the four years. The size of page has been increased, the character of covers has been changed, and the general appearance of the paper is somewhat different: only the spirit remains the same. We set out to make a national paper, which would be as valuable to the Canadians of the East and to the Canadians of the West as to the Canadians of the Centre. There has been no reason to swerve in the slightest from that ideal.

¶ In the beginning it was difficult to impress on the writers and photographers in the different portions of this somewhat scattered Dominion that their co-operation was necessary in the building of a national publication. It was also difficult to persuade the writers of Canadian fiction that the "Canadian Courier" was the best medium in which to place their material before the whole of Canada. It was equally difficult to get trained artists to illustrate stories, make cover designs and produce timely full-page illustrations. However, all these difficulties have been largely overcome, and to-day the "Canadian Courier" is the recognized medium for literary and artistic work of a national character.

¶ The keynote of the situation was the attitude of the reading public. As soon as it was proven that Canadians would buy a Canadian weekly as freely as they bought the "Saturday Evening Post," the "Illustrated London News" and the "Graphic," the situation became easy. The writers and advertisers followed the lead of the subscribers, but it was only through the combination of all these elements that the "Canadian Courier" was made a possibility.

¶ Canada has only begun to create a national spirit. Because of that, Canada has only begun to create national journalism. As the national spirit grows, so must national journalism grow. The future of all periodicals similar to the "Canadian Courier" depends upon the future of Canada. The day will come when it will not be necessary for any Canadian to go outside of his own country to get the reading matter which he feels is necessary to success. The "Canadian Courier" is only the pathfinder in national journalism. It is the beginning, not the end. It is therefore a pleasure to be able to feel that with all its faults, with all its mistakes, and through all its struggles it has been a pioneer. We leave it to the readers and advertisers of the "Canadian Courier" to say whether or not it has been a successful pioneer. The publishers merely take this opportunity of thanking the readers and advertisers for their co-operation in blazing a trail for the future national periodicals of a country which is steadily marching to greatness and distinction.



Ask The Housewife

She will tell you that Windsor Salt does not get "lumpy"—nor "cake" in glass or silver.

In homes of refinement,

Windsor Table Salt

has long been the universal favorite for table and culinary use.

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Mail Contract

SEALED TENDERS addressed to the Postmaster General, will be received at Ottawa until Noon, on FRIDAY, the 23rd December, 1910, for the conveyance of His Majesty's Mails, on a proposed Contract for four years 18 times per week each way, between STREETSVILLE POST OFFICE and STREETSVILLE and STREETSVILLE Junction Railway Stations from the 1st January next.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Offices of STREETSVILLE and at the Office of the Post Office Inspector at Toronto.

POST OFFICE DEPARTMENT,
MAIL SERVICE BRANCH,
Ottawa, 9th November, 1910.
G. C. ANDERSON, Superintendent

Cosgrave's Half & Half



A beer of unfailing goodness

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