

National Directory of Standard Products

THIS directory includes the names of leading Canadian firms making and handling the various classes of goods indicated.

Buyers unable to find the desired information in this directory are invited to write to this office for information, which will be furnished free of charge.

- BABBITT AND SOLDER.**
Hoyt Metal Co., Toronto.
- BRICKS AND TERRA COTTA.**
Don Valley Brick Works, Toronto.
- CARPETS AND RUGS.**
Toronto Carpet Mfg. Co., Ltd., Toronto.
- CAR WHEELS AND CASTINGS.**
Dominion Wheel & Foundries, Limited, Toronto.
- CIGARS.**
Andrew Wilson & Co., "Bachelor" Cigars, Toronto.
- ELEVATORS.**
Otis-Fenson Elevator Co., Toronto.
- GLOVES AND MITTS.**
The Craig-Cowan Company, Limited, Toronto.
- HARDWARE.**
Hardware Company of Toronto, Limited, Toronto.
- PAINTS AND VARNISHES.**
International Varnish Co., Limited, Toronto.
- PIANOS & PLAYER PIANOS.**
Heintzman & Co., "Ye Olde Firm," Toronto.
- PRINTING INKS.**
Sinclair Valentine Co. of Canada, Limited, Toronto.
- SCRAP IRON, STEEL & METALS.**
Frankel Bros., Toronto.
- TINWARE & SHEET METAL WORK.**
Soren Bros., Manufacturers, Toronto, Ont.
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CANADIAN COURIER

Published fortnightly at 181 Simcoe St., Toronto, by the Courier Press, Limited, Subscription Price—Canada and Great Britain \$1.00 per year, United States \$1.50 per year, other countries \$2.00 per year, payable in advance. **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. While subscriptions will not be carried in arrears over an extended period, yet unless we are notified to cancel, we assume the subscriber wishes the service continued.



Published Every Other Week

"Opening the Mail"

OPENING the letters of a "national" journal has all the interest which diverse opinions, temperaments and geographic area can humanly be expected to produce. Much of it lacks excitement—for even the steady flow of "I beg to renew my subscription to your valuable journal and please find enclosed one dollar" becomes monotonous—after awhile.

DID THIS MAN MEAN WHAT HE SAID?

Not all letters are kind. A brick is as likely to land as a bouquet. For pure rhetorical vitriolism perhaps the "Disgusted Subscriber" is hard to beat. He usually writes without trammels—that's what makes much journalism seem tame to the man with one idea of a limited set of them. For example, take this "frank expression" from an Ontario reader, along about March:

* * *
"Making the widest possible allowance for differences of location, etc., go around sometimes to a news stand and compare your product with modern journals. For the sake of Canada either get into the game or get out of it."

I'm too modest to print the "bouquets" first—fault I have. But I just want to record the fact that the aforesaid mad March subscriber has lately renewed, like the sensible fellow he is. (Pshaw! the weather is responsible for half of the kicks anyway).

* * *
Pretty straight talk, though, wasn't it? "For the sake of Canada" was intended to taste like gall and wormwood to a "Canadian national journal," to these twelve years! But what did that subscriber expect? Heaven only knows. He may have been thinking that CANADIAN COURIER lacked something possessed only possibly by nations of vastly greater population and physical resources. Admitting that is true (though it is less true of quality than of quantity) the fact remains that the poorest national journal Canada possesses—I'm speaking now of (deleted)—is much better reading for the average Canuck family than the best journal that has to come across the line (name also censored but subject to dispute anyway).

THIS ONE SAID WHAT HE MEANT.

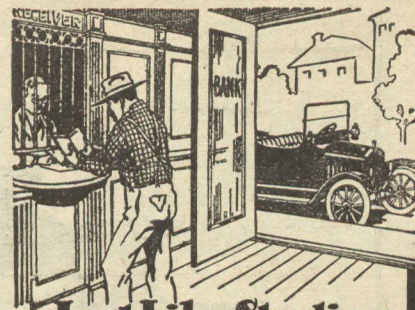
Some readers really subscribe to a journal. To subscribe is, of course, literally to "write under", to sign approval. It's one thing to merely hand in one's name and pay the good coin—that's all right; but appreciated very kindly in the business office as well as upstairs. But take a "gentle reader" like the following: Can't one just fairly perceive the incorporation of this subscriber's soul with that of the editor?

"I like both the 1917 Courier and the 1918 Courier. It is the Canadian spirit I like. No use for the imported spirit. British may suit British, but Canada for mine. Never saw any Canadian magazine which could at all compare with the United States' product until I got the Courier."
J. E. Paynter, Tantallon, Sask.

* * *
Say, will you please notice how apt, how choice and appropriate, how full of spirit and decisive go these brief words are. And (confidentially) they are picked up at random.

GOOD IDEA THIS!

By the way, if you get a letter from me about a renewal, or if your label shows expiry, when you are enclosing the rustling postal note, send also a line which, while it cheers, does not inebriate.
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