

A morning glass of

Abbey's
Effer-
vescent **Salt**

puts you right for the
whole day.

28

O'Keefe's
PILSENER



Insist that your dealer always sends
O'KEEFE'S "PILSENER"
"THE LIGHT BEER IN THE LIGHT BOTTLE"
(Registered)

The O'Keefe Brewery Co.
of Toronto, Limited

THE
THIEL

Detective Service Co.
of Canada, Limited

E. R. CARRINGTON, Secy. & Asst. Gen. Mgr.
OFFICES IN CANADA:
Montreal - Toronto - Winnipeg

OTHER OFFICES:
CHICAGO, ILL., Monadnock Block.
DENVER, COL., Majestic Building.
KANSAS CITY, MO., New England Bldg.
NEW YORK, N.Y., Hudson Terminal Bldg.
PORTLAND, ORE., Chamber of Commerce.
SAN FRANCISCO, CAL., Mutual Savings Bank Bldg.
SEATTLE, WASH., New York Block.
SPOKANE, WASH., Empire State Building.
ST. LOUIS, MO., Century Bldg.
ST. PAUL, MINN., Germania Life Building.
CITY OF MEXICO, MEX., Equitable Life Ins. Bldg.
LOS ANGELES, 621 Trust Building.
SPECIAL EUROPEAN REPRESENTATIVE

**The Hamilton Steel
and Iron Company**

LIMITED

PIG IRON

Foundry, Basic, Malleable

FORGINGS

of every description

High-Grade Bar Iron

Open Hearth Bar Steel

HAMILTON - ONTARIO

In answering advertisements mention Canadian Courier

The Canadian Courier

A National Weekly

Published at 12 Wellington St. East, by the Courier Press, Limited.
Subscription Per Year: Canada and Great Britain, \$3.00; United States, \$4.00

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Editor's Talk

LORD NORTHCLIFFE says he misses the British advertisements from the Canadian newspapers. He certainly missed them if he read the Canadian Courier. They have not come our way—yet. He would, nevertheless, find in this journal, from week to week, an excellent collection of Canadian advertisements—a growing collection. Canadians are slowly learning the art of making and using illustrated advertising. They are even learning the uses of colour in advertising. We take much pride in our artistic advertisements.

This brings us to a point which we have in mind. Every Canadian firm which desires to use a first-class medium, reaching the best people of Canada at an opportune time, will reserve space in The Canadian Courier's Christmas Number which will be issued during the week of December 11th. The writers and illustrators and engravers have been busy on it for several weeks. The presses will begin to turn this week. The advertiser must speak soon or our readers from Halifax to Victoria will miss his announcement.

ON the outside back cover of the issues of December 4th and 11th, there will be printed for the first time in the history of Canadian periodicals two tri-coloured advertisements. These will be artistic in the fullest sense and will add considerably to the appearance of those two issues. We mention the fact with considerable pride. The Canadian Courier has broken several periodical records during its short history, and this its latest triumph is by no means least. Indeed, it is only recently that it was discovered that Canada might possibly produce periodicals which could compare in artistic value with the excellent publications which Uncle Sam so willingly pours across the Border.

Subscribers whose subscriptions expire this month are duly and expressly warned that next month's issues will be of considerable value. This is the renewal season and what is worth doing is worth doing quickly. With the first issue in December we begin our Seventh Volume. Will you help to make it Lucky Seven?

"LEITH SERGE"

"The Serge that's making
Broderick famous."



A Serge of invincible quality made of the finest Botany Wool by one of England's foremost mills and we have the

**SOLE AGENCY
FOR CANADA**

A suit made from "Leith Serge" the Broderick way will guarantee you a perfect, stylish fit and lasting satisfaction.

ORDER IT NOW **\$22⁵⁰**
Prices Start at—

And keep the fact in front of you that

**BRODERICK'S
OVERCOATS**

have no superior any way you take them.

Frank Broderick & Co.
113 W. King St., TORONTO

Write for Samples and Measurement Chart

Cosgrave's

XXX Porter

is preferred and praised by every lover of good brewing and perfect bottling wherever Porter drinking is known in Canada. In Pints and Quarts Leading Clubs, Hotels and Dealers.



THE WAY OUT

of your inferior hum drum, low salaried position is through the door of the

Central Business College

In this school you may enjoy practical training at small expense of time and money which will positively bring you a good salary. Particulars free. Please write and let us help you. Address **W. H. Shaw, Principal**, Yonge and Gerrard Sts., Toronto.

In answering advertisements mention Canadian Courier