

Abbey's
Effer-
Vescent Salt



For all
**Liver and
Stomach
Troubles**

ASSETS
\$8,143,485

CAPITAL (SUBSCRIBED) \$2,500,000
CAPITAL (PAID UP) \$1,500,000
RESERVE FUND \$1,150,000

**CENTRAL
CANADA**

LOAN & SAVINGS
COMPANY
TORONTO

DEPOSITS RECEIVED
AND DEBENTURES
ISSUED

HEAD OFFICE FOR CANADA - MONTREAL

WM. MACKAY, J. H. LABELLE,
Gen. Manager. Asst. Manager.

**ROYAL
INSURANCE
COMPANY
LIMITED**

The
Largest
and
Strongest

Fire
Insurance
Company in
the World.

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GENERAL AGENTS

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**The HAMILTON STEEL
AND IRON CO.**
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 Mining Game

CONCLUDED FROM PAGE 10.

rates. It is better now, though some of them are at it still. They publish in reading matter form, as ordinary items of news, what are really paid-for advertisements, thus giving the prestige of the paper to what may be true—and may not. As to that, a portion of the report of the special committee of Governor Hughes, which spent a half-year in Wall Street, applies. It reads:

"A large part of the discredit in the public mind attaching to Wall Street is due to frauds perpetrated on the small investor throughout the country in the sale of worthless securities by means of alluring circulars and advertisements in the newspapers. To the success of such swindling enterprises a portion of the press contributes."

"Papers which honestly try to distinguish between swindling advertisements and others may not in every instance succeed in doing so; but readiness to accept advertisements which are obviously traps for the unwary is evidence of a moral delinquency which should draw out the severest public condemnation."

"So far as the press in the large cities is concerned, the correction of the evil lies, in some measure, in the hands of the reputable bankers and brokers, who, by refusing their advertising patronage to newspapers notoriously guilty in this respect, could compel them to mend their ways and, at the same time, prevent fraudulent schemes from deriving an appearance of merit by association with reputable names."

Literary Notes

MR. BECKLES WILSON'S "Life of General Wolfe" is promised for the early fall by the Copp, Clark Co., Toronto.

Mr. Ridgwell Cullum, who has written several vigorous tales, is to have a Canadian novel shortly. The title of the story has not yet been decided upon.

The Copp, Clark Co. of Toronto announce the following important fiction for the fall: "The Knock on the Door," Robert Hichens; "Anne Veronica," H. G. Wells; "Jeanne of the Marshes," E. Phillips Oppenheim; "Emily Fox Seton," Frances Hodgson Burnett; "Posson Jane and Pere Raphael," George W. Cable; "Price of Lis Doris," Maarten Martens; and "John Marvel, Assistant," Thomas Nelson Page.

Mr. Eden Phillpotts, whom Mr. W. D. Howells was eulogising the other day, is putting the finishing touches to "The Haven," his new novel.

The literary editor of the New York Times publishes the following note from a reader, which tells its own tale:

"The first sentence that greets the reader of Mr. James Lane Allen's new story states: 'Any one about to read this work of fiction might properly be apprised beforehand that it is not a novel; it has neither the structure nor the purpose of a novel.' Is it therefore not unfair to the public (and Mr. Allen) to be boldly apprised by his publishers, 'a new novel by James Lane Allen'? We well know the charm and high standard of Mr. Allen's writings and read eagerly all that comes from his pen. Is it not the more surprising that his publishers should stoop to this misleading statement—so contrary to that of Mr. Allen's—to further the sale of the story?"

* * *

"The Life of the Honourable Mrs.

Norton," by Jane Grey Perkins, is awaited with interest by admirers of the late George Meredith because of the fact that Mrs. Norton was generally conceded to be the original of the heroine of "Diana of the Crossways."

* * *

A western despatch states that Mrs. Jean Blewett, of Toronto, whose verses and short stories are so popular, expects to find "matter of matchless interest in the Northwest," where she is at present sojourning, studying the problems of the women who are helping make civilisation at the fringe of civilisation.

* * *

Mr. David Graham Phillips announces his new novel, "The Hungry Heart," a study of the complexities of modern marriage.

* * *

The *Smart Set* magazine for August, in pursuance of its usual admirable custom, publishes a dainty bit of verse in original French. Listen to this par Louis Le Cardonnel, entitled "Pour un autre":

"Toi qui rêves d'amour, toi qui rêves de gloire,
Avant que de tenter les périlleuses mers,
Grave cette sentence au fond de ta mémoire:
Le myrte et le laurier tous les deux sont amers."

* * *

The *Canada West* Monthly for August has just been received and it is an interesting number. The leading article is by Frank Mantle, entitled "The Men Who Lead the Farmers," being an account of the scientific methods in vogue at the agricultural schools of the Dominion and of the men who are responsible for their propagation. Arthur Heming, Irene Currie Love and Madge Macbeth contribute the fiction for the month and the regular departments of the magazine are maintained as interestingly as ever.

* * *

The current number of *The World*, published at London, England, is of peculiar interest to Canadians because of the space devoted to the interests of the Dominion. There is a full page sketch of the career of Mr. R. L. Borden, the Conservative leader at Ottawa, with a portrait of that gentleman, and there is a separate portfolio in colour dealing pictorially with Canadian resources.

* * *

An interesting discussion is going on in the literary world of England about the proposal to make a decided cut in the retail price of novels which sell there for six shillings and for \$1.50 on this side of the water. Readers appear at last to realise that they are being taxed a little too much for ninety per cent. of the fiction, which deluges the book shops in these days when everybody thinks he can write. However, a radical reduction is not likely to be made in a moment, for there are delicate differences of opinion between authors and publishers which time only can straighten out. Mr. Anthony Hope perceives no reasonable excuse for putting a book on the market minus a six shilling label. Mr. Rudyard Kipling, whom all recollect as sailing into the harbour of his literary fame on the shilling backs of "Soldiers Three" and "Wee Willie Winkie," retains a silent attitude towards the matter. Mr. H. G. Wells' socialistic tendencies lend themselves readily to any movement which would appear to place reading matter in the hands of all the people. Miss Bowen thinks that the new scheme would assist materially the unknown author for whose works the public does not feel inclined to pay the regular high price.

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REGISTERED
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**CREAM
CHEESE**

"Spreads Like Butter."
Sold only in 15c and 25c blocks
For sale by all Grocers.
Manufactured by
The Ingersoll Packing Co., Ltd.
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**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 Woman in the Case"
May be one's own mother, wife or daughter, any one of whom may need the protection which life insurance in

**Mutual Life
OF CANADA.**

gives, and it is, therefore, the duty, and should be the pleasure of

"The Man in the Case"
to whom she has a right to look for protection, to insure his life while yet in good health for her benefit when his strong arm and active brain shall have been stilled in death.

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Representatives wanted all over
Canada to introduce
LIFE SONGS
a new series of Sacred Songs
as sung by the world's
biggest singers.
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