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will find many occasions when he will appreciate having a bottle of Absorbine, Jr., handy. After a hard day's work or a long hike Absorbine, Jr., will give him the much needed relief. Of course he is too proud to respond to "sick call" with only a stiff shoulder or sore, aching arms and legs.

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#### Antiseptic and Germicide

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# CANADIAN COURIER

Published 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.



## Putting on the Peak Load

**W**ITH this issue we begin what may be called a New Canadian Courier. In our previous three issues we have sketched the problem which this number is intended to solve. We promised the readers a bigger and better paper with no change in price. The Canadian Courier dollar has greater efficiency as represented by this issue than it had three weeks ago—at a time when every other species of dollar has less buying power than it had in the middle of 1917 and a little more than half the buying power of three years ago.

Giving you this kind of Canadian Courier every two weeks—improved issue by issue, as fast as we can work the improvements—is, we believe, giving you better value for your money than you had before the New Canadian Courier was put on the programme.

It is a time for increasing the efficiency of everything. The Canadian Courier dollar's efficiency is enlarged by making the white space more valuable to everybody. Paper is too valuable nowadays to be used for anything but a peak load of interest in publication. The war difficulties of the publisher have grown very largely out of paper. People are saving paper as never they did. It is a time to make every sheet of paper earn its cost. Giving the reader of the Canadian Courier fewer pages in a year is in line with the whole national purpose of economy. We are enjoined not to waste—anything. We are all expected by the Government to effect our greatest economies in the things we consume most. To the publisher, that is paper. It would be no use to advise a publisher to save on boot-leather, or shredded wheat. His own interests compel him to do that. In saving on paper he is concerned also with the interests of other people.

Paper economy leads directly to economy of space. If we have an aggregate of fewer pages per year, those fewer pages must be made to carry a peak load of reader-interest. With this issue of the Canadian Courier we begin to deal with that peak load. We propose to give the reader of the New Canadian Courier a largely increased percentage of reader-interest.

**A** WIRE from A. M. Chisholm at Windermere informs us that an article was mailed last week supposed to be in time for this issue. The way trains are running it looks at the time of writing as though the article would be late. If so, it will appear in our issue of Feb. 2. And it will be worth all the while you spend on it.

There has been some response to our call for personal-interest sketches. We want more. Send us the facts of any man or woman whose life and character and work you consider to be of interest to the whole of Canada. If the style is not what you want it, we will get some one to write it from the facts you supply. We will pay for the facts by themselves, or for both the facts and the finished article. But any character submitted must show just cause why he is entitled to a place in these pages. Please don't omit to send along a photograph.

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