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# APPEARANCE OF H. R. H. IN CANADA

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Oranges make marmalade, but only Seville That explains why you will ask for Shirriff's Marmalade every time—the extraordinary flavor.

# of Party Politics?

HE recent election in Ontario demonstrated the rather astonishing disintegration of the old party spirit in Canada. Voters deserted from the ranks of the two old parties in such numbers that the calculations of politicians were sadly confounded and governing power shifted to a class.

Previous to the election, the press in all parts of the country was commenting on the general lack of interest in politics and the failure of the old party slogans. Does it mean that Canadians are tired of the ancient game of the "Ins" and the "Outs"? That henceforth issues will be regarded as greater than parties?

MACLEAN'S MAGAZINE has made a careful toll of the press of Canada on this intensely interesting subject and presents a summary of what is being said in succinct form under the heading, "Is Canada Weary of Party Politics?" It is shown that the old ties, in some sections at least, have Toosened and that the thinking man is going to vote according to the issues as they arise instead of following the straight furrow of one party. Some of the reasons for this change, as gleaned from the press,

Every month MACLEAN'S selects the most important Canadian problem that is being discussed in the press and gives a careful summary of the best opinion, with brief comment thereon. This material, which runs under the department heading of "This Month's Vital Question," makes very interesting reading indeed, summarizing as it does the opinion of Canada from coast to coast on the important and pressing problems of the moment important and pressing problems of the moment.

## Ralph Connor on

"The New Canada and Its Needs" Ralph Connor, the famous Canadian novelist, who served for several years at the front and saw the war from many angles, is convinced that Canada must be prepared to make important changes if she is to profit by the lessons of the war. He has written a series of articles embodying his views. The articles were written for MACLEAN'S MAGAZINE and the first appears in the November issue, under the title: "The New Canada and Its Needs."

### "The Idle Hands at Ottawa" By J. K. Munro

The recent session of the Dominion House was in many respects an idle one. There was not a great deal done, so the members had a lot of time to stir up things, and the result was some hugely interesting political situations, all of which J. K. Munro tells about in his usual un-

### Other Features of November MacLean's

"My Memories and Miseries as a School Master." By Stephen Leacock.

"Men and Money" (story). By Nellie L. McClung.

"A Woman on the Bench." By Janey Canuck Why I Remain a Canadian." By Basil King. "Haldane's Weak Defence." By Lieut.-Col.

"Two Men and an Idea That Grew and Grew Grew." By Charles Christopher Jenkins.

"The Outlaw" (poem). By Robt. W. Service "The Search for Missing Men." By Gertrude Arnold.

sparing and tersely humorous way.

"The Rainbow Death" (story). By Madge "His Majesty's Well-Beloved" (novel). By

Baroness Orczy. "Spanish Doubloons" (novel). By Camilla

"A Little Bit of Chickenfeed" (story). By Allen C. Shore.

## MACLEAN'S will be Twice-A-Month

starting February 1st, next year. An important point to remember. If you want to keep up with things nationally Canadian, you'll have to get the MACLEAN'S Twice-A-Month habit.

# Over 70,000 Canadian Families Buy "CANADA'S NATIONAL MAGAZINE"

NOVEMBER ISSUE Now On Sale At All News Dealers 20c Wholesale Distributors for New Brunswick-St. John News Co., 22 Canterbury Street, St. John, N. B.

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A Wichita, Kan., druggist' recently doubled his sales on lemonade by having a stonecutter make a top of sandstone which he placed on a section of his counter. Beneath this he placed a stone jug in a box lined with ice. A sign, reading "kee-cold lemonade direct from the old stone well," completed the arrangement

Lemonade from "Well."

ed with it.

Mr. Snyder follows up this publicity plan with newspaper advertising. He says he can't write advertisements, and he has "readers" composed at the newspaper offices, running ten to twenty to thirty lines a day every day the newspapers issue in the year. These "readers" discuss all kinds of topics connected with the dairy business, such as the

ers" discuss all kinds of topics connected with the dairy business, such as the presence of tuberculosis and typhoid germs, as well as measles, scarlet fever and infantile paralysis germs in impure milk; the use of the pasteurized product; the importance of getting certified milk for the feeding of babies; the comfort that the careful housewife enjoys in getting the product from a place which she can expect to be clean all the time because it is sanitary and hygenic whenever she pays it a surprise visit; and other details, all of which take up the good milk situation, which the Snyder dairy business meets.

arrangement.
Each person who secured a check drew his own dipper of ice-cold lemonade from the stone well, which, after a few days' advertising, was thronged all day long.