

THE SAYING OF A LATE HUMORIST:

*"Go, little booklet, go,
Bearing an honored name;
Till everywhere that you have went
They're glad that you have come."*

Applies as well to this economic brochure as to

SATURDAY NIGHT

Toronto Saturday Night is a high-class, 16 page weekly, typographically beautiful, and full of such fresh and interesting reading that it makes a man (and his wife and boys and girls) glad that it has "come" into the home.

YOU REALLY OUGHT TO SEE IT.

"Don" and "Mack" always have some pungent paragraphs on current topics; "Lady Gay" gives us a woman's view of it, whilst the columns devoted to the Drama, Music Art, Society gossip, the funny picture, and the short story are other leading features. Ask your newsdealer for it, or write to the publishers.

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