



The Summer Campaign

BEGINNING with the May Number, The Canadian Magazine will begin its summer campaign. The forthcoming numbers will be filled with descriptive sketches (illustrated wherever possible), short stories, and articles of a lighter character. Each issue will contain one article of a "review" character, but the remainder of the contributions will be suitable for the dreamy summer. Illustrated descriptions of some of the leading West Indian Islands, and of the rugged scenery and odd people in Switzerland, will be among the leading features. Other articles will be descriptive of some of the more attractive of Canadian pleasure resorts, and of those beautiful spots all over Canada where Nature is seen in her most wonderful manifestations.

Canadian authors are rapidly learning to write short stories. The best of these are finding their way to the public through The Canadian Magazine. The summer numbers will contain a large number of these of special merit.

The May Number opens the Eleventh Volume. When this periodical was started, people said it would never see its second volume; now it has completed its tenth!

Read this from *The Ottawa Journal*.

"The Canadian Magazine for March shows continued signs of prosperity, as well as ability. It contains seventy pages of advertising, which would have made the hair stand on end of the owners or editors of any former Canadian monthly periodical on record. Advertising of that extent is not done in magazines with small circulation, so evidently the Canadian reading public appreciates The Canadian Magazine and patronizes it, despite the fact that the price, \$2.50 a year, though lower than that of Harper's or The Century, is higher than the price of some of the popular American productions.

"The advertising in this number of The Canadian Magazine does not dwarf the reading matter, which includes twenty-one articles or departments. There are several interesting articles on public matters, four stories, an instalment of Fergus Hume's novel, "Hagar," several poems, and the usual bright departments summarising current events, literary news, national sport, etc."

Single Copies, 25 Cents.
Per Annum, \$2.50.

The Canadian Magazine,

63 Yonge St., Toronto, Ont.