



Because it is healthy, soft, comfortable, durable, absorbs moisture and perspiration quickly thus preventing colds. It is the only natural covering for the little one's body. For the children there is Underwear, stockings, caps, coats, sweaters, night dresses, night shirts, pyjamas, slippers, dressing gowns, etc.



For sale at Jaeger Stores and Agencies throughout the Dominion.

A fully illustrated catalogue free on application.

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System
Toronto Montreal Winnipeg
British "founded 1883".

ANY of our Radial Lines will take yourself, wife and kiddies out into charming stretches of woodland, hills and valleys of York County. Now is an ideal time for a day's outing. The car service is frequent, the cost of travelling is small. For full particulars apply to the Traffic Manager,

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KING EDWARD HOTEL
—Fireproof—
Toronto, Canada.
Accommodation for 750 guests, \$1.50 up.
American and European Plan.

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A Comfortable and Exclusive Modern Home. Table and Service in Keeping. Seven-course Evening Dinner.
Families Coming to Toronto Should Write For Reservations
The Tuxedo, 504 Sherbourne St.

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A vast new land of promise and freedom now open for settlement at 50c. an acre in some districts—in others Free.
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For information as to terms, regulations and railway rates to settlers, write to
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Parliament Buildings,
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HON. G. HOWARD FERGUSON,
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CANADIAN COURIER

Published at 181 Simcoe St., Toronto, by the Courier Press, Limited. 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.

Because We Make Space Valuable, We Give the Reader

SERVICE

One depends on the other. Service to you is conditional on the value of space. Low service means low space value. High space value means

A MAXIMUM VALUE FOR SPACE

WE come back again to the question of space value. The space in this paper never was so valuable as it is now. There are two proofs of this, outside of the Editorial Department altogether. The paper manufacturer is one of them. He must charge us more for the white space for certain reasons affecting his business. We pay it. And the increase is not small. In fact it's very large.

On the other hand we charge the advertiser more for the space he occupies in the advertising columns. Here again the increase is not small. In fact it's very large. Why? Not because we are trying to break even on the increased cost of space to us, based upon the value of white paper, but

BECAUSE

The increased circulation of the Canadian Courier gives the advertiser a heavy increase in reading space based upon the number of copies actually circulated, containing his advertisement. This increase to the advertiser is only possible on two conditions:

That we make the Canadian Courier interesting enough to hold and go on increasing its circulation;

That we make the price to the reader as low as possible.

These two factors of high interest and low price to the reader we have worked out in just one way. And it brings us back to the old problem of

HOW TO MAKE SPACE VALUABLE.

Space in the Canadian Courier is valuable to the editor in direct proportion to the number of people he is serving. Every thousand of new subscribers means an added charge on the editorial and contributing staff to make every page carry a higher percentage of human interest. We are doing it. We are making Canadian Courier space valuable to the reader. In working that out we let value to other people take care of itself.

WE GIVE YOU THE SERVICE.

An International Daily Newspaper

"It would be a fine thing if this excellent daily newspaper could go into every home in the country, for it is not only a daily newspaper but in fact a daily magazine of tremendous value. The most striking feature of the Monitor at this time is its wonderful foreign news, giving exclusive information and articles in regard to the situation in Europe."

(The Dayton, Ohio, Journal)

Published daily in Boston, U.S.A., The Christian Science Monitor circulates the world over.

The Monitor conducts its own news gathering bureaus in all parts of the world, and because its news of the world war and of all great diplomatic affairs of the nations is said by other newspapers to be the most complete in the world, its news is "news" whenever received by the subscriber.

It omits entirely from its columns the sensationalism which makes up so large a part of the news of the day usually seen by the public.

Advertising columns are also completely censored.

A single article is devoted each day to a discussion of Christian Science for those who are interested.

The paper is in reality "An International Daily Newspaper"—the first one ever published.

The Christian Science Monitor is on general sale throughout the world at news stands, hotels and Christian Science reading-rooms at 3c a copy. A monthly trial subscription by mail anywhere in the world for 75c, a sample copy on request.

THE CHRISTIAN SCIENCE PUBLISHING SOCIETY

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