

Help Canada and the Empire

By Purchasing Canadian-Made Goods

WHEN WE PURCHASE GOODS MADE IN CANADA

- Canadians get the goods.
- Canadians keep the money in circulation.
- Canadian labour is employed.

WHEN WE PURCHASE FOREIGN MADE GOODS

- Canadians get only the goods.
- Canadians do not get the money for circulation.
- Foreigners get the money.
- And foreign labour is employed while Canadian workmen are idle.

CANADIAN READERS

can help keep Canadians employed by subscribing to Canadian publications in preference to those printed in foreign countries. No foreign publication, no matter at what price, can have the necessary Canadian viewpoint which the new patriotism of the times requires.

EVERY DOLLAR THE READER SPENDS in subscriptions to foreign productions is just that much money going out of Canada and that much less into the pockets of the Canadian wage earners.

WHY NOT SAVE MONEY to the country by subscribing first to Canadian publications? "Canada First." Remember that the reading of Canadian periodicals must necessarily affect your social, economic and political thinking, and that these things worked out spell Patriotism or national advantage. The commercial advantages presented through the advertisements affect the reader and advertiser directly.

CANADIAN COURIER

The National Weekly
Toronto, Ont.



Courierettes.

WE note that some chap has invented an automatic typewriter. The trouble with most of the dear girls is that they are too automatic already.

Reports indicate that the prune crop is to be greater than ever. What is war compared to this?

New York's recent six day campaign for "simple business honesty" makes us wonder what they meant by sticking in that word "simple."

Sir Roger Casement expressed his desire to be beheaded, and that should make it unanimous.

Man in Indiana seeks a divorce because his wife chews tobacco. Would he prefer her to chew the rag?

Hughes and Roosevelt lunched together, and the American papers omitted to say whether they had two or three cups of coffee.

People who leave beer bottles in New York parks are fined \$5—that is, if the bottles are empty.

They made an awful fuss about Mrs. Astor wedding for love, just as if thousands of people weren't doing the same thing day after day.

Some professor has discovered a way to produce grapefruit that isn't sour. In that case it wouldn't be grapefruit.

"Bull Moose Sings Swan Song" runs a head line. Bet that head was written by an Irishman.

Listed among the bright sayings of the month should be the Kincaidine Review's remark that Hetty Green was the richest woman in America, next to Henry Ford.

Many English theatres are now housing American-made plays. Another horror of war.

Gen. Felix Diaz at least cannot be

accused of cowardice. He wants to be president of Mexico.

By the way, who was it took the "boo" our of the old-fashioned peek-a-boo shirtwaist?

And in all this gathering of American troops how is that we hear nothing of the Ancient and Honourable Artillery of Boston, Mass?

IT'S GONE FAR ENOUGH.

The skirts they wear are short enough, But when the naughty breeze Blows up and gets to acting rough, It makes them show their ankles.

—Luke McLuke.

Immodest man! they ought to throw At you some ancient eggs; For very well indeed you know They show naught but their insteps.

—Columbia State.

I am ashamed of both of you, My scorn to you in halves, The things you very rudely view Are nothing but their calves.

—Edgar A. Guest.

Rhymsters all, you give us a pain! Oh why don't you write some verse On a loftier level than the strain Of those shapely lines of hers?

What's the Use?—The State of Ohio boasts a citizen who was born before "The Star Spangled Banner" was composed. But what is the use of boasting about that if the old chap can't sing the ditty?

The Quick Answer.—Magistrates sometimes get answers they are not expecting when they ask questions in court. The other day a young lad was before Magistrate Kingsford in the Toronto Police Court, charged with theft, and his mother appeared to give character evidence on his behalf. The boy had denied his guilt and

WAR NOTES.

Enlistments have left the British golf courses deserted, the players preferring puttees to putts and tees.

French newspapers were delivered by aeroplanes over parts of Germany. They can now claim a high circulation.

Some of these days the Kiel Canal will have to be dredged, and then where will the Grand Fleet hide?

A wounded soldier recovered his power of speech after hearing a comedian's joke. That could not have been a real "gag."

The man behind the gun is the hero, but the man behind the gas batteries is not to be ignored.

Lord Crewe has declared that the country needs some amusement in war time. Now we understand why they have press censors.

German housewives have been ordered to practise economy. Well, there seems to be no waist about them.

High war time wages are increasing the demand for cheap pianos, and, therefore, we pray the war will end quickly.

The Shadow and the Man

(Concluded from page 3.)

To-morrow! And strong men were nearly weeping with fatigue! Like demons they had worked and he would ask a parade—To-morrow!

Light broke on them. It was not for the state the thing was planned but for the General's glory! The General would come to gloat! To see them sweat—for Him. To hear their thousands of breaths panting, parched in the furious heat—for Him!

So he came. And it marched. And it turned "Eyes Right." And it counted the paces past the reviewing post.

But the General's smile was strange and his eyes unsatisfied. When he could get alone he lit a candle so as to get his shadow back again. The shadow said:

"Well?"
"They cursed me," whimpered the General.

"Never!"

"They did! They did!"

"Outrage! Outrage!"

"I tell you there's something wrong."

"There is something wrong."

"What is it?"

"They are not your soldiers!"

"Not my soldiers? I made 'em."

"They are not yours. They are Democracy's. And they have found you out!"

"Alas! Alas!" groaned the General. Well—they can't throw me out just now. I'll swank it through."

But when he turned to look at his shadow it seemed to have dwindled to a mere man-size shadow. Someone had lifted the tent flap and the sun, shining, wiped out the candle-shadow.

asserted that his conduct was all that could be expected of a normal youth. "Well, my good woman," said the magistrate to the mother, "how do you find the boy?"

"I find him not guilty, sir," was the ready response.

GOOD EVIDENCE.

By looking at the weekly wash You may see, if you choose to That they're not wearing now, by gosh, The half of what they used to.

What Struck Him.—Pat had just been invalidated home from the front, and when he got into a circle of his admiring friends and relatives they wanted to know what it was that struck him most when he was in action.

"What struck me most!" said Pat. "Why it was the number of bullets flyin' around that didn't hit me."

THE CONTRAST.

The lover on his gay guitar Thrummed serenades in olden days, The modern lover in his car Toots his horn, beats him forty ways.

Sufficient.—We note in the newspapers where a young couple have been offered \$50,000 if they get married within a year.

Why should they tarry when they have 50,000 perfectly good reasons to marry?

A Perfect Complexion

Your social duties demand that you look your best and in good taste at all times. Ladies of Society for nearly three-quarters of a century have used



Gouraud's Oriental Cream

to obtain the perfect complexion. It purifies and beautifies. The ideal liquid face cream. Non-greasy. Its use cannot be detected.

Send 10c. for trial size

Card. F. Hopkins & Son, Montreal, Que.

The A. B. C. of Fuel Saving Always Buy Coal

from

The Standard Fuel Co.
and so secure quality,
quantity and service
in your coal orders.

The Standard Fuel Co.
of Toronto, Limited
28 King Street East

Tel. Main 4103

THE COMPANY WITH THE COAL AND
THE SERVICE

DUNHILL'S INNER TUBE BRUYERE DEAD ROOT PIPES

A revelation to any who have not already experienced their charm. See them at

THE DUNHILL SHOP
HARGRAFT BUILDING
Scott and Colborne Sts., Toronto