

# CANADA'S MAGAZINES

*Do you appreciate what they mean to you—and to Canada*

IN the upbuilding of Canada as a nation—

In unifying the thought, interests, sympathies, desires and ideals of its scattered population, and in stimulating progress, particularly in our social and commercial life—

Do you realize the importance of Canada's magazines?

They provide the one medium of communication with a purely national appeal—they are the one means of education, inspiration, entertainment, welcomed equally in the homes of the proudest millionaire and the humblest workingman or farmer. In hundreds of thousands of Canada's homes in city, town, village and on isolated farms they find a welcome with every member of the family, providing education in its most attractive form, stimulating thought, broadening the outlook, making leisure hours more enjoyable, telling about the things said or done or made in the other parts of Canada, bringing from far and near the ideas that improve the mind, the home and the person.

They are bound to be the factor which more than anything else will serve to knit Canada together and nationalize the interests and desires of her people.

It is to magazines that people look to bring them in touch with the world outside their local circles.

No longer does the "country cousin" feel out of place in the city. He knows what's going on, reads the same, wears the same, eats the same—because he keeps in touch through the magazines.

Magazines prove a most important factor, too, in nationalizing much of the country's commerce. They make the goods of the manufacturer here known to consumers everywhere, with the greatest economy of time and expense. The acquaintance with the country's best products thus cultivated widens the market in which consumers buy, just as it nationalizes the market in which the maker can sell. They are truly the shop-window of the nation.

What hours and days of work and worry have been saved the housewife by the appliances, foods, methods which have been made known to her through magazine advertising.

The styles she wears, the foods, appliances, furnishings, apparel she buys—are not her preferences largely dictated by the acquaintances she has made through the magazines?

Look in any store window anywhere. The goods most commonly displayed—because they are most in demand—are the brands which have become known to that merchant's customers through magazine advertising. These facts are worth remembering.

*Magazines are THE national medium*

OVER 300,000 GUARANTEED  
CIRCULATION ON CANADIAN  
MAGAZINES

CANADIAN COURIER

McLEAN'S MAGAZINE

EVERYWOMAN'S WORLD

CANADIAN HOME JOURNAL

CANADIAN FASHION QUARTERLIES

## Feeding a Multitude

(Concluded from page 13.)

viewed and the discrepancy adjusted without delay. All the stores are kept under lock and key, and only a day's rations are drawn by the chef at a time. Thus the danger of pilfering is reduced and accounts rendered simple and accurate.

The cost of feeding each patient per day is worked out by the dietitian in each institution, the market price is recorded, the food value of each article of diet registered, and the menus filed so that it is easy to detect extravagance or stinginess in any institution.

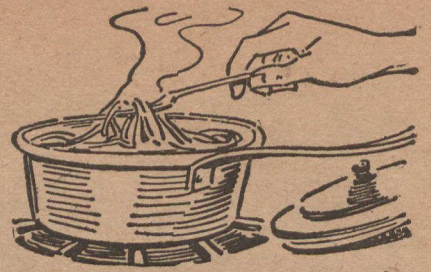
When the Military Hospitals Commission was formed two years ago the number of soldiers invalided home was comparatively small. Until August, 1916, there were never more than 400 returned each month. Since then they have averaged 1,000 a month, and once the numbers reached 2,600, so the hospitals must necessarily multiply. At present there is a slight shortage of women for the position of head dietitians, but there is no lack of graduate pupils who in a few months will be well fitted to take charge of the dietary departments of each institution as soon as the equipment is installed.

## How the War Looks

(Concluded from page 12.)

England, and with no immediate prospect of being sent to the front. Evidently there is no pressing shortage of men here.

There was a good deal of speculation as to Lloyd-George's meaning when he said that England expected to acquire a large amount of new shipping within the course of a few weeks. The situation becomes clearer from the announcement that sixty of the seventy-six German merchant steamers, which were in Portuguese ports when Portugal entered the war, have been chartered by Great Britain for \$7,000,000 a year, to be paid after the end of the war. The tonnage of these steamers is not stated, but it is probably large, and the reinforcement comes opportunely, as a partial corrective of the pessimism created by the U-boat successes. It has always been maintained in this column that the submarine situation, while serious enough, has never at any time actually threatened the defeat of the Allies. That Germany is buoying herself with such an expectation is evident enough. It is the inspiration of her armies in France, who are encouraged in their resistance by the confident conviction that they have only to hold on long enough to give the submarines time to complete their work of starvation. It is a conviction that should be dissipated by the statistics, but the statistics are probably not available to the German public, or the German armies. At most it is but one more illustration of the German genius for the misinterpretation of facts, and of a pathetic reliance upon the official statement. These ships in Portuguese ports would probably have been destroyed if there had been time to do so, but Portugal was too quick in her action to permit of this. The German ships in American waters have for the most part been so completely ruined by a dozen ingenious devices as to be practically useless for many months to come, one of the methods being to pour acid into the tubes so that they might be so far weakened as to burst under a normal strain.



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