



PURITY FLOUR

THE REAL SECRET of good bread is good flour. Even if you are inexperienced you can bake the very best bread from **PURITY FLOUR**.

There's a good reason why. Purity Flour is milled from the choicest Western Canada Hard Wheat by the most modern milling plant in the world. Besides, it is absolutely dependable in the baking—the one really perfect household flour.

Sold Everywhere in the Great Dominion

WESTERN CANADA FLOUR MILLS CO. LIMITED
MILLS AT WINNIPEG, GODERICH, BRANDON

O'Keefe's PILSENER



Insist that your dealer always sends O'KEEFE'S "PILSENER"

"THE LIGHT BEER IN THE LIGHT BOTTLE" (Registered)

The O'Keefe Brewery Co. of Toronto, Limited

Michie's Teas are Regular in Their Superior Quality and Flavor.

The tea you like is somewhere in our store, and at your price.

The English Breakfast Blends at 50c. lb. are the favorites, but there are plenty of others.

MICHIE & CO., Limited
7 KING ST. WEST

Telephone Main 7591
Private Branch Exchange connecting all departments.

Write for new Catalogue of the
Central Business College
of Toronto, Canada.
Enter any time. No Vacations.
W. H. SHAW, President.



THE **Canadian Courier**

A NATIONAL WEEKLY

Published at 61 Victoria Street, Toronto, by The Courier Press, Limited

Subscription: Canada and Great Britain, \$4.00 a Year; United States, \$5.00 a Year

CONTENTS

IN THE PUBLIC VIEW	5
REFLECTIONS	6
THROUGH A MONOCLE	8
THE HONK OF THE BIG RED CAR	9
THE MEN OF THE BATON (First Article)	11
LORD CROMER ON GORDON	12
THE YELLOW GOD, Story	13
THE ETERNAL FEMININE, Story	15
DEMI-TASSE	16
PEOPLE AND PLACES	17
BRITISH GOSSIP	18
AT THE SIGN OF THE MAPLE	19
FOR THE CHILDREN	20
MUSIC AND DRAMA	21
LITERARY NOTES	22



PUBLISHERS' TALK

THIS week's cover design is by one of the best known nature artists. Mr. Heming's work has been used in all the leading periodicals of the Anglo-Saxon world. His home is in Hamilton, but he has studied in London and has a studio in New York. Other cover designs from the same brush will appear at intervals during the year.

NEXT week, Professor S. J. McLean will contribute an important article on "The Universities and Canada's Foreign Trade." This will be based upon Mr. Sifton's speech in the House last week. Prof. McLean is a skilful writer and his experiences in the United States, where he lived for some years, and in Europe where he pursued his post-graduate investigations, enable him to speak with some degree of authority.

A SECOND article on the Canadian police forces will follow the one in this issue. Some "old-time" photographs will add to the interest of the second article.

LAST year, as the result of a competition the Courier sent a young man to Toronto University and paid all his expenses for the year. Next fall, we hope to send three young men, one to Queen's, one to McGill and one to Toronto. If there are smart young men in the other Universities, it is just possible that one of these may have a similar opportunity. The full particulars concerning these competitions will be sent on application.

Gilbey's "INVALID" PORT

IS A GENUINE PURE DOURO PORT WINE

The rare delicacy of bouquet which is found only in genuine Douro Port Wine, apart from its medicinal properties, makes it not only acceptable to the tired invalid but almost a necessity in private homes.

When ordering insist on having

Gilbey's Genuine "INVALID" PORT

Distributors:
R. H. Howard, Toronto
G. F. & J. Galt, Winnipeg
and others.

543



THE STANDARD LOAN COMPANY

CAPITAL - \$1,125,000
RESERVE - 50,000
ASSETS - 2,250,000

Vice-President and Managing Director:
W. S. DINNICK.

Director:
RIGHT HONORABLE LORD STRATHCONA AND MOUNT ROYAL, K.C.M.G.

HEAD OFFICE:
24 Adelaide St. East, TORONTO, ONT.

Debentures for one, two, three, four and five years issued, bearing interest at five per cent. per annum, payable half-yearly.

Write for booklet entitled "SOME CARDINAL POINTS."