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# The Canadian Courier

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## CONTENTS

REFLECTIONS .....	7
CONSECRATION OF A CANADIAN BISHOP .....	8
MEN OF TO-DAY .....	9
KALEIDOSCOPIC CAIRO, by the Monocle Man .....	10
THE APOTHEOSIS OF THE HORSE .....	11
DAWN OF THE DEMOCRACY, by H. Linton Eccles .....	12
THE TROUT-FISHING SEASON OPENS, full-page drawing by Arthur Heming .....	13
PARLIAMENTARY PERSONALITIES, by Augustus Bridle .....	14
SOME OF THE AIRSHIPS AT BADDECK .....	16
THE DELUDED FEMALE, story by J. J. Bell .....	17
THE KLONDIKER'S WOOING, story by Edith Tyrrell .....	19
SIGN OF THE MAPLE .....	20
DEMI-TASSE .....	21
FOR THE CHILDREN .....	22
PEOPLE AND PLACES .....	23
MONEY AND MAGNATES .....	24
NEWS AND VIEWS OF ATHLETES, by F. H. Hurley .....	25
PUBLIC OPINION .....	27

## Editor's Talk

WATCHMAN, what of the night? "Progress, progress," is our answer. The advertising department of the CANADIAN COURIER is trying hard to be more popular and more successful than the editorial department. The advertising staff are proud of the record for April. The average number of columns carried in April was 46, as against 35 columns a week in 1909 and 32 columns in 1908. And this notwithstanding the absence of the manager of the department who is visiting the leading agencies and advertisers of Great Britain. Of course, much of the credit is due our readers who have supported us so nobly and have given honour where only credit was due.

Summer is coming on and the seriousness of the winter reading is slowly merging into the lightness of summer pastimes. In keeping with this change, we shall next week begin a new serial, "A Mummer's Throne," by Fred M. White. This story is essentially European, but we believe that it will give our readers a change to which they will not object. Mr. White has published several good novels of which "The Sun-Dial" is the most recent. In character the story resembles "The Prisoner of Zenda," Anthony Hope's famous novel. It will be completed in seven issues.

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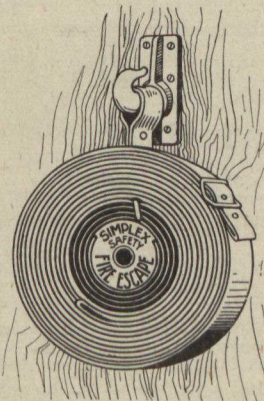
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