

PURITY FLOUR



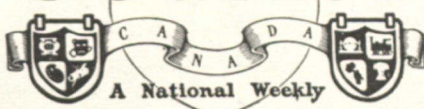
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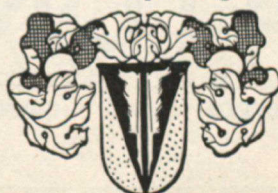
Editor's Talk

WITHIN a few months, five leading British magazines have ceased publication, mainly because they were unillustrated. The English unillustrated weeklies maintain their vigour because they discuss public questions. In the CANADIAN COURIER, we are attempting the combination—an illustrated weekly discussing public questions. The idea is somewhat original, although there are weeklies in the United States which embody much the same idea.

So far, the experiment has been justified, and the public have extended a comforting support. During the past week, quite a number of our subscribers have paid for two years' subscription in advance. This gives us courage to go on with our improvements and enlargements.

Next week, we will be able to give some particulars of the features which are to distinguish the larger paper which is to mark the opening of Volume III, on December 7th. While it would be too much to say that these will be startling, we believe they will indicate that the CANADIAN COURIER will mark a new era in periodical publication in this country, and make it less dependent on the outside world for its most popular reading-matter.

In the meantime, subscribers are again reminded that all renewals at the \$2.50 rate must be mailed this month. There are only a few more days in which to claim the privilege.



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