

The Publishers' Speech

THE gathering together of all the ingredients for a new paper is a slow and tedious process. The idea is simple ; but the working out is another story.

The organizing of an editorial staff was the first task. At least half-a-dozen good writers were necessary, and they must be carefully chosen with a view to the diversity of work to be undertaken. Already four leading journalists have been engaged to write regularly—they have no superiors in the business.

The circulation department was next organized. A Canadian who had served five years with Collier's was secured as its head after considerable trouble. The rest was easy.

Next came the question of an art editor, for THE COURIER must be second to none in its art features. The best man in Canada, so far as we know, has been secured. Just watch his improvements from week to week.

Then came the advertising department. Two good men were started. They went to work and did too well. There was room for

only about seventy-five per cent. of what they secured.

Then began the chase for drawings, photographs and contributions, for ideas and features. Then followed the selection of paper, body type, display type and other accessories.

Here is the result. It is only a diminutive sample of what we will have to offer. The number of pages must be increased at once. This will be a big paper when it gets going properly.

A staff of artists are now working on full page drawings, on illustrations for stories and features, and the first of these will appear next week. The world will be scoured for pictures and photographs. The use of colour-work is under consideration and some of this may be expected at once.

A splendid serial story has been arranged for and will begin next week.

Any person who can make a suggestion, send us a photograph, or assist in any way in making THE COURIER the greatest paper in Canada is our friend and we want to hear from him.

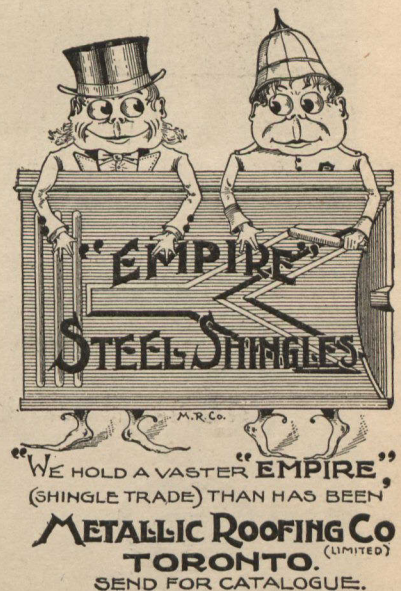
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