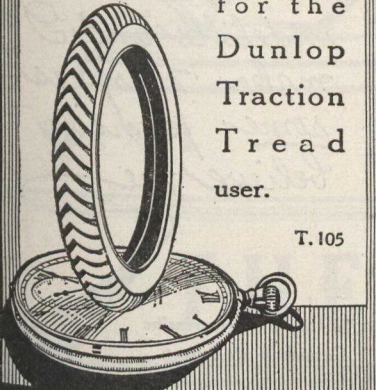


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The Canadian Courier

A National Weekly

Published at 12 Wellington St. East, by the Courier Press, Limited

VOL. XVI TORONTO NO. 18

Editor's Talk

A FEATURE of this week's issue is a portion of the paper printed in Rotogravure. This is the latest development in the art of printing, and is a mechanical attempt to get the soft effects of an etching or a photogravure in reproduction.

Rotogravure gives a "full-tone" instead of a "half-tone." It also differs from the "half-tone" in that it is an intaglio process instead of a cameo process. The printing ink rests in "pockets" in the engravings, whereas in "half-tone" engravings the ink touches only the high points of the engraving.

Next week a special feature will be a review of the financial situation during the past three months. It has been our custom to publish a Quarterly Financial Supplement, and the practice will not be discontinued.

The following letter is one of many compliments recently received by the Courier on our war service, which in both print and picture we have kept clear of sensation and the element of fake.

Sudbury, Sept. 12th, 1914.

Canadian Courier, Toronto:

Enclosed find subscription until April, 1915, for the Canadian Courier. "Courier" still keeps up to the mark, and is as loyally Canadian and British as ever. The fact that all Canada is thinking and speaking and working the same way, is proof of the correctness of the Courier's point of view and the accuracy with which it touches the pulse of Canada.

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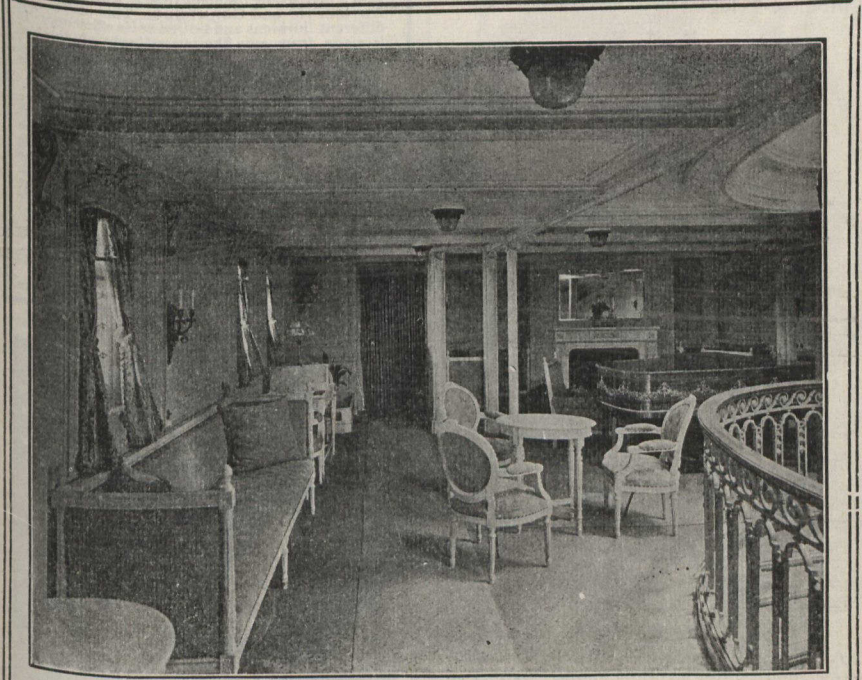
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