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HEAD OFFICE :

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W. S. DINNICK

VICE-PRES. AND MANAGING DIRECTOR



Subscription - - \$2.50 a Year.
81 Victoria Street - TORONTO

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Editorial Talk

During the past week, seven of the largest advertisers in Canada have placed contracts with the CANADIAN COURIER. The original intention was to publish only a 28 page paper; the size has been permanently increased to 32 pages. Perhaps before long it will have to be increased to 36 pages—if the advertising keeps growing. However, we will not make rash promises.

A further mark of confidence in the stability of the paper, has been the increased number of subscriptions received. The office staff has been overworked in keeping up with the rush of names. It pleases them to have so much to do, and if the situation gets more acute, the staff will be enlarged without any unpleasant feeling towards the public.

Next week, there will be a Canadian story by Sir Gilbert Parker, who has written from Egypt, where he is now resting from his parliamentary labours, to wish us every success and to promise co-operation.

We are beginning to get our machinery in working order and all sorts of work for the benefit of the paper is now under way. Three or four artists are working on special cover designs, and as many more on coloured advertisements for our back pages. Correspondents have been secured in nearly all the leading cities, and the best material available will be secured.

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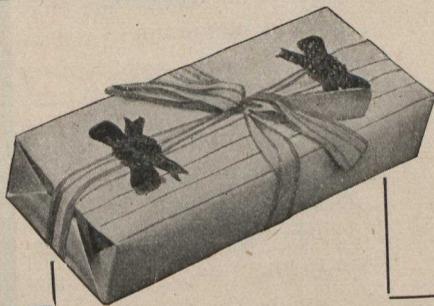
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