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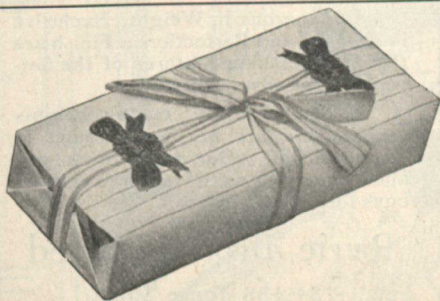
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Editorial Talk

AN illustrated weekly paper in Canada is such a curiosity that the people are still wondering whether THE CANADIAN COURIER is merely a "flash in the pan," or something of real flesh and blood. The other day, a new ten-cent weekly was started in the United States by the experienced publishers of a successful magazine. They published it for nineteen weeks, and gave up the attempt. It was a well-written, well-edited paper, and yet the people would not be convinced. The publishers of that journal should have started their paper in Canada where a weekly was needed and they would have met with greater success.

The number of yearly subscribers received at this office during the past fourteen weeks is fully *double* what we expected. The sales through the bookstores have not been quite so striking, but they have been satisfactory. Bookstore sales only come fast after a paper is fairly well established. In a few months it will be different.

Eighty firms have already made advertising contracts with this journal, and this is some guarantee of permanency. The number will require to be increased, but Canadians are loyal, and they will patronise any paper which shows that it has found a constituency. We have every confidence in the future of our advertising patronage.

Some excellent features for next week's issue have been secured, and chief among these will be a special article on "Edmonton's Boom," by our own correspondent.

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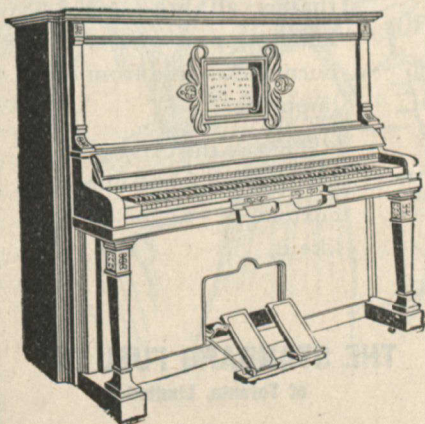
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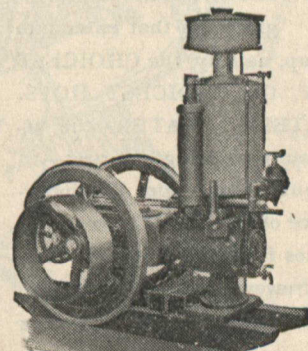
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