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The Canadian Courier

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CONTENTS

The High Commissioner	5
Reflections	6
Through a Monocle.....	8
Nova Scotia's New Minister ...	9
A Blaze at Belleville	10
A "Daniel" from Denver.....	10
Back to the Parliamentary Grind.	11
A Passenger Motor Car	12
Campaign Funds	13
Coal Troubles.....	15
Kla-how-yah	16
The Family Honour, Story	19
Pipes and Pipe Dreams	20
The Hymnal Committee	21
Serial Story	22
A Canadian Bear Trainer.....	24
Talk	25
Music and the Drama.....	26
Demi-Tasse	28

Editorial Talk

THE subscription list is growing in a most gratifying manner.

The reader might reasonably declare that such a statement is the only one which could be expected. The reader is wrong. If the subscription list were not growing as fast as we think it should, we would prefer to admit it. As it is growing faster than any one anticipated, we are willing to shout it.

The sales through the newsdealers are also satisfactory. A new paper, such as this, must rely on the ordinary channels for early circulation. The newsdealers gave the paper all the opportunity it deserved—perhaps more.

From various points in the United States, letters have arrived asking for sample copies and subscription. One gentleman enclosed a Dollar Bill, and said "Send me a Dollar's worth of COURIER."

These points are not mentioned boastfully. We recognise that we have a long way to go to equal the *Illustrated London News* or any of the fifteen-cent weeklies of Great Britain. But then we have also a long way to go before our price is as high as theirs. Five Cents versus Fifteen. This tiny price of ours is likely to grow, however, if the public demands too large a paper.

Next week will be a Winter Sport Number, with a special coloured cover by Marten.

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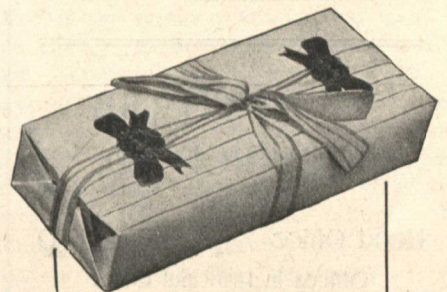
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