

Just
WHY



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For
Cleaning

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Agateware,
Graniteware,
Aluminum-
ware,
Tinware, etc.

Because it quickly and easily removes all discolorations, corrosion and grease without scratching or injuring the surface. Soap cleaning leaves a sticky film that catches more dirt.

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The Canadian Courier

A National Weekly

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TORONTO

NO. 3

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Editor's Talk

MANY kindly comments upon the fact that the "Courier" has entered upon its eleventh volume have reached us during the past fortnight. Even more enthusiastic were the compliments which greeted last week's Christmas number. Those who have followed most closely the development of national periodicals in this country freely admit that our Christmas issue was the most attractive regular issue of any periodical ever issued in Canada. It is exceedingly pleasant to feel that the public are with us in our efforts to publish a national weekly which will be creditable in every respect.

Our plans for 1912 are fairly well formulated and we are quite safe in promising our readers larger and more interesting weekly issues than we were able to give them during 1911. Increased circulation and increased advertising patronage are the foundations of that promise. During the past twelve months the circulation of the "Canadian Courier" has increased more than fifty per cent., and the advertising patronage has increased in proportion. During the next two months considerable improvements will be made in our mechanical facilities, and when these are completed we should be in a much better position to print and issue a periodical which will compare favourably with anything published in New York or London.

The "Canadian Courier" has one great need which is causing the editorial staff some anxiety. While the quality of the short stories used each week has shown a steady improvement, we find considerable difficulty in getting stories in which the "love" element does not predominate. Stories of adventure, stories of romance in business life, humorous stories and stories of domestic life, which would reflect the peculiar conditions in various parts of the country, do not often come our way. Canadian writers are growing in number, but it is questionable if they are increasing in originality. They are somewhat inclined to follow the old-fashioned, humdrum lines. Especially do they seem afraid to write anything in which humour plays a distinct part. We sigh for a Canadian humourist who can supply the readers of "Canadian Courier" with a weekly laugh either in picture, sketch or story. If such a man or such a woman exists we should be glad if he would reveal himself to us.

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GENERAL MANAGER

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16

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