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# CANADIAN COURIER

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## Experience and Expectation

**A** FEW days ago a letter came to the editor from Montreal saying: "I don't get hold of your paper as regularly as I want to. The moment the copy gets into our department it's grabbed by somebody, and the first thing I know it's gone. Please put me down as a subscriber. I want my own copy."

He was writing from a very important department of one of the biggest corporations in Canada. We deduce from what he says that none of these people grabbed the Canadian Courier and made away with it because they wanted to stop our correspondent from reading it. We don't imagine they did it from any spite against the editor. And we don't suppose it was chucked out to the waste paper man.

In fact we have a suspicion that the reason the paper was grabbed when it came in was because it was expected to be interesting. That expectation was based upon experience. The paper has been interesting to somebody round that particular office, and to more than one.

Experience, however, is not in this case the only teacher. We have only one use for what we have done in this paper. And we are prepared to scrap most of it for the sake of what we expect to do in the very near future just down the line from the present. Our Courier anniversary will be along in about four weeks. On that date we intend to make one of the most interesting features in the issue,

### OUR PROGRAMME FOR 1918.

This announcement will occupy two pages, attractively illustrated. It will be as readable as two pages of a good story. We know it will be read, because among the many subjects with which we have tried to interest Canadians, the subject of What We Are Going to Do About General Interest, is one of the most important.

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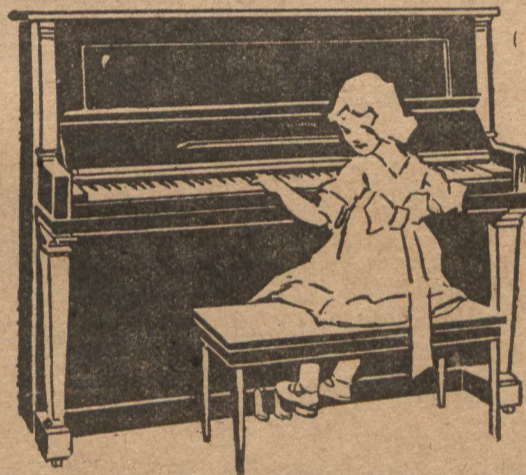
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