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ADVERTISING MANAGER,
CANADIAN COURIER.

CANADIAN COURIER

Published at 181 Simcoe St., Toronto, by the Courier Press, Limited. **IMPORTANT:** Changes of address should be sent two weeks before the date they are to go into effect. Both old and new addresses must be given. **CANCELLATIONS** We find that most of our subscribers prefer not to have their subscriptions interrupted in case they fail to remit before expiration. While subscriptions will not be carried in arrears over an extended period, yet unless we are notified to cancel, we assume the subscriber wishes the service continued.

He Believed in Other People

ONCE upon a time, as you remember, there was a man who lost his donkey off the bridge because he tried to carry the beast in order to please the last man who criticized him. If he had stayed on the donkey where he was in the first place, he would have got across the bridge and kept the donkey.

Now what was the real trouble with that man? Not that he was trying to please other people—because that's what we are supposed to be in the world for anyway. His main trouble was that he had no faith in himself. Nobody, not even himself, was pleased when he lost the donkey, because it was a good donkey that might have been useful to somebody else. And if he had believed in himself enough to tell other folks to mind their own business, he would have pleased the majority, including himself.

There are a lot of people in Canada who don't believe in anything Canadian, which we presume means that they don't believe in themselves. Anything that comes from some other country looks good to these people. It must be good, because somebody else produced it.

People of that kind couldn't be persuaded that anything good could possibly come out of Canada, till somebody else tells them so. We know this, because we have seen such people going into exuberance over something they get with a foreign label on it, when they passed up with a sneer something better produced right across the street.

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