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The Canadian Courier

A National Weekly

Published at 12 Wellington St. East, by the Courier Press, Limited

VOL. XII.

TORONTO

NO. 1

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Editor's Talk

MOST people are not anxious to grow old, but it is different with a newspaper. A newspaper gains in standing and prestige as it grows in years. When a paper is very young people mock at it, and sometimes they sneer. That may be because youth is not entitled to respect, or it may be that so many papers are born and so few reach maturity. Hence, the "Canadian Courier" is rather proud of the fact that this is the first issue of volume twelve. Volume eleven, which has just closed, was our largest and most successful contribution to the national entertainment and education.

An illustrated national weekly produced entirely in Canada is something new for this country. There are excellent weekly papers published in the different provinces and having a fairly wide circulation within their particular territory. There is only one weekly paper in this country whose circulation is evenly distributed over the whole country from coast to coast and which aims to deal as fully with the events of one province as with those of another. That is the "Canadian Courier."

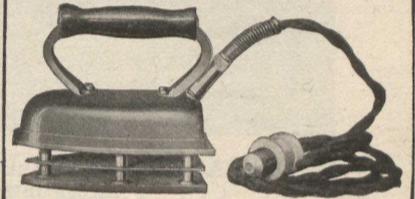
There have been several attempts in Canada to establish a national paper, but none of them have been successful unless the "Canadian Courier" can be called a success. In its early days it suffered somewhat from the fact that people doubted the possibility of publishing a high grade national paper in a country with only eight million inhabitants. Perhaps logically the "Canadian Courier" should have lasted a certain length of time and then disappeared. That was a consummation which we were anxious to avoid and so far we have done so with considerable success. To-day we are able to say to our readers that this paper is established and that its permanence is absolutely assured.

Besides its balance-sheet, the tests of a paper's business success are circulation and advertising patronage. The "Canadian Courier" has a larger circulation than any other Canadian weekly or monthly which is circulated nationally. Its circulation statements are supported by affidavits. As regards advertising patronage, it may be mentioned that during the past six months, we carried an average of 51 1-2 columns per week, as against 40 3-4 columns in the corresponding period of 1910-1911. This is an increase of 26 per cent. in space, in spite of a considerable increase in rates.

We do not mention these facts boastfully, but rather thankfully, because of the generous support which has been extended to us by both the business community and the reading public.

Financial success is not everything. We feel that the "Canadian Courier" has been so moulded and engrained by public opinion that it has reached a stage where it is satisfactory as an exponent of Canadian national life. It has taken on something of the country which it represents—a something which it is difficult to describe and equally difficult to explain. We feel that the "Canadian Courier" more nearly represents Canadian national feeling than any other publication in the Dominion. We believe that its success proves this, and that this success will continue only so long as the "Canadian Courier" is able to persist in a correct interpretation and a constant reflection of the national life of the country.

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