

February
Seventh
1921.

Henry Button, Esq.,
Manager, J. M. Dent & Sons, Ltd.,
86 Church Street,
Toronto, Ont.

Dear Sir:-

I am much interested in the contents of your letter of February 5th.

This concerns a matter which I have lately and frequently discussed with men who were interested in it, and I am glad to associate myself with any effort that can be made to direct our reading public to British Books and periodicals. It is discouraging to know that such a high percentage of the light literature read in Canada is of unbritish origin. Readers cannot help but be impressed by what they read, and undoubtedly, with a certain section of our population the magazine furnishes the great bulk of reading matter.

There is another aspect of the case worthy of serious consideration and that arises from the fact of the enormous amount of advertising matter to be found in the so-called popular magazine. If these advertisements advertize almost exclusively goods made without the British Empire, it is only natural that people's trade thoughts are directed away from British made goods.

The whole question of light literature is one deserving the most thoughtful