

For 1902

One hundred years ago there were only a few printing presses in Canada—not enough to stock one first-class modern establishment. Fifty years ago even, the newspapers and periodicals of Canada were scarce, small and practically unillustrated—zinc etchings were unknown and half-tones and photo-gravures were not even known to fancy. Even twenty-five years ago, illustrating was in its infancy. To-day the illustrated periodical is a thing of beauty, a work of art. The litterateur and the artist walk hand in hand. By means of pen and camera the magazine takes the reader into every land. The curiosities of civilization are laid bare to all peoples. The magazine of to-day is a library, a club, and a substitute for travel. And some magazines are better than others.

The ambition of the publishers of THE CANADIAN MAGAZINE is to have the most artistic, the best-printed and the highest-class periodical in Canada. For nine years they have, in the face of many difficulties, pursued this aim. To-day it is realized. To-morrow it may not be, unless THE CANADIAN MAGAZINE is improved from month to month. Hence during 1902 every care will be taken to see that each number is an improvement over its predecessor. The range of reading will be widened, the number of articles increased, and the mechanical production made the subject of the closest attention. Subscribers are assured of receiving greater pleasure and profit during 1902 than during 1901. Canada's national publication will be kept worthy of Canada's national progress. The January number will contain articles of more than ordinary interest.

Prospectus for 1902 on application.

The Canadian Magazine

Toronto Canada

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