

WHY IT IS READ

SOME REASONS WHY PEOPLE READ THE CANADIAN MAGAZINE

ROBERT BARR writes: "The Christmas number of *THE CANADIAN MAGAZINE* has arrived and I must compliment you on its fine appearance and excellent contents. Indeed, Canada has much to be proud of as may be proven by the Magazine itself. . . . The literary pages show that Canada can write, and the advertising pages, the greatest number (I imagine) that ever appeared in a Canadian publication, betoken prosperity and enterprise. So I think Canada and the publishers are to be congratulated."

PRINCE EDWARD ISLAND MAGAZINE says: "THE CANADIAN MAGAZINE for December is a Magazine that Canada should be proud of. Our Dominion gains in prestige when represented by people and things of worth, and the literary people of Canada, who have brought forth much to be proud of, may well point to *THE CANADIAN MAGAZINE* as a fitting example of what can be done by Canadians."

SATURDAY JOURNAL of Hamilton remarks: "The January CANADIAN MAGAZINE is a twentieth century number and is full of good things."

THE MORNING GUARDIAN of Charlottetown says: "We are glad to learn that this excellent and truly CANADIAN MAGAZINE is prospering, and enters upon the new century with double the number of readers that it had a year ago. With the liberal support now assured comes a well-grounded promise of still greater excellence in future numbers."

THE DETROIT FREE PRESS reviews the January issue and adds: "With stories, verses and well-chosen miscellany the publishers fill out an excellent issue of a progressive periodical."

THE BUFFALO EXPRESS speaking of the departments in the MAGAZINE says they "already have become the most valuable literary records and critical reviews in Canada."

THE TORONTO GLOBE in a recent editorial says: "THE CANADIAN MAGAZINE has now nearly completed its eighth year of publication, and it gives every evidence of having 'come to stay.' That many previous efforts of the same kind were unsuccessful was due to no fault of their promoters: The market was small; the competition of English and American magazines was formidable. The difficulty at last seems to have been overcome, and we have a Magazine which is thoroughly creditable to Canada, and which has obtained at least a fair measure of the public support it deserves. The task of selecting the matter for the Magazine is one of very considerable difficulty, because of the wide field which it covers. . . . We do not wish to infer that the Magazine has reached perfection, but we do think that it has shown an enterprise and an eagerness to enter in new ideas and to place the work of Canadian writers before the Canadian people which entitle it to a very hearty support."

The National Publication

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