

CANADIAN COURIER

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Always and Absolutely Canadian

AFTER all, there's nothing new to the Canadian publisher in the idea of free wheat. Politicians and class interest people, and even good Canadians, make considerable fuss about letting down the bars to let our national products flow across the border. But the Canadian publisher has been confronted by free wheat ever since he spent his first dollar on the publishing business. There never has been any tariff wall for American publications to climb over to get into this country. Neither, for that matter, has a wall ever kept out the American newspaper. But a Canadian doesn't buy an American newspaper, because, as a general thing, its news is not the news he wants. He sometimes does buy an American magazine or periodical, because the feature articles and the stories interest him to the extent of what he pays.

And, of course, we are free to ship our journalistic wheat back across the border if we want to. But we don't do it. The American reader doesn't buy a Canadian periodical any more than he cares for a Canadian newspaper. As a rule it doesn't interest him. And we don't want it to interest him. All we want the Canadian Courier to do is to interest Canadians, mainly in matters about Canada. This looks easy. But it isn't. At the same time it's possible—and we are doing it.

THIS country essentially belongs to Canadians. The Canadian Courier belongs to this country. It has its roots right down in Canadian soil from ocean to ocean and as far north as printer's ink goes. It grows on Canadian sunshine and storms. What it brings forth is, Canadian.

And that's a kind of fruit that we think is pretty highly rated in the world's appreciation at present. Even Germany knows more about Canadians now than she did a couple of years ago. The name Canada is a world name as it never was before. The Canadian Courier is one of the most thoroughly Canadian things in this country. Examine it from cover to cover and see for yourself. Take this particular issue and see if Canada isn't written all over its contents; not the Canada of one province or one city, but of all cities and all provinces.

FOR this reason we expect never to be highly popular—in our lifetime at least—outside of Canada. We do expect to increase our popularity in Canada. We believe that never before were Canadians so proud of their country as they are to-day. We should, as a people, resent being invaded by a national life of any other country to the detriment of our own. We want to be—Canadian. W. T. Stead once aptly remarked that it's every country's privilege to go to the devil in its own way. This country is not going to the devil. But even if it were, we should prefer it to the heavenward pilgrimage of any other country we know.

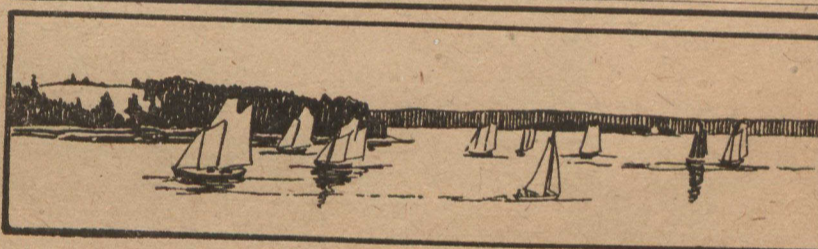
So we look on at the spectacle of free imported publications into this country and console ourselves with the conviction that the country's national sentiment is growing faster than any other sentiment. So long as it is, we have no fear of the future of this paper as a national asset, provided we keep it in line with Canadian life and feeling.



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