

An Amalgamation

**“Massey’s”
and
“The Canadian,”**

ON the first day of June, the two leading magazines of this country will be amalgamated, and the readers of both will, commencing with the July number, receive the same magazine. It will be a better publication than either of its two predecessors and will be a magazine on which Canadians may look with increased pride and pleasure. It will be called

The Canadian Magazine

and will be edited by the editor of the previous *Canadian Magazine*, John A. Cooper, B.A., LL.B., and will remain under the control of the Company and management which have brought that publication to its present enviable position.

That this move is a good one, and in the best interests of Canadian literature and art, the publishers of both

“Massey’s” and “The Canadian”

are quite positive. The conditions under which magazines are published in Canada are not exceedingly favourable. United States magazines, which are numerous, cheap and in most cases, quite meritorious, are allowed to come into Canada free of duty and postage, while Canadian publishers pay a duty of 35 per cent. on their paper, 2 cents per square inch on their cuts, and 10 per cent. on their type and presses. Many Canadians thoughtlessly give these magazines the preference over Canadian publications, forgetting that if the Canadian magazines were out of existence, there would be no current literature outside of the newspapers. If current literature be placed only in newspapers it will not, can not, be preserved as it can be if put in magazine form; nor can it be presented with equal advantage. Magazines are a necessity to every literature, and if Canadians expect to create a literature they must support and assist their magazines.