



CANADIAN COURIER



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CIRCULATION is a deep study. A. B. C. experts deal only in totals. They care little or nothing about where a paper goes, or the kind of people it goes to, or what's in the paper to keep it going year by year to that kind of people. All the experts care about is—How Many.

They are right. That's all their business requires them to do. Anything more would be a mere exchange of compliments or gossip.

But from the Editor's angle of perspective the number of copies paid for and sent out every time the date line is changed is bound up like a plant in a garden with other things. The mere number is to him only a means to an end.

Well, as to the latest census of the Canadian Courier we can't be absolutely certain to a thousand or so. It is now ten days since the Circulation Department quoted the figures. At that time they ran a trifle over 41,000 copies of the Canadian Courier paid for and sent out in that week.

On that statement we build one simple calculation. Even if our average for a year did not go beyond that, the num-

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SEEING OVER A ROLLER-TOP DESK.

SOMEHOW, says one of our more or less regular contributors who sells stories over the line, I don't think Canada's national advertisers quite do their bit in furthering Canadian literature, especially the short story. With the money they've been making lately they ought to be jamming national magazines with advertisements. If the Canadian writer is to be developed it must be through his native magazines, and the national advertiser is the man who could turn that trick if he could only see over the top of his roller desk and note that native art is something worth while helping along. It is bread that would all come back on the waters sooner or later, because Canada's soul will never be any greater than her struggling writers have scope to fashion it in. They can't do it peddling products in the States.

ber of copy-impressions we make on the Canadian public in a year would be 41,000 times 52; which is 2,200,000. Any man's copy, running for a year steady would reach at least 2,200,000

people, counting one impression as one person. The copy may be the Editor's. He has the chance to make in one year at least 2,200,000 impressions with something.

Circulation experts, however, usually allow about 5 readers to one copy. This in the case of a street-sale publication may be high. In the case of a home-read paper like the Canadian Courier, it is a fair average. According to which the Editor—or the year-contract advertiser, multiplies his 2,200,000 impressions by 5, making a total of 11,000,000.

All this is mere applied mathematics. We remarked at the outset that to the editor circulation means much more than the A. B. C. total of copies sold. You can make 11,000,000 impressions with a toy hammer and not do much on the foot-pound basis. The aggregate of the impressions depends a good deal on what goes into a paper like the Canadian Courier. This is not a matter of size, but of contents. It is not a business of printing a lot of indiscriminate matter, but of sifting a weekly heap of material to get the best possible impressions for that week. In the case of the Canadian Courier it means packing as much of Canada into an issue as it is possible to get and at the same time keep up the interest.

PETROGRAD IS NOT RUSSIA

MOST of our war writers assumed almost as an axiom that the paralysis of Russian political life must necessarily be extended to the Russian army. There was no reason for such an assumption, and I doubted strongly if it would be justified by events. Two weeks ago I said it was quite on the cards that the Russians had a surprise in store for us. General Brusiloff would not have withdrawn his resignation from the army unless he had foreseen that the army was about to acquit itself well.

The revolution itself in its initial phase was a protest against German court intrigues that were successfully strangling Russian military efforts. It was only when the idealists came on deck that we heard rumours of a separate peace. The rumours came always from Petrograd, the natural rallying spot for the theorists and the dreamers. But Petrograd is not Russia, and the various leagues and unions that tried to grasp at power are city products, and without influence over the great masses of the Russian people. It is easy to believe that German efforts adverse to the army came to an end automatically with the abolition of the court, and that the mechanism of Russian preparation began at once to move forward when the barriers were swept away. The army naturally reflected the perturbations of Petrograd, but only for a time. Malcontents and agitators did something to loosen the discipline of the soldiers, but their influence was shortlived. And in the meantime the supply of munitions must have been growing, and the equipment of the armies must have proceeded apace. This would be the natural course of events, and we see now that it was the actual course. Brusiloff's armies evidently had all the ammunition that they needed for their great attack.

Moreover Germany is in for another grand retirement on the West Front very soon

By SIDNEY CORYN

Written Especially for the Canadian Courier



WHERE THE FOOD GOES TO.

—From the Providence Journal.

A country in revolution is necessarily unstable, and it would be rash to assume that the present military activity will be fully sustained. But I believe that it will. Nothing is so inflammatory as a military success. The pacifist orator was never yet born who could hold his audience intact while the fifes and drums were marching down the street. Discussions end when the guns begin. No one questions the reasons for a victory. Defeats are questioned, but not triumphs. It would be foolish to predict more victories, but we are safe in predicting that there will be more efforts.

The effects of the Russian offensive will be felt at once, just as the effects of the preceding Russian quiescence were felt at once. Italy was compelled to cease her offensive on the Isonzo by the threat of a counter offensive in the Trentino, and the Trentino menace was rendered possible by the momentary inability of the Russians to maintain their pressure in Galicia. Austria brought every available man from Galicia and elsewhere on the eastern front in the hope of striking a crushing blow at Italy by the invasion of the northern provinces. The Italians have been able to stem the tide up to the present moment, but they must have been hard pressed to do so, and in the meantime their advance upon Trieste was in the air. But the Russian offensive means an end of the Austrian attacks in the Trentino. Austria must now look to her fences in Galicia. She must save Lemberg at any and every cost. She must bring back her men from the Trentino in the hope of stemming the advance of the victorious Russians. Her offensive is suddenly changed into a defensive. The effect upon the western front may be less apparent, but it will be just as real.

We are told that Hindenburg and Ludendorff hur-