

THE SOLUTION OF OUR PROBLEM

CANADIAN COURIER

Published at 181 Simcoe St., Toronto, by the Courier Press, Limited. **IMPORTANT:** Changes of address should be sent two weeks before the date they are to go into effect. Both old and new addresses must be given. **CANCELLATIONS** We find that most of our subscribers prefer not to have their subscriptions interrupted in case they fail to remit before expiration. While subscriptions will not be carried in arrears over an extended period, yet unless we are notified to cancel, we assume the subscriber wishes the service continued.

HOW the New Canadian Courier proposes to give at least 50,000 subscribers, and as many more as possible, a better and a bigger paper, without raising the price. At a time when the buying power of the dollar was almost cut in two for everything else on the market, the B. P. of the Canadian Courier dollar was fixed. At a time when the B. P. of the average dollar is still going down, the power of the Canadian Courier dollar is still further increased by giving you—more value for your money.

OUR last week's talk on this subject made it obvious that if we could be persuaded to publish the Canadian Courier in Buffalo or Detroit and ship the product into Canada duty free, we should be saved the comfortable item of \$15,000 a year on the cost of white paper, not to mention other items. In what we have to say this week on the problem of furnishing 50,000 Canadian subscribers—and as many more as we shall get—with an illustrated paper fit to compete with over-the-border productions, we propose to say precisely how we ask your co-operation in getting out of the difficulty. We don't expect to move this paper across the border. It would find lots of friends there; but it was born in Canada and it intends to remain a citizen of this country. With Canada we stand or fall. After eleven years of experience in Canada we have good reasons for reaffirming this principle.

But to set it forth by our good works in a way that makes you take notice and interest, fetches us round to a piece of arithmetic. Most things simmer down finally to a sum in figures if you give them rope enough. This problem is very simple. If we can't furnish you a minimum of 1,500 pages a year this side of the border without paying \$15,000 a year more for the paper than we would over there, what can we do? Here we ask the reader to co-operate. This paper is a democracy. We believe in government by discussion. Kaisers don't. Your consent and co-operation is necessary in carrying out the scheme of,

GIVING YOU FEWER PAGES PER YEAR
ON A BETTER GRADE OF PAPER.

YOU believe as well as we do, very probably, that Canada has come to the time when the best is none too good for a national publication. The country contains no end of material, and plenty of talent in all lines. We have demonstrated this. We believe in growing from the inside out. We planted this paper here eleven years ago to grow up with the country. With all its errors and shortcomings—and we all have them—it is still growing up with the country. We have had experience on this soil, among these people, dealing with these problems. We think we know how to interest Canadians.

Well, in the sort of paper we expect to get out with your co-operation, we feel certain of interesting you more than we have ever done. The interest you take will cost you no more cash than it has done during the past year. It will afford you, so far as we can estimate it in figures, easily twice the satisfaction.

Every issue you get from the 19th of January and until further notice—say until the war is over and things

begin to get Christianly normal again—will contain,

A Minimum of 36 Pages,
Printed on a Good Grade
of Book Paper,

Splendidly illustrated in
all the Black and White
Mediums Known to Art;

Featured in Interest, as to
Fiction and Fact,

Replete with Human Interest;

Every issue—Much About
People;

All the Things we have put
out in our prospectuses and
More;

All set forth with the
Maximum of Printing Art.

The first of these will be
in your hands dated January
19, 1918. The second will
come along on February 2.
The third on February 16.

And now the cat is out of the bag.

For the period of the war—perhaps a little longer, depending on conditions, the Canadian Courier will be issued as a fortnightly instead of a weekly. In making this announcement we feel sure that all who believe in the work of the Canadian Courier as a medium of Canadianism will lend us their co-operation.

As a matter of fact you will get more for your money than you have had during the past year. By this time in 1919, the faith which you now have in this paper will be raised to enthusiasm.

And our issue of next week will be the first of the new series. You will like it. We shall continue to improve it, and your co-operation will be appreciated by

THE EDITOR.

KEEP THE HOME FIRES BURNING

A Few of Many Letters to The Editor

Guelph, Ont.

The Courier of December 15 was received this morning. I feel that I must thank you for three of its articles. The cover article is a thoughtful and Christian appeal to every Canadian. The next article, "Measuring Up in Canada," is like a word in season, amidst a babel of tongues. "A Clear Perspective of Peace" is the most condensed and comprehensive statement of the causes and probable results of the war that I have yet read. Trusting the Courier (as the power of the press is incalculable) will continue to set before the people of Canada honorable and lofty ideals,

"A DAUGHTER OF THE EMPIRE."

Wabana, Newfoundland.

I have been a very much interested reader of your paper for quite a number of years. I wish to congratulate you on the excellence you have attained in your product, and wish to say I think it should be called "Canada's National Weekly" instead of the Courier, and should be in every Canadian home.

F. R. RAND.

The Courier is fine, and I like your own strong and breezy and characteristic (character-revealing) writing better than any other I have read therein.

Ad multos annos!

J. B. DOLLARD.

Your editorial upon Col. Roosevelt was worth far more than the year's subscription.

JOHN B. FLINT.

WHAT WE EXPECT NEXT WEEK

An Article from Philadelphia, By the Monocle Man

One from Windermere, B.C., By A. M. Chisholm

One from Montreal, By B. B. Cooke

A Timely War Article, By Sidney Coryn

The Power of a Phantom, By Thomas Topley

The Thrift of Jonathan Lee's Woman

By the Editor

Nursery Walls, By Estelle M. Kerr

Plays and Music; What We Owe the State, By Investicus;
Third Instalment of The Indian Drum.

The whole Issue Splendidly Illustrated.

Cover Designed in Colors, by Horsman Varley