

# THE CANADIAN COURIER

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## EXTENSIONS

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# CANADIAN COURIER

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## CONCERNING OURSELVES.

**N**EVER in the history of Canada was there a place for a paper like the Canadian Courier as there is now. We spent several years making the Courier a medium for a great many kinds of things from all parts of Canada. No other paper in the country has ever tried to publish week by week such wide-angle stuff interesting to all parts of the country.

So far as that went, very well. We are still doing that—now more than ever—with a difference. The difference comes in organizing the productive talent of the country to recognize this paper as the only medium for all-Canadian matter. That means a corps of workers from coast to coast more or less regularly engaged in making copy for this paper. We are getting these workers.

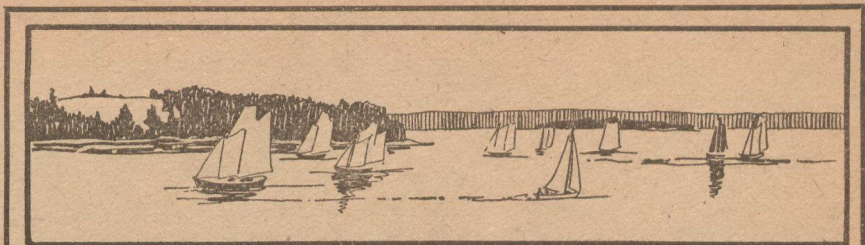
**I**T means also a largely increased corps of casual contributors. We are getting them. Twenty manuscripts come to this office for every one that is accepted. The nineteen others must be read to be sure we get the right one. There never can be too many manuscripts coming in. There never were so many people engaged in writing or trying to write as now. Unless we keep moving the production will get ahead of us. Unless we are careful we may print the wrong thing.

But we must have the manuscripts. And unless they are carefully read we may never know when we have let a good writer slip by us.

We don't want writers to slip by. We are here to corral copy. If we don't do it, so far as Canadian talent is concerned, who will? That makes this paper, not a fad, or a party organ, or the whim of a publisher, but a real national necessity.

**Y**OU can't read all the magazines in the market. You never see one-tenth of even the best Canadian newspapers. You have no time to travel all over this huge country.

The Canadian Courier will do a lot of this for you. That's what we are here for. Fifty-two times a year we engage to put out the best five-cents' worth of Canadianized matter in this country. It's every Canadian's opportunity to get this product 52 times a year. Once having got it 52 times in succession, you won't be likely to drop it.



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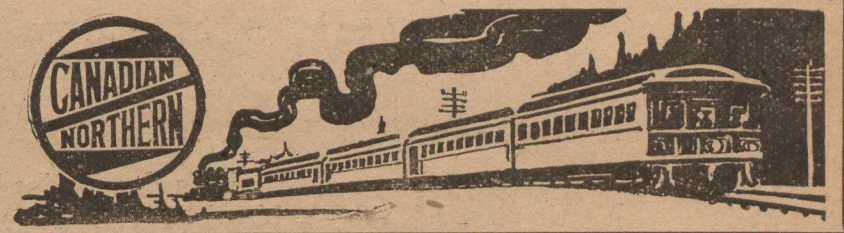
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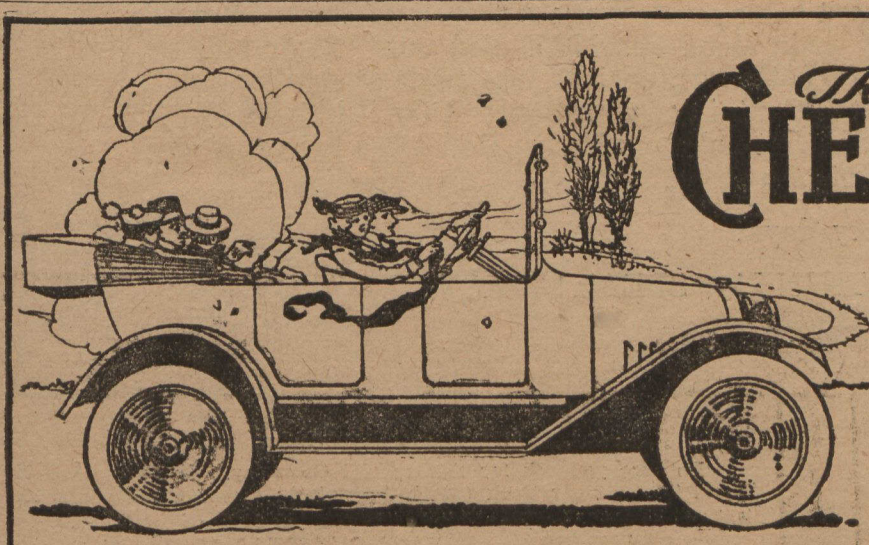
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