

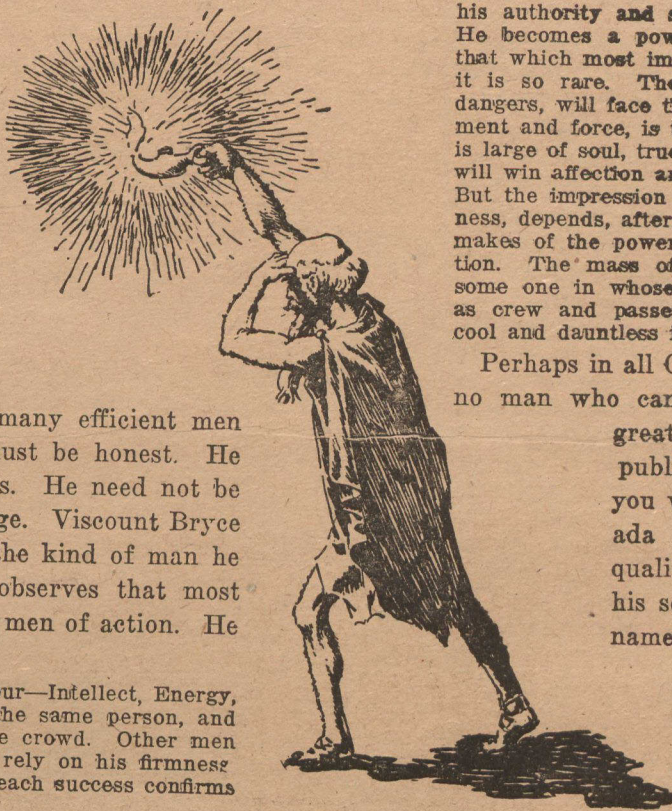
WHOM DOES *the* NATION NEED ?

The Man You Are Looking for Must Think More of Public Service Than of Big Business

WHEN searching for men to nominate for a national cabinet you may stop before you begin, and remember Diogenes. The philosopher of the bath-tub went out with a lantern to find one honest man. History does not say that he was successful. But Diogenes was a professional cynic. He is set down in history as belonging to that school of thought. And if we, average citizens of Canada, consider that we have brains enough to be cynics, we shall have as hard a job finding even one man honest enough and efficient enough to be a national Cabinet Minister.

So many honest men seem to be inefficient. So many efficient men are accused of political dishonesty. The right man must be honest. He must think more of public service than of big business. He need not be a great man. Great men are exceedingly rare, in any age. Viscount Bryce has written an article on this subject. Searching for the kind of man he thinks should be in the seats of the mighty, Bryce observes that most of the men considered great by the historians have been men of action. He says:

The merits by which men of action rise to greatness are four—Intellect, Energy, Courage and Independence. When these four are united in the same person, and in a quite exceptional measure, they raise him high above the crowd. Other men defer to his opinion, trust his predictions, repeat his phrases, rely on his firmness, take him as their chief. If he succeeds in what he undertakes, each success confirms



his authority and surrounds him with a halo of prestige. He becomes a power. Of the four qualities enumerated, that which most impresses others is independence, because it is so rare. The man who, perceiving difficulties and dangers, will face them alone, in reliance on his own judgment and force, is the natural and inevitable leader. If he is large of soul, true to his principles and to his friends, he will win affection and an even fuller measure of confidence. But the impression of that indefinable thing we call Greatness, depends, after all, chiefly on the impression which he makes of the power of Initiative, of an unshakable resolution. The mass of mankind wants some one to follow, some one in whose hands they can feel themselves safe, as crew and passengers do when they see their captain cool and dauntless in the wildest storm.

Perhaps in all Canada, judged by this test, there is no man who can truly be called great. But the great-man standard is the test of all public service and leadership. The man you want to see in the councils of Canada may possess enough of the four qualities enumerated by Bryce to justify his selection. If he has these qualities, name him. The needs of the nation and the work the nation finds for him to do will raise him to the point of near-greatness where he can become a good public servant. If possible, state your reasons.

R E T U R N T H I S C O U P O N

Editor, Canadian Courier:

I believe that should be a member of any Canadian Cabinet able to give this country the government it deserves. I would add also

(Sign Name and Address in Full).

For publication (Yes or No).

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IF IT'S A GOOD THING PUSH IT ALONG

MUCH has been said about certain Canadian products coming into competition with the world in the world's markets and therefore entitled to special consideration. Some people call it protection. In order to let some Canadian producer make a fat profit at home and abroad we keep other producers out of the home market. That's all he wants. Give him the home market and he will make enough out of that to do an export trade. He will make the home consumer pay the price set by the tariff and let the export buyer get the benefit.

Observe how this rule does not work on Canadian-produced publications. The Canadian Courier is in open competition with the world in its own national field. Any man's magazine may come in here unchecked by a tariff. There is a duty on foreign illustrations entering Canada. The Canadian publisher who believes in Canadian illustrators makes no objection to that, so long as he knows that Canadian artists can produce what he wants to help make his paper compete with the world. But the moment an American or any other illustrator's work gets printed in a paper, it may come in free of duty. The Canadian publisher is prohibited from buying his illustrations abroad, even if he wanted to. The Canadian reader is not prohibited from looking at foreign illustrations so long as they are printed in a paper which competes with the Canadian product. The tariff works for the benefit of the foreign producer and against the interests of the Canadian.

These points are mentioned because they illustrate the difficulties which the Canadian Courier contends with when it comes up against unrestricted foreign competition. The difficulty is only increased, not created, by any tariff on foreign art. The Canadian Courier stands firmly on this ground: that no matter how great the supply of foreign-produced matter, it is the business of a made-in-

Canada publication to reproduce the best articles, stories and illustrations available in this country. We have the material, we have the men, and we believe that the development of the country as a nation depends upon Canadians recognizing the fact that Canadian stuff is just as big as any other if it is only gone after and played up to its possibilities by the publisher.

More than that, we believe that Canadian readers will support any publisher who is trying to build up in this country a periodical worthy of competition with the world in national interest. People talk glibly enough about our nationhood. They believe in it. Canada, we say, is a country worth fighting for in a free world. It is also worth working for. The publisher will never get rich from producing Canadian publications. He is not a manufacturer, nor a financier. All he wants is a fair chance in his own field, and the same spirit of knowing when we have a good thing worth pushing along as we show in our public utterances about the country, the flag and the Empire.

The Canadian Courier is a national product of this country. Fifty-two times a year it aims to reproduce human-interest matter that puts the Canadian viewpoint on the things of Canada and as much of the rest of the world as possible. To keep on doing this, to put a national publication where it belongs in competition with the best that comes here from any other country requires only two things:

The Publisher's Hard Work.

The Canadian Public's Support.

One is conditional upon the other. Either without the other is a dead issue. We don't look for protection. We wouldn't have patronage as a gift. We do expect public appreciation of a good thing, that it may become a better thing of its kind and still further reflect the spirit of the country.