

Up to that time the energies of the young country had gone largely into opening up the land. Then, too, the small population was scattered over a large area, with few centres where cultural activities could develop, and these widely separated. It is 500 miles from Halifax to Montreal, and 350 miles from Montreal to Toronto. Winnipeg, Canada's fourth largest city, is 1,400 miles west of Montreal, and it is an equal distance from Winnipeg to Vancouver.

### English Publishing

English publishing began to develop in Canada between 1900 and 1920. One reason for this was undoubtedly the influx of British immigrants to the Canadian West in the early years of the century. The rapid growth in the population resulted in an increased market and demand for books. World War I gave a further impetus to the trade. The Government purchased large quantities of books for the troops and the general prosperity in the country increased the sales to individuals. Moreover, this period marked the beginning of a national awakening; for the first time Canada was acting as a nation. Before 1914 there was little Canadian writing except poetry, but in a single season during the first World War one Toronto firm published 35 new titles by Canadian authors.

Before 1914 the majority of all books sold in this country were imported; Canadian publishing did not exceed 15% of the total. Considerable printing was done here from plates imported from New York or London, and some books ran to 20,000 or 30,000 copies.

Because Canada's population of 12,000,000 is still too small to absorb large editions produced for the Canadian market alone, the usual practice is for publishers to represent a group of leading British and American firms and to import their books for sale in Canada. In addition, the majority now publish both Canadian books and English and American titles originally published by the firms they represent. Most of the current fiction titles by both Canadian and foreign authors are now produced entirely in this country for the Canadian market. A few publishing houses have grown up in Canada, having branched out from a Methodist Church publishing house established in Toronto in 1829, which has become at the same time one of Canada's foremost publishers of general literature. These firms have done much to encourage Canadian writing.

Text books constitute the largest manufacturing item in Canada, though general literature represents the largest volume of dollar sales. Religious books form the third largest group. Children's books are still chiefly imported and their sale has risen rapidly during the war years. Few are published in Canada because of the high cost of producing illustrated books in small editions.

An average first printing of English language books in Canada before 1920 ran from 500 or 1,000 to 5,000, and frequently the first edition did not sell out. There were exceptions, of course. One of Ralph Connor's books, The Major, had a first edition of 50,000 just after the last war. To-day fiction titles warrant a first printing of 10,000 to 15,000, and in exceptional cases 25,000 or 30,000, and re-printings are frequent. During the past five years leading books in Canada have sold as many as 50,000, 60,000 or 70,000, with one title (Lloyd C. Douglas' The Robe which was originally published in the United States) going as high as 100,000 copies in the Canadian edition.

In recent years several Canadian firms have catered to the demand for lower-priced editions by publishing their own reprint lines. Others are producing Canadian-made lines of small paper-covered books. These have had large trade sales as well as special sales for distribution to the Canadian armed services.