

PUBLIC OPINION.

WE believe in advertising, but we do not approve of self-admiration. Hence we do not always publish every compliment we receive.

But the Christmas Canadian Magazine and other recent numbers have been so well received that we cannot refrain from publishing some of the bright things that have been said about us.

Windsor Record : It is refreshing to turn from the United States magazines with their interminable stream of twaddle and bombast about the war and its heavy-weight heroes to "The Canadian Magazine," which, as its name implies, caters for Canadians, and seems to have a man of sense and discrimination for its editor. It is like issuing suddenly from a boiler-making shop into a restful green meadow through which a babbling brook winds its way to the sea, or from a Yankee election meeting into the home circle, with its sweet and simple pleasures. But we forbear, as more would make the Canadian's editor feel uncomfortable.

Toronto Globe (editorially) : We note among the signs of literary progress that "The Canadian Magazine" has reached its twelfth volume, that its last year has been one of remarkable prosperity ; and that its list of contributors, past and promised, includes so many of the best literary workers of Canada. The "Magazine" seems to be becoming more and more a meeting ground for Canadian writers and Canadian readers. It bears evidence of being conducted in the right spirit and on the right lines for the encouragement of sound literary work.

St. John Globe : "The Canadian Magazine" steadily grows in interest.

Simcoe Reformer : A magazine with such a galaxy of popular contributors should find its way into many Canadian homes.

Detroit Free Press : The Christmas Number of "The Canadian Magazine" is a handsome one, crowded to the covers with delight-giving reading, interspersed with many and excellent illustrations.

Ottawa Free Press : The balance of the issue is sparkling and proves that Canada can produce a serial of first-rate character.

But why multiply the arguments or increase the proof ? The Canadian Magazine's circulation is steadily advancing. It has subscribers in every town in Canada and in the following countries : Great Britain, United States, Hungary, Germany, France, Russia, South African Republic, Basutoland, Transvaal, New Zealand, Australia, Japan, Ceylon, Jamaica, Barbadoes, and Brazil. Every issue is an advertisement of Canada's progress and intelligence.

25 cents per number ; \$2.50 per annum.

THE CANADIAN MAGAZINE

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