

THE CANADIAN COURIER

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NOTICE TO SUBSCRIBERS

You will have noticed that with the issue of Oct. 7 the price has been reduced from 10 cents to 5 cents per copy.

EXTENSIONS

In keeping with this we are extending all subscriptions, so that the subscriber will receive extra copies sufficient to make up for the reduction in price.

CANADIAN COURIER

TORONTO

ONTARIO

CONCERNING OURSELVES.

HOW to produce a high-service, all-Canadian illustrated weekly was never so interesting a problem as it is just now. Three years ago we had but two great handicaps in competition. One was the fact that the highly-organized magazines and weeklies of the United States bought up much of our best copy right under our noses. Serving a population of a hundred millions, these publishers could and can pay a thirteen-to-one price for copy based upon the ratio of population.

WE have not objected to this. Copy is world-free. So it should be. If Canadian writers find it better to migrate to the United States, so much the better for the States. If Canadian copy from writers living in Canada finds its way to the alluring sanctums of United States editors, far be it from us to raise any whine of protest. There is plenty left that we can get so long as we dig for it as a pioneer people should. And we flatter ourselves that the Canadian Courier is doing its share in this discovery of native talent. This present issue, even without the genial aid of the Monocle Man who is on a short furlough, is a proof of our policy in that regard.

BUT the 13-to-1 ratio gets us both going and coming. After we have let go a lot of our best copy to the United States in the shape of raw material, it comes back to us in the form of a finished product against which there is no appreciable duty that is worth a continental in keeping it out. These highly-organized, long-experienced publications compete with the sale of our own national publications again right under our noses. They sell back to the people of Canada the small minority of copy they have bought from Canadian writers, along with what the large majority have bought from themselves about themselves. But is it what they sell to us as Canadian product? Not by a large majority. Some of it does well not to be anti-Canadian.

EVEN of this we do not complain. We are ready and able to meet that, and under ordinary conditions might not ask the government to do a tap to change the conditions. Four months ago as the readers of this weekly may have noticed, we changed to a half-tone news print on which we could print photographs, drawings, anything. Mainly we have succeeded in making that stock as effective as we used to do the super-calendered and coated stocks of an earlier day. To do so we have been compelled to make a wiser selection of printable photographs and a more extended use of drawings. Under a certain handicap we have produced at least a hundred per cent. better paper than we used to do on more expensive stock. But even that stock equals in price now the stock of before the war. At the same time we have enlarged the paper, heavily increased its circulation and lowered its price. All this works against profit or even against paying production expenses. But we are putting up with that for the present for the sake of the future.

WE merely point out these things in passing in order to keep our readers informed of what the problems are that confront us. We do so because we believe the people who read the Canadian Courier all over Canada are interested in seeing that our struggle to meet all the conditions created by the production of a strong nationalizing periodical is met week by week in the best possible way. In our literary section next week we may have more to say about this. For the present—Enough.



OLD CHUM TOBACCO

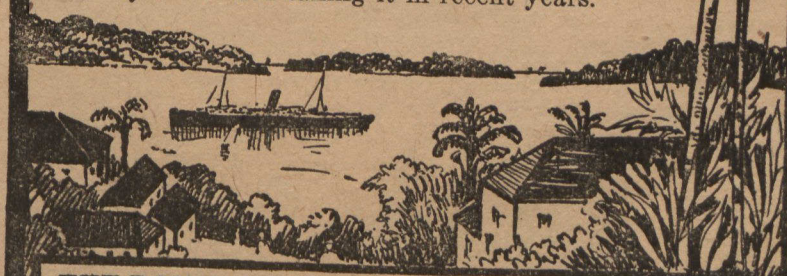
is the "chum" of more pipe smokers, than any other tobacco smoked in Canada

EVERYBODY SMOKES "OLD CHUM"

16th ANNOUNCEMENT

BALMY

The winds that blow from the polar regions may be chilling us to the bone in Canada these days, but not so very far to the south of us, the weather is balmy and comfortable. Twenty-four hours after the "Royal Mail" ships leave Halifax on their way to the West Indies, the thermometer reads 40 above; a day later it is 62 above, and the third day it is 70—the ship is at Bermuda. Overcoats and winter underclothing have then become a thing of the past; so too have colds in the head, throat or chest. A trip to the West Indies by the "Royal Mail" is a quick and easy way of escaping Canadian spring discomforts, and it is not surprising that so many have been taking it in recent years.



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Many people are sending their Couriers to the boys at the front. The Courier is a good "letter from home." Send more Couriers and still more.