

CANADIAN COURIER

Published at 181 Simcoe St., Toronto, by the Courier Press, Limited. Subscription Price: Canada and Great Britain, \$2.00 per year; postage to United States, \$1.00 per year; other foreign postage, \$1.50 per year. **IMPORTANT:** Changes of address should be sent two weeks before the date they are to go into effect. Both old and new addresses must be given. **CANCELLATIONS** We find that most of our subscribers prefer not to have their subscriptions interrupted in case they fail to remit before expiration. While subscriptions will not be carried in arrears over an extended period, yet unless we are notified to cancel, we assume the subscriber wishes the service continued.

Just Putting It Mildly

SUPPOSE Canada were as monotonous as Holland, or as much one thing as Japan, or as compact as Switzerland, or even as homogeneous as Russia with its twenty different provinces—it would be comparatively simple to get out just a plain Canadian publication. Every page in that case would be as national as a thistle or a shamrock. Everything that didn't concern that kind of Canada could be left out. The Canadian Courier might then be a national publication, merely by making a big enough noise in a sufficiently high key along national lines. We should start slogans and design flaming parochial cartoons. We should stick our heads in the sand and play tag with the ostrich while the great world swung past us and we failed to see it.

But Canada is no such country. We are open to the world—of ideas, of news, of business, of foreign peoples, of international ideas, of strange languages. We have a huge country to hold on the map, and we have invented a great national machine to do it. No country of 8,000,000 people ever spent so much on a national plant in governments, railways, steamships, factories, towns and cities, new harbours, educational institutions, newspapers and periodicals. It is a costly big business just getting ourselves installed on modern lines to compete with the world in national business.

TO all this we have added our share of the burdens of Empire. When we think British statesmen are a little blase on this subject we send over a posse of our ablest politicians, including statesmen, and help to tell them how the Empire should be managed. In this we are carrying out traditions of responsible self-government. Having been given the obvious chance to govern ourselves without bothering about self-protection, we do our best to help govern other people.

And this complicates us as a people—mightily. We have a race question on top of that again, and the everlasting problem of how to keep our national fabric from being swallowed up by the 13 to 1 democracy across the border.

Yet we persist in considering ourselves as a national entity. We squat upon our vast heritage of history and geography, and make ourselves believe we have one clear national aim and destiny for all our people.

WELL, the Canadian Courier knows as much about this as any other paper published in the English language. Stating it frankly does not make us immodest. We speak plainly in order to make our efforts more intelligible.

And even while we are doing it we get messages from the trenches. An ex-pupil of a musician who advertises in the Canadian Courier, wrote the musician the other day and said:

"You never could guess how I got your address. I saw it in the trenches on the western front in a copy of the Canadian Courier."

A lieutenant writing from a base hospital at Saloniki, said, in a letter direct to the circulation department: "We have all sorts of delays with letters and parcels by mail in this part of the world; but the Canadian Courier never fails to get through."

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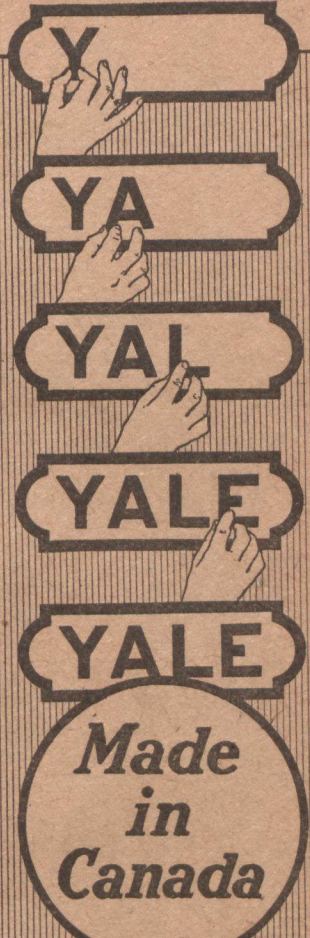
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