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# The Canadian Courier

A National Weekly

Published at 12 Wellington St. East, by the Courier Press, Limited.

VOL. X. TORONTO NO. 14

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## Editor's Talk

IT is a much-discussed question—What is the real function of independent journalism? Most of the newspapers in Canada that have avowed themselves independent have been accused by one or other of the political parties of partisanship. The "Canadian Courier" has been no exception. For two or three years now the Grits have accused the "Courier" of being too much Tory, and the Tories, of being too much Grit. This is probably inevitable. There is but one way to avoid the accusation; that is to leave political issues and problems entirely alone. This is a species of independent journalism that amounts to mere neutrality, and is the prerogative of a magazine, not a news weekly.

The "Canadian Courier" has consistently attempted to give the news of politics in picture and in articles, as well as some of the views of both sides of politics in editorials. The present political campaign is one not of mere partisanship, but of news and feature interest. Three weeks ago two photographs of each of the political leaders were published on the front page. Sir Wilfrid Laurier was given a few inches more space than Mr. Borden; which may be called the partisanship of the photographer. In two successive issues we published pictures of the Borden tour in the West, and one article reviewing the tour; much more than any other paper in Canada did on that subject. This also might have been construed as partisanship, but for the fact that last week we had a full page devoted to the Premier's meeting at Simcoe. This week we publish an appreciation of Mr. Borden. We believe there are two points of news interest as well as at least two opinions as to the political issues. We believe, also, that in no other paper in Canada can be found so much of interest on both sides of the political fence.

### Nine Thousand New Readers

DURING the month of July, 1,843 new yearly subscribers were added to the "Canadian Courier" list. Most publishers claim that every new subscription means five new readers, and on that basis there were 9,000 persons reading the "Canadian Courier" in August who were not reading it before.

Nor is this increase so very exceptional. Every month during 1911, the "Canadian Courier" has added 5,000 new readers. To-day it has the largest circulation of any periodical in Canada, with the exception of a low-priced monthly published in Winnipeg.

This is an enviable position, and one of which every person connected with the "Canadian Courier" is exceptionally proud. Every member of the business and editorial staff is doing his best to see that the paper continues to merit the success which has come to it.

The "Canadian Courier" is delivered to every subscriber between Sydney, N.S., and Kamloops, B.C., not later than Saturday morning. Any subscriber not receiving his paper promptly is requested to notify us.

THE PUBLISHERS.

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