

THE CANADIAN COURIER

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CANADIAN COURIER

TORONTO ONTARIO

NATIONAL SENTIMENT AND CIRCULATION.

WEEK before last we published a letter pointing out that the Canadian Courier should be in every Canadian home. This week we are confronted with a somewhat startling passage from The Editor, the well-known clearing-house paper for writers and editors and publishers, produced in Ridgewood, N.J. The first article in the Experience Exchange of the issue Feb. 24, is by a writer whose work has sometimes appeared in the Canadian Courier.

"Canadian people," he says, with a touch of considerable eloquence, "are demanding more and more Canadian characters as well as Canadian settings in short fiction. The war is making Canada rabidly Canadian and the publisher who fails to note it will ultimately lose circulation. Less than a year ago the Canadian Courier, formerly extremely Imperialistic in its tone, saw the flood-tide, appointed a native-born editor and adopted an out-and-out Canadian policy. The circulation results already, I understand, have been far beyond the management's expectations. Now instead of its stories carrying far-away settings, they have the smell of the pine gum on them, the tawny roll of the prairies, the roar of the thousand-mile transcontinental eight-wheeler and the drift and crash of a busy people, who are making more history than they care to take time to study. The Courier is Canada's Saturday Evening Post."

The Canadian Courier has never consciously inspired any writer with these sentiments, or furnished him with what he puts down as facts. It is true that the circulation of the Canadian Courier is going ahead very rapidly. We have never paused to set any precise reason for this, except that in a Canadian way we are trying to make this Canadian paper of more and more interest to Canadians. So far as the native-born editor is concerned, he doesn't exist. The present editor of this paper was born in England and brought up in the Canadian bush. Which, according to his way of thinking, entitles him to rank as a Canadian. He is not anti-Imperialistic. He believes, however, that the best Canadians take more interest in England than in South Africa or Australia, and more interest in Canada than in any other country under the sun. The production of the Canadian Courier is intended to express this national idea, no matter if the British Empire, as at present constituted, should last a thousand years.

We admit the accusation of trying to get into the Canadian Courier "the smell of the pines, the tawny roll of the prairie and the drift and crush of a busy people." We would add also the sniff of the Atlantic, the balmy airs of the Pacific, the majesty of the mountains, and the spirit of a free people, who believe that our first duty to the Empire and the world at large is to understand Canada.

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