

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

TO THE CASUAL READER

If this is the first time you have held a COURIER in your hand, I should like to explain something about the why and the what of it. A moment more. This little screed may be read with a little judicious skipping—but it's better to take it calmly and not miss the point.

I am going to cut down a long story and give you a few pictures only from the reel. The first concerns the central idea. Once absorb that, and the rest is easy, for both of us.

LOOK WHAT IS HERE!

For a moment, think of the desirability of a weekly journal which can be read by the man on the street, his wife and family at home, and the stranger that is within his gate. Not only read, but looked to as the week-end exponent of all things national.

About that word "NATIONAL" there hangs what the Art Critic calls "atmosphere." And it's big—so big that it suffices this journal as an ever-expanding field, and the reader as an enticing ideal. Distinguish please, between the local, the partisan, the limited—and the NATIONAL—One, the town; the other, the Dominion; One, the party or the plea; the other, the people, all of 'em, and all their interests.

OUR BIG HERITAGE.

Just being in line with National and Empire ideals, at this juncture, is the thing. The new Canada that's coming is in it. The Canada now "at war" and the Canada "after the war."

For still further amplification I ask you to look at the map of Canada, if one is handy. Is that not a field for a national journal? None bigger anywhere, none more important to Canadian readers. My first hint to you about the COURIER is the size and the nature of its sphere. There is nothing parochial about the COURIER. It concerns itself about the big and broad issues of our national life. As a citizen of Canada your influence and interests extend from the boundaries of your home to the outermost rim of this great Dominion.

I am getting somewhat close to you, dear reader. Read on, wait for the "punch." There is a psychological impulse coming your way—perhaps several of them. Be prepared to obey.

SOME IDEALS.

Prior to founding this journal (December, 1906,) there existed one monthly, creditable survival of a sort of journalistic road-race, where the by-ways were wreck-strewn. Beyond that, nothing could be said to make a national appeal. There was need for a weekly paper which could include and translate for the people the social, political, industrial and ethical aspirations of the best of us; that could inform and inspire, amuse and interest, even entertain by story and picture the aforesaid man on the street, his family and his friend. Now for ten years the COURIER has been at the job of being a national weekly (don't ever overlook the national), and you can see the result herewith.

A DESCRIPTION MORE OR LESS FORMAL.

You will therefore expect the CANADIAN COURIER to deal with the biggest things in Canada, and you will be right. To put it concisely, it has every week 32 pages of information, opinion, suggestion and inspiration about things Canadian. It deals with the policies and affairs of the Canadian people. It prints biographies of the great and the near great and their doings, both men and women. Illuminating comment by fearless and independent editors, departments devoted to gossip, persiflage and general prying into, in a discreet way, the motives and actions of that section of the body politic, which must submit to criticism without talking back. Pages devoted to the progress of music and the arts, drama and Humour (spelled with an H); not forgetting pictures, the best pictorial news photograph service available on two continents, generally half-tone. Also drawings by leading Canadian illustrators to embellish the stories and sketches, which are a feature of our literary service. Also we must mention the serial story—here is where the COURIER grips the entire family. Other literary features are expected to make a class appeal, but who is not moved by the story? The COURIER stories make people talk, so no more need be said.

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