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A Chat With Our Readers

THE POWER OF THE NATIONAL MAGAZINE

Of all countries in the world that need a strong national sentiment, a sentiment cohesive enough to cement all the parts from Halifax to Vancouver, that country is Canada. To make a nation of less than nine million people, planted over an area big enough to hold at least fifty millions, is one of the biggest problems undertaken by any people. For 53 years, Canada has been working at this problem. Our statesmen produced Confederation; great railway geniuses, the Trans-continental Railways. We have also our national banking system and we have with us the Canadian Manufacturers' Association, and the Labor Movement. These were all a necessity in their day, and probably the most of them are now. The Canadian army took a lively part in the Great War, and through its noble deeds this country became world famous.

If we are to develop into a real nation, something must be built upon what has already been done.

This recognized need can be met, we believe, through the Canadian magazines, which are doing a human work that cannot be done by any other medium, not even by the newspapers. Newspapers are local, even a great metropolitan daily covers but a very small space of this vast land. Less than 20% of the issue of the average daily circulates outside the city of its publication, and much less than 10% ever enters another province.

It is vastly different with the magazine. It finds its way to the remotest corner, and in thousands of Western homes is the only literature received. It gets its material from writers from all over the country. It ignores provincial boundaries, political parties, class distinctions, religious denominations and racial limits. In a country so sparsely populated, with such a variety of nationalities, it stands for national unity and sentiment. It carries the same message to all parts. Its unity is the whole country, no less and no more.

It is important that Canadians in any province, in business, in professional life, on the farm, in the factory, in the legislature, in parliament, recognize what they owe to the Canadian magazine, and their duty to support it and the object it has in view. If Canadianism fails in this, it might as well never have originated Confederation, and all the nationalizing institutions that followed it. If our people are loyal to this, there is no political party that can afford to ignore the necessity of a Canadian literature as dispensed from month to month by Canadian magazines.



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