

Twenty-One Years Old



Press Opinions
of the
Canadian
Magazine

THE ONTARIO PUBLISHING CO.,
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THE CANADIAN MAGAZINE recently completed twenty-one years of continuous publication. No other magazine in Canada has ever lasted even half that length of time. So firmly established has this magazine become, that to read it is regarded as a mark of distinction. For literary and artistic excellence it admits of no superior, and no Canadian who wishes to be abreast with what is being done in letters and art and general progress in Canada can afford to be without it. Its table of contents every month is the best indication of its merit, yet from among the numbers of letters and press notices received on the occasion of its twenty-first anniversary, a few typical ones are appended hereto.



The prosperity of "The Canadian Magazine" is matter for congratulation, not only to its editorial and business managers, but to Canada. Its contents are readable and thoroughly Canadian. The illustrations are real works of art, and the workmanship and material are a credit to the country.—**The Toronto Star.**



"The Canadian Magazine" has become a publication of which Canadians may well be proud. It has been improving steadily until it is both handsome as to appearance and highly creditable in content.—**The Detroit Free Press.**



The past 125 years of Canadian history are fairly strewn with the graves of literary periodicals, which expired in their infancy. "The Canadian Magazine" has proved the task of permanently establishing a national monthly to be a not impossible one. It has won an ever-widening sphere for itself. Its readers reside in every Province, and the available Canadian contributors increase in number. We congratulate it on the attainment of its majority and wish it a long and influential life.—**The Toronto News.**

“The Canadian Magazine” is to be congratulated on having reached the full period of twenty-one years of continuous publication. To have done this in the face of the keen competition of high-class British and American monthlies is a notable achievement, all the more because the successive editors have steadily aimed at the elevation of its standard of excellence.—**The Toronto Globe.**



The secret of the success of “The Canadian Magazine” is to be found in the high literary standard that has been maintained from the first number. Any magazine appealing to the well-to-do and thinking section of the people must have real advertising value, and “The Canadian Magazine is surely in this category.—**Economic Advertising.**



Despite all the ability that was brought to the conduct of many of its predecessors, “The Canadian Magazine” is the only one which has lasted for more than ten years. It has about it all the ear-marks of prosperity, and, with its present standard of excellence being maintained, should hold an important place in the great years that await the Dominion.—**The Edmonton Journal.**

“The Canadian Magazine” is one of very few magazines which has been able to survive, and to prove that a truly literary magazine can obtain sufficient support in this country to give it a permanency. The best in truly Canadian literature and art is to be found within its pages.—**The Eastern Ontario Review.**



“The Canadian Magazine” has reached the close of its twenty-first year of publication, and its forty-second volume. In this country for so many years exclusively flooded with magazines from the United States, breathing only an atmosphere of Americanism, it should be a matter for congratulation that a thoroughly Canadian magazine has made good and secured a foothold in the interest and esteem of the people, following years of disastrous failure by others along that line. . . . The magazine is beautifully illustrated, with more pretensions to artistic effect than the generality of United States publications, while its contents are never trashy. Every magazine reader in Canada should rally to the support of so excellent and deserving a native publication as “The Canadian Magazine,” which is now read and commended from ocean to ocean, and forms one of the links which bind our wide-flung Provinces together.—**The St. Thomas Times.**

A most interesting article for those who have Canadian literary progress at heart has been contributed by Dr. A. H. U. Colquhoun, Deputy Minister of Education, to "The Canadian Magazine" on the attainment of its twenty-first year of publication. He pays a tribute to the management of "The Canadian Magazine" for "patient courage under the thousand natural shocks every publication is heir to, and a patriotic spirit that has never quailed."—**The Toronto World.**



The completion of twenty-one years of continuous publication of "The Canadian Magazine" is an interesting event in the literary history of the Dominion. The February number celebrates this anniversary with an excellent table of contents, among which is an article by Dr. A. H. U. Colquhoun, Deputy Minister of Education for Ontario, appreciative of the progress made by "The Canadian Magazine" against great odds during its twenty-one years of existence. No other magazine in Canada has ever been able to attain its "majority," or even to come near it, so that the mere fact that one literary publication has been able to do so is of special interest.—**The Montreal Star.**

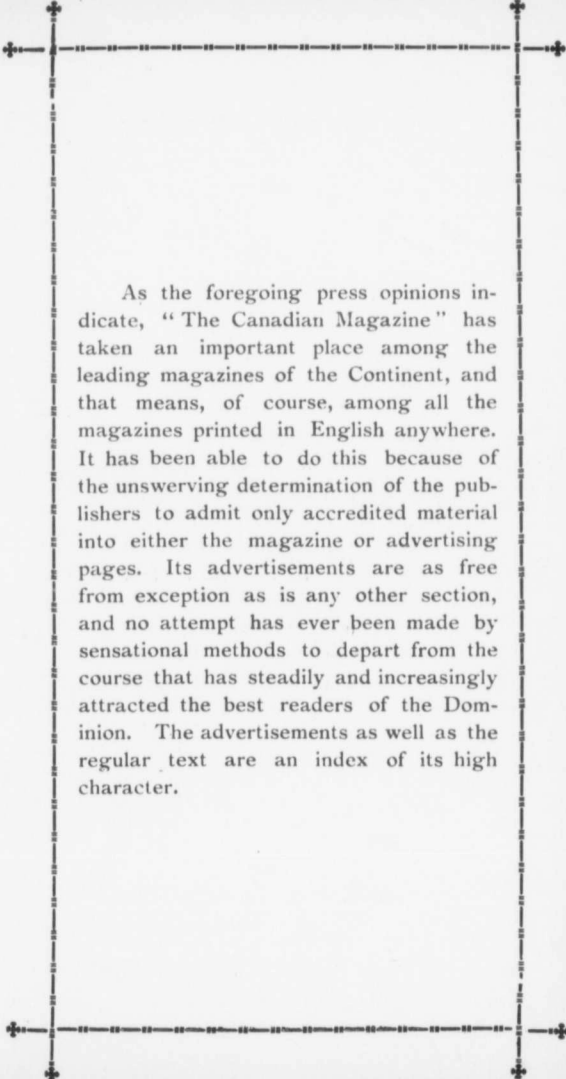
The Ontario Publishing Company of Toronto has worked wonders with "The Canadian Magazine." . . . It can hold its own with any magazine in the New World; indeed, it can give points to many older publications.—**The Review of Reviews.**



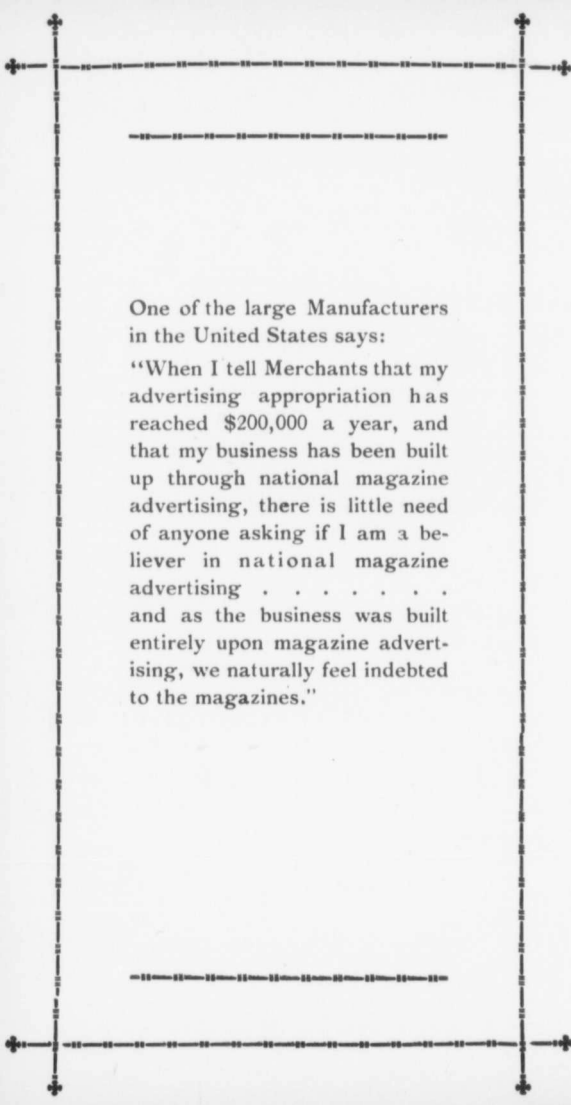
"The Canadian Magazine" holds the field to-day as Canada's national magazine, being read from coast to coast. Its appeal has always been on the broader lines of the Dominion as a whole than that of local provincialism. It is not an Ontario or Quebec magazine, but a Canadian magazine in the true sense.—**The Ottawa Journal.**



A feature that must find favor with readers of "The Canadian Magazine" is the full-page productions of paintings which are inserted throughout. One article of very great interest is about the numerous descendants of those expatriated Acadians who found refuge in Louisiana. This article itself would make the number worth filing.—**The Winnipeg Free Press.**



As the foregoing press opinions indicate, "The Canadian Magazine" has taken an important place among the leading magazines of the Continent, and that means, of course, among all the magazines printed in English anywhere. It has been able to do this because of the unswerving determination of the publishers to admit only accredited material into either the magazine or advertising pages. Its advertisements are as free from exception as is any other section, and no attempt has ever been made by sensational methods to depart from the course that has steadily and increasingly attracted the best readers of the Dominion. The advertisements as well as the regular text are an index of its high character.



One of the large Manufacturers
in the United States says:

“When I tell Merchants that my
advertising appropriation has
reached \$200,000 a year, and
that my business has been built
up through national magazine
advertising, there is little need
of anyone asking if I am a be-
liever in national magazine
advertising
and as the business was built
entirely upon magazine advert-
ising, we naturally feel indebted
to the magazines.”



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