

Tuesday, December 2, 1924
at Brantford, Ont., Expositor

For Canada's Book-Week

Mrs. Frank Reeves, more generally known as "Onota Watana" a writer of reputation and a Canadian, said in a recent interview that it was a great pity our talent should be lost and suppressed on account of the poor market of this country. "Good writers," she said, "who after all must live, find better reward for their talents elsewhere, so they leave Canada to sell it."

Commenting on this, Saturday Night notes:

"Unfortunately, this is only too true. So far as periodical literature goes, we are in a hopeless, helpless position. Those who have gone into the situation carefully give figures to prove that six out of every seven magazines read in Canada come from the United States. Twenty-five of the best known of these magazines and periodicals have a total circulation in Canada of nearly six hundred thousand copies per issue, or a grand total of upward of twelve million copies per year. And these figures take no account of dozens of other U. S. papers and cheap magazine type sold throughout the country.

"Probably no other country in the world is laboring under disadvantages comparable with those which Canada faces when it comes to the printing and publishing business as it pertains to periodicals. To the south are upward of a hundred million people, the vast majority being readers of periodicals—their own of course. All these periodicals, published weekly, monthly or quarterly as the case may be are manufactured for the United States public. Naturally they carry United States advertising which tends to wean Canadian readers away from the Canadian market. But more serious still they tend also to wean Canadians from their homeland. Like trickling water wearing away granite we are slowly but surely year by year, becoming better Americans and poorer Canadians by reason of this flood of United States reading matter.

"Of course there is no quarrel with the United States over this matter. They are building up their own nationhood and quite properly and if we were doing likewise they would be both doing and complaining.

But the fact is we are doing quite the reverse.

"It may surprise those unacquainted with the publication business to learn that a large number of periodicals entering this country from the United States are sold to the consumer at a price that does not more than cover the first cost of the white paper and the press work, to say nothing of the overhead, composition, engravings, art work, editorial cost, etc. Of course this deficit is made up by the advertisers, a huge field covering as it does upward of a hundred million people, spread over half a continent.

"We have become the dumping ground for the surplus product of the United States magazine makers. They manufacture primarily for their own market, and the extra cost so far as Canadian circulation is concerned is merely press work and white paper. When printed matter, such as circulars, catalogues, etc., enter Canada from a foreign country, a duty is levied. When foreign made books, the usual novel for instance, enters Canada, it also pays a duty, but not so the periodical. They are as free as the air itself. On the other hand when a Canadian publishing house imports paper, ink, engravings, machinery or any article of foreign make that enters into the manufacture of a periodical they are all subject to tariff charges.

"It is estimated that the annual value of labor, wages, overhead, etc., as it pertains to the Canadian circulation of 25 of better known United States periodicals, and there

are one hundred and fifty others that do not enter into these calculations, amounts to nearly five millions of dollars. That is to say if these periodicals were manufactured in Canada as well as sold in Canada the country would be better off to the tune of nearly five million dollars per annum, to say nothing of the raw materials involved. It is any wonder our printers and pressmen, as well as our writers, are seeking work in the United States.

"Owing to United States competition in the Canadian market the periodical publication business in this country has proven to be one financial disaster after another. It is only here and there that a Canadian periodicals has been able to survive, and if present conditions are allowed to continue, the few we have will sooner or later be compelled to give up the fight and thus surrender the entire field to their United States competitors.

"It is obvious that if we are to have sound and prosperous Canadian magazines and other periodicals, teaching true Canadianism and aiding in the work of selling Canadian goods to Canadians, the government must get behind the project to the extent of giving publishers some degree of protection against the dumping process which is now going on and which over a space of ten years has increased the sale of United States periodicals in the Canadian market by upward of three hundred per cent."

Book-Week

"Books are the legacies that a great genius leaves to mankind, which are delivered down from generation to generation, as presents to the posterity of those, who are yet unborn.—Addison: "The Spectator."

This week is observed throughout the Dominion of Canada, as Canada's Book Week. Yesterday was the first day of this annual institution, inaugurated by the Canadian Author's association in the interest of the writing profession of Canada. During the coming six days the reading public is asked to give special attention to the work of Canadian Authors. The Canadian Women's Canadian club will observe the week by bringing two Canadian speakers during the week. Children's Book Week was recognized last month.

Just at present "Her" present is present among the Shop-o-scope Offers.

Her Headaches Were So Bad She Couldn't Do Anything

Once the head starts to ache and pain you may rest assured that the cause comes from the stomach, liver or bowels, and the cause must be removed before permanent relief may be had.

There is no better remedy for headaches of every description than

Burdock Blood Bitters

as it removes the cause of the headaches in a way that no other remedy will do.

Mrs. Wm. Helpard, Lower Stewiacke, N.S., writes: "I suffered for a long time with my head. It would ache and ache until it made me so sick I could not do anything, but after taking four bottles of B.B.B. I feel that I cannot recommend it too highly to all those suffering from headaches of any kind."

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