Canadian English-language juvenile periodicals: An historical overview 1847-1990

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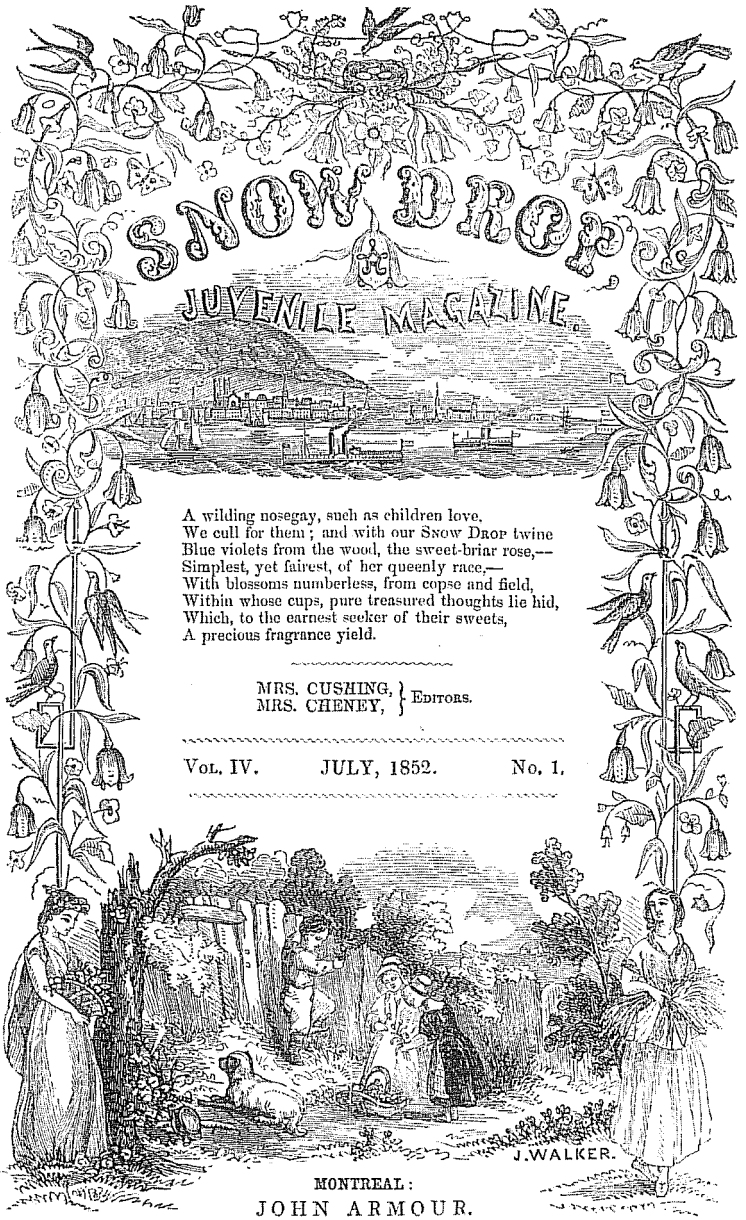
Résumé: *Dans cet article bibliographique, Joan Weller tente de recenser l'ensemble des revues destinées à la jeunesse au Canada anglais du milieu du 19e siècle à aujourd'hui. Weller ne se limite pas aux magazines littéraires, mais elle incorpore aussi les bulletins de groupements comme les Guides et Scouts et les revues scolaires.*

When I set out to complete an historical overview of Canadian English-language juvenile periodicals I knew it would be a treasure hunt. Personally saddened by the short life span of so many fine children's magazines, I was committed to ensuring them their rightful place in the history of publishing for children in Canada. I was inspired by memories of periodicals which meant much to me as a child. I still sense the excitement and anticipation the day that *The Red Cross junior* arrived for us at school. Among friends we traded Sunday School Papers, Girl Guide and Boy Scout magazines. Older brothers' or sisters' copies of *Canadian high news* were coveted and eventually found their way into our horde of little treasures. We hungered for personal ownership of magazines – serialized stories, contests, letters and trivia. For us no newsstand magazines or subscriptions; mainly through school, church or other leadership organizations our needs were met.

And so the search began and took me back from 1847 and *The snow drop* to today and *Owl* and *Chickadee*. The attempt to find all magazines was not easy. Changes in format, publishers and titles as well as time gaps in publication made it hard to pinpoint final dates of publication. Holdings of the National Library, the archives of the Canadian Red Cross Society, the Boy Scouts of Canada, the Girl Guides of Canada, and the United Church of Canada turned out to be treasure troves.

Copies of some defunct magazines were traced to editors, publishers and writers who, in some cases, supplied dates of publication and personal anecdotes. In all these places I examined Canadian English-language juvenile magazines published in Canada from 1847 to 1990.

To be included magazines had to have appeal for boys and girls from ages 3 to 14. Some magazines written for older children are included if, for a variety of reasons, they were "adopted" by younger children. Generally, the magazines have universal child-appeal in their contents, including both educational and



entertaining entries. No magazines with overtly political messages or magazines written for a highly specialized audience such as a particular religious sect are included.

I wish to thank IBBY-Canada which aided me in my research through the Frances E. Russell Award. If readers of *CCL* are able to supply more accurate dates it would be beneficial for continued study of this topic.

Sadly, most magazines included here have been discontinued but all have in their own way contributed to and influenced the publishing of children's periodicals in Canada.

The beginnings, 1846-1853

The snow drop a monthly juvenile magazine published in Montreal ran from April, 1847 to June, 1853. On the frontispiece of every copy this poem appeared:

A wilding nosegay, such as children love,
We cull for them; and with our *Snow drop* twine
Blue violets from the wood, the sweet-briar rose, –
Simplest, yet fairest of the queenly race, –
With blossoms numberless, from copse and field,
Within whose cups, pure treasured thoughts lie hid,
Which, to the earnest seeker of their sweets,
A precious fragrance yield.

During its 6 years of publication *The snow drop* with its "nosegay" of "treasured thoughts" delighted young readers across Canada with its "selected material . . . varied, instructive and entertaining." From the "Editors' chair," a monthly column, young readers received encouraging, cheery and chatty news with reminders from editors, Mrs. Cushing and Mrs. Cheney. Contributions from their young readers met with encouragement tinged occasionally with meek apologies for needed editing: "Any alterations are made in the spirit of love and not of fault-finding, and always with reluctance, as the Editors' motives are liable to be misapprehended" (*The snow drop*, July, 1851). Indeed, eliciting compositions from the pens of their youthful readers continued throughout *The snow drop*'s years of publication. Noting that summer months brought play and travel the editors wished devoted readers a happy holiday while offering words of encouragement: "We hope to be benefited by their pleasant excursions, as some of them may be induced to give us a sketch of their travels, or some account of the new and wonderful things which they meet with" (*The snow drop*, September 1850).

The editors sometimes shared with their young readers their frustrations over illustrations or rather, the lack of them. The attractive magazine's cover posed no problem. The small magazine (8 1/2" x 5 1/2" or 22c. x 13 1/2c.) usu-

ally offered its 27 to 32 pages dressed in a pastel-coloured cover embellished with a delicate floral engraving. Articles were often enhanced by framed black and white woodcuts. On the lack of illustrations the editors noted contritely:

> We regret extremely that owing to the non-arrival from Boston of the expected woodcuts, we are obliged to issue the first number of the present volume without them. We are as much disappointed as our subscribers can be by the failure, but trust it will not be repeated, as on the opening of navigation, the communication will be uninterrupted and no delay will ensue in the fulfillment of orders (*The snow drop*, April 1850).

The following month of May found the article "Invasion of Rome" duly accompanied by a woodcut showing four Roman ships invading Britain. However, a critical comment from the "Editors' chair" reminded young readers that the illustrations were "not yet the variety or style of embellishment we hope to furnish in the future."

The cost of the magazine remained constant at a mere 5 shillings per annum. As for the cost of delivery, "by special permission from the Post Master General *The snow drop* is transmitted by post for 1 half-penny each number."

Although *The snow drop* might appeal to older readers, its purpose was to reach Canadian juvenile readers: "The information it contains is adapted to all minds, though we endeavour to convey it in a style and language of such clearness and simplicity as to make it readily understood and therefore attractive to the juvenile reader" (*The snow drop*, April 1852).

The philosophy behind this "nosegay of treasured thought" was expressed by editors Cushing and Cheney metaphorically:

> *The snow drop* is a simple flower, through whose fragrance the youthful mind may become imbued with the love of virtue and of goodness, and led into those paths of knowledge which unfolds the wonders of creation, and the love and wisdom of God who presides over all *The snow drop*, May 1852).

Fiction, non-fiction, poetry, biography, riddles and conundrums in *The snow drop* of April 1850 reflect the magazine's philosophy. Young ladies are exhorted to change their behaviour through the example of the young heroine in "Heedless Helen" who at the moralistic story's conclusion, "kissed her mother but made no promises – she did better. She began from that moment to keep a strict watch over her thoughts and actions, and when another year came round no one would have recognized Heedless Helen in the gentle, orderly, thoughtful little girl who once bore that name." In this didactic vein "The child and the queen," translated from the German, is a biographical tale of an artless little girl, who, when confronted with the riches of the court of Frederick II, sang the words: "Jesus, thy blood and righteousness/Are all my ornaments and dress;/Fearless, with these pure garments on/I'll view the splendour of thy throne." In a "Chapter on painting" Cousin Lizzie answers little Anna's inquiries, such as, "What is painting?" and "What is the picture

painted on?" with instructive lessons on art history which continued in subsequent issues. Contrasted with these lengthier articles and serialized stories and in a more entertaining style are short conundrums and riddles, some inviting responses from juvenile correspondents to be published in the following monthly issues. For example, "What is brought to table and cut but not eaten?" Why, "cards" of course, we learn in the next issue. Based on setting out 24,000 letters a day the author calculated "How many miles a printer's hand travels?" to be 3,000 miles per year. Also included in the issue are exhortations on industry, bravery and devotion as illustrated in brief anecdotes.

The magazine continued to please its readers with entries on history, science, geography. Always, the young reader was encouraged to behave well, to honour and love parents, to care for playthings, and to be punctual. Enhancing many issues were lyrical poems, often seasonal in theme. Music too took its place in later issues with a regular feature of words and music for songs, many especially written for *The snow drop*.

Special Canadian articles were highlights in 1850. In the October issue "Early history of Canada" began with descriptions of Jacques Cartier's voyages of 1534 and 1535. Other Canadian features were excerpts from *Canadian Crusoes* by Catharine Parr Traill. At the same time, many articles such as "Washington's regard for his mother" and "William Penn and the Indians" in the July 1851 issue were indicative of a special concern for readers in the United States. British Victorian influence continued to appear, however, in most issues.

And so the months passed with the changing seasons reflected in *The snow drop*: winter expressed in such entries as "The Bird's Christmas," spring in an illustrated article entitled "Butterfly flowers," summer in a poem with music "The boy and the robin," and fall witnessed in the apt poem "Farewell to the flowers in autumn." Later editions introduced more recreational entries. In 1852 tantalizing simple recipes were introduced, such as "Plain lemon pudding," "Pineapple marmalade," "Plain plum cake," and "Stewed apples in a mould." Included for young ladies were illustrated instructions for crocheting such simple items as a "Florentine purse." For young artists there was the simple recipe for "A very delicate varnish for colored drawings." Never did the little magazine lower its standard of educational, religious, and entertaining entries.

Agents listed for the magazine represented Canada from large urban centres (Kingston, Montreal, Bytown, Toronto, Quebec) to smaller towns and villages (Whitby, Woodstock, Three Rivers, Port Sarnia, Port Hope). The editors were optimistic about survival:

> *The snow drop* has stood the test of public criticism, till it is now advancing into its fifth year, and may be considered firmly established; and we are happy to learn that the subscription list has been gradually augmenting, and that very few of the original subscribers have withdrawn their names. As this is the only juvenile periodical published in

Canada, and it has hitherto met with approbation both in the public and in domestic circles, we have reason to expect it will receive still more extensive patronage, both for its own sake, and because a work of the kind, useful and attractive to children ought to be supported by an intelligent community (*The snow drop*, July 1852).

Alas, this support was not to be. This "nosegay of treasured thoughts" ceased publication in June 1853. The magazine had remained to the end "pure in principle and agreeable in sentiments as its name implies." Leaving its fragrance behind, *The snow drop*, a true harbinger of spring, heralded the beginning of Canadian English-language children's periodicals.

The snow drop found some early company with *The lifeboat: A juvenile temperance magazine*, published in Montreal by Mr. F.W. Campbell (1852) and *The Maple Leaf: A juvenile monthly magazine*, published in Montreal by Mr. Robert Lay (1852-1854) and later by Mr. Lay's widow.

Special attention to boys and girls, 1858-1930

With the demise of *The snow drop* children looked elsewhere for suitable periodicals. One such publication was *The boy's own paper*. It first appeared in March, 1858. Published in Toronto by Edward Herbert Tiffany (editor and proprietor) this monthly, 4-page paper sold initially for 50 cents per year and later cost only 25 cents per year. Its debut issue was heralded by its editor's note:

Today, for the first time, we lay before our subscribers this little Paper, and will endeavour to make it as amusing and instructive as possible. Literature, news, games, humour etc. will form its chief part, and we would be happy to receive any original article that would be suitable to the Paper. . . . The expense of carrying on the Paper is necessarily very heavy, but the Editor feels confident that he will meet with that encouragement which he trust [sic] it will deserve (*The boy's own paper*, March 1858).

Serialized books and stories interspersed with poems, puzzles, jokes and short plays appeared to amuse and instruct young readers. Its affiliation with Upper Canada College, a private boys' school in Toronto, precluded wide readership: of interest to school readers only were reports on College activities and school events, including the "Cricket club column." In the April 1858 issue a letter requesting a "Girl's corner" attested to infiltration of female readers. The editor replied with a definite "no" softened by the note that contributions would be welcome.

In this boys' only paper, illustrations of original woodcuts by Messrs. Lyon and Bros. of Toronto appeared alongside stories and anecdotes. Financial difficulties led to the editor's rebuke on not receiving subscription payments: "We cannot be expected to continue our publication if we do not receive adequate return. Indeed, we have sustained a loss by almost every issue" (*The boy's own paper*, August 1858). And with these words *The boy's own paper* disappeared.

Or did it? A July 21, 1858, issue appeared as *The boy's times*, clearly affiliated still with Upper Canada College. After May 1859 this periodical too seems to have disappeared along with its predecessor.

Annuals largely filled the gap at the turn of the 20th century, continuing in popularity into the late 1920s and 1930s. Later, they were to regain popularity with the publication of the *Canadian children's annual* by Potlatch Press. In the first quarter of the 20th century *Young Canada*, published in Toronto by William Bryce, reached its peak of popularity among boys aged 12 and up. Its stories, articles and verse were generally British in tone with many references to British life at "the Great Public Schools." Didactic short stories exhorted young readers to emulate the virtues of courage and honour. The heroic deeds of Canadian soldiers against the Boers and the heroic acts of a Canadian light-house keeper are two of the truly Canadian entries to appear in the 1902 and 1925 editions. Overlapping the appearance of *Young Canada* is *The Canadian boy's annual*. The date of its demise remains unclear but its presence was enjoyed during the first quarter of the century. Published by Cassell and Company, London and Toronto, it is considered the Canadian edition of the *British boy's annual*. Directed at boys aged 12 and up it was characterized by British Victorian literature, including, "thrilling stories of school, sport, mystery and adventure." A companion annual, *Canadian girl's annual*, was published in Canada by McClelland and Stewart. Again, stories with British setting and atmosphere inspired young ladies aged 12 and up to virtuous actions and good lives connected with domestic education and school bliss. Acknowledging with condescension that perhaps some girls "might enjoy boys' stories", a few adventure tales were included.

The role of the church, 1907-1971

The church in Canada played a very strong role in the publication of periodicals for children, commonly know as "Sunday school papers." Joyce Barkhouse was one of many Canadian authors whose stories and serialized stories appeared in these "Sunday school papers." She remembers meeting strict editorial standards: "Editors had taboos: no bad words, including slang, no criticism of parents or teachers – all were models of virtue. I wrote mostly adventure stories. Always good, Christian behaviour won." (Personal letter from Joyce Barkhouse)

Some of the earliest magazines published by the church in Canada were for very young children. *Playmate* was first published cooperatively by the Methodist and Presbyterian Churches of Canada with the first edition appearing on January 5, 1907. After 1925 it was published by the United Church of Canada until its last appearance on September 14, 1935. *Jewels: For the little ones*, also published by the United Church of Canada, made its debut on January 2, 1926. The last issue held in the United Church Archives is dated

December 29, 1946. *Storyhour* was a weekly magazine jointly published by the United Church Publishing House, Baptist Publication Committee of Canada and Presbyterian Publications. It appeared from January 5, 1947, until August 27, 1961, and was superseded by *Wonder*, a magazine which captured all the characteristics of its predecessors.

Wonder: A weekly paper for primary and kindergarten children reached out to young children, aged 4 to 8. Published by the United Church of Canada it appeared weekly from 1961 to 1968 when it appeared monthly for 85 cents per year. This semi-glossy newsprint magazine's mission was expressed by its editor, Peter Gordon White:

> This weekly paper is part of the New Curriculum of the church. It is published to help us all know ourselves and others as children of the heavenly Father who comes to us in our Lord Jesus Christ. This is a spiritual adventure in which we hope to use every device of the imagination of the story-teller and the artist to widen the sympathies and extend the experiences of our young readers. The stories, pictures and ideas in each issue will help translate the gospel into everyday living for our children (*Wonder*, September 3, 1961).

True to this statement, the magazine's entries are consistently religious in tone, in contrast to the variety of entries found in the other publications of the United Church. Here poems, prayers, Bible stories and fictionalized stories extol Christian virtues. A regular 1-page entry was the moralistic comic-strip presentation written by Kathleen Sladen and illustrated by Audrey Teather entitled "The Ross family". In this story of a Christian family, prepared especially for 4 and 5-year-olds, the September 3, 1961, strip announces: "Today Mary discovers what it means to be a friend of Jesus." Attractively designed the magazine's large illustrations featuring children and pets in familiar, middle class home settings offered an appealing sense of security for young readers. This weekly paper was superseded by *Surprise: A monthly magazine for primary boys and girls* which ran between September and June every year from September 1968 to June 1971.

For older children, *The explorer: A Canadian paper for juniors*, published weekly by the United Church Publishing House and Baptist Publications Committee of Canada in Toronto began publication in 1935. This 8-page weekly magazine printed on newsprint featured black and white plus one other colour (often green) in its illustrations. In 1936 it sold for 45 cents per year. The subscription cost $1.25 per year in 1959. Editors George Little and Archer Wallace created a paper with much appeal for children between the ages of 8 and 12. Entries included short adventure stories, serialized stories, informational entries based on science or history, book reviews, quizzes, games and finally a Biblical story. More emphasis was placed on recreational entries than what might strictly be termed "Sunday school lessons." Often this emphasis was artistically expressed on *The explorer*'s cover. For example, the December 6,

1959, issue's cover depicts a high point in Canadian author Joyce Barkhouse's feature story *The lighthouse rescue*, complete with the caption, "It seemed an eternity of cold and misery and pain." Likewise, an illustration for her adventure story, *Room for Uncle Abe*, appears on the December 11, 1960, cover with the added caption, "The more he struggled the deeper he sank." This appeal to readers through cover-illustration and the inclusion of a potpourri of articles resulted in the magazine's continued popularity until 1960.

Another magazine directed at junior readers was entitled *Discover: A weekly for juniors* published by the United Church of Canada from 1961 to 1968. Directed at children "ages 9, 10, 11; Grades 4, 5, 6" this 8-page magazine contained serialized adventure stories, feature articles, poems, "Laffs" and religious anecdotes. More elaborate in its illustrative contents, this semi-glossy newsprint magazine was most informative. The January 22, 1967, issue contained a feature article, "Strange shapes of Expo '67" by Joyce Barkhouse. The double-page spread photographs of several pavilions are a striking accompaniment to the brief text. In total, the author was commissioned by the United Church in 1966 to write over 30 stories about Expo '67 for their various publications.

Discovery, like its fellow-publications for children and teenagers, was marked by its attractive, more richly coloured pictorial covers. "Lost in the snowstorm", a serialized story by Thirza M. Lee, inspires the 1967 cover-picture. Finding shelter from a snowstorm in a remote hunter's cabin in the forest Tim and June excitedly lay a fire in the pot-bellied stove. But it's June who finds the matches after much searching: "'Pretty clever thinking for a girl,' muttered Tim." This sexist caption accompanying the magazine's cover escaped editor Rev. George James, back in 1967. A didactic look at art is found in the same issue's article "What happened in this picture?" A black and white picture of Picasso's *The tragedy* undergoes analysis and religious answers in the hands of author Kathleen Sladen.

After *Discovery* came two similar magazines written expressly for junior boys and girls; namely, *Wow!: A monthly magazine for junior boys and girls* from September 1968 until June 1971 and *Wow! Weekly*, September 1971. The last date for this latter publication is not known.

The first "Paper" published expressly for girls by the United Church of Canada appeared from January 2, 1926, until December 28, 1929, and was entitled, *Pleasant hours: A paper for Canadian girls*. It was followed soon after by a magazine which was to prove very popular. *The Canadian girl*, published weekly from January 4, 1930, until August 27, 1961, by the United Church, was directed at teenagers. The format was almost identical to that of *The explorer*. Again, the illustrated cover was the "hook" drawing readers into the pleasures of the magazine. Between its covers were short adventure stories, poems, and Biblical readings. A special weekly column "The personal touch" offered teen-advice. Author Marsha Moore exhorts readers to "come out of your

corner smiling": "If you do feel hurt about something don't keep it up too long. As the Scripture says: 'Do not let the sun go down on your anger' (Ephesians 4:26)" (*The Canadian girl*, March 8, 1959).

A special page, "The Canadian girl's own page" was devoted to readers' contributions from "Intermediates: Girls under fifteen" or "Seniors: Girls over fifteen." The editor, Miss Agnes Swimarton, solicited original articles, poems, photographs and drawings. Topics suggested were usually seasonal in theme. A special book prize was awarded to the winner of the highest number of credits in each section (that is, for drawings, poems, articles or photographs). For the best article 5 credits plus $2.00 were given the winner. Second best was awarded $3.00 credits plus $1.00. Third best was awarded 2 credits and 50 cents.

The King's own: A paper for Canadian boys, a counterpart to *Pleasant hours*, was first published by the Presbyterian Church of Canada from 1900 to 1920. Then, from 1921 to 1925 it was published by the Methodist and Presbyterian Churches of Canada and finally taken over by the United Church from 1926 until December, 1929. It was superseded by *the Canadian boy* published from 1925 until 1961.

Finally, *Hi-venture: A weekly paper for intermediates* was published for "Intermediate boys and girls (Ages 12, 13, 14; Grades 7, 8, 9)" from 1961 to 1968. In 1967 a yearly subscription was $2.00. Rev. George James, editor, states the Paper's aims: "Stories, pictures and ideas in each issue help translate the gospel into everyday living for you" (*Hi-venture*, September 3, 1961). In this semi-glossy 8-page magazine, readers found a variety of original stories, historical and scientific articles, missionary news, cartoons, puzzles and quizzes. The mix of religious and secular articles gave this magazine a wide appeal. Once more the cover picture in bright colours illustrated the story featured in each issue. During 1967 Joyce Barkhouse's "Hello! This is Expo!" covered the architecture and the happenings in Montreal. "Is this a picture of you?" followed the same analytical format found in *Discovery*'s "What has happened in this picture?" In one issue a folk art painting, "Boy with finch" is analyzed with appropriate responses recommended to readers: "Do you know any little boys or girls around this age who want to be friends with you?" (*Hi-venture*, April 2, 1967).

For creative subscribers the magazine's "Press club" page invited contributions of photos, poetry, articles and drawings. This page was the successor to *The Canadian girls' own page* found in *The Canadian girl* and "With brush and pen" in *The Canadian boy*. Entries from such diverse locations as Maidstone, Ontario; Fleming, Sask.; Victoria, B.C. and Timmins, Ontario attest to this magazines' wide readership. Encouraging their future writers and artists the editor states with pride that the Men's and Women's Press Clubs of Canada contained members who gained their first experience with the magazine. The editors expressed the hope that in the future members of Hi-Venture Press

Club would continue to develop their talents and add their contribution to Canadian culture.

Other religious denominations also published for teenagers. A counterpart of *Hi-venture* was *The adventurer*, a weekly magazine from the General Board of Religious Education of the Anglican Church of Canada. Popular in the 1950s this 4-page newspaper-format-periodical contained Bible quizzes, Bible readings, and a story, true or fictitious about a well known Christian. The paper's title, in fact, was chosen in order that "in its pages young people could read of the adventures of men and women through the ages, both in fiction and fact, and in the realm of religion, science, exploration, industry and all other fields of human endeavour." The cover's striking black and white cameo-picture often illustrated a serialized adventure story. In the August 16 and 23 issues for 1959 Joyce Barkhouse's serialized story "The stowaway" appears. Other secular entries consisted of short poems, movie reviews, art reviews and suggestions for hobbies.

Another Anglican Church paper for young people in the '50s was *The young soldier and crusader* designed for ages 12 to 14. This paper emphasized the church's outreach programs. Smaller in format than *The adventurer*, its 8 pages contained entries describing missionary work, and Bible studies contrasted with secular crossword puzzles and brief humorous anecdotes. Like *The adventurer, it was illustrated with black and white pictures and photographs. For primary school-aged children The child's own* contained religious and secular stories with an emphasis on "special days." Again Joyce Barkhouse's stories were popular entries. The October 30, 1960, issue features her Hallowe'en story "The bat in the pumpkin" and is enhanced by the poem, "This is Hallowe'en" by Dorothy Brown Thompson.

The little soldier, beginning January 1886, was a weekly periodical distributed at children's meetings at local corps of The Salvation Army. In the latter part of 1889 its name was changed to *The young soldier. The young soldier* was the "official organ of the young people of The Salvation Army." Containing poems, stories, prayers, Bible stories, "chuckles", puzzles and informative news this "Official Gazette of the young people of the Salvation Army in Canada and Bermuda" appeared as late as 1987 under the subtitle, *The Salvation Army's children's newspaper.*

Other denominations produced and some continue to produce their own "Sunday school papers", too numerous to name. Their lasting influence was the variety of entries to both instruct and entertain young readers, their commitment to original writing from both Canadian authors and the children themselves and their interest in original illustrations for their publications.

While meeting the needs of the church they went beyond this mandate and filled a need and void in children's periodicals during the mid 20th century.

Secular organizations devoted to children's services also published newspapers and magazines for young people. With their controlled circulation publications of such organizations as The Boy Scouts of Canada, The Girl Guides of Canada, and The Canadian Red Cross Society reached young members through subscriptions. Inevitably, these publications fell into the hands of other children in search of appealing reading material. Official voices of their respective organizations, many of these publications offered recreational and educational reading for young people reaching far beyond their mandate to children's needs and interests.

The Boy Scouts of Canada played a strong role in the field of magazine publishing for children. Setting the scene for the appearance of a Canadian publication was *The scout* edited and published in Britain by Lieutenant-General Baden-Powell. It began publication in April 1908 in response to the popularity of his six paperbook books, entitled, *Scouting for boys* published in January of the same year. Canadian scouting groups, established here in 1908 received *The Scout* from relatives in Britain or military personnel and Anglican priests sent out to "the colony." Besides articles directly related to the scouting movement this magazine featured serialized adventure stories reflecting the influence of the ever-popular *Boy's own annual* as well as a variety of informative entries. *Canadian boy*, first published in June 1918, marked the first appearance of Canada's answer to *The Scout*. Published monthly at an annual subscription rate of $1.50, *Canadian boy* was the "official organ of the New Brunswick Provincial Boy Scouts Association." Its format and content were based on its British parent magazine.

Editor Percy Gibson announced his hopes for the magazine on its first cover in his "Editor's sanctum."

> Boys? How do you like this first number of the magazine which owes its inception to the fact that there are no monthly periodicals catering to the interests of the Canadian Boy? Carefully deliberating as to the various things which appeal to a boy's nature we have endeavoured to present in the following pages that in which every youthful reader will find something of special interest (*Canadian boy*, June 1918).

The magazine's table of contents is testimonial to his hopes. Ever present was "scouting" news but the magazine offered a wide variety of topics of interest. Regular columns included "The stamp collector's corner," "The camera man," "The boy and his pets" and "The naturalist's nest." Serialized adventure stories were always present. The first issue featured "Prospector Max" by H.A. Cody. This was a truly Canadian adventure story of "The great North-West":

> Max Rippley, whilst heading for Iron Creek in the far north has the serious misfortune to bury his axe in his left foot, whilst clearing a way through the poplars which bar the

passage of his dog Yukon, and himself, along the bank of a narrow stream (*Canadian boy*, June 1918).

Told in a "racy manner long associated with the stories from the pen of Mr. Cody" it heralded the appearance of short Canadian survival stories for children, a feature of *Canadian boy* throughout its publication history. The magazine was punctuated with jokes, riddles, crafts and tricks. Work by new poets and recognized poets such as Charles G.D. Roberts appeared side by side.

In 1919 the magazine was purchased by the Canadian General Council of the Boy Scouts in Ottawa and published as the official organ of the Boy Scouts of Canada. Its national character was expressed in Percy Gibson's "Editor's sanctum":

> The high standard originally set will not only be maintained but the inclusion of many valuable and new features will enlarge its sphere of usefulness and interest.
>
> Apart from *Canadian boy*, containing official news items relative to the Association and its work, Dominion wide, and topics of general appeal to the Boy Scouts, powerful articles by some of Canada's most authentic writers on subjects dear to the heart of the Boy will be written exclusively for *Canadian boy* (*Canadian boy*, January, 1919).

The magazine continued to reach its national audience until 1923. Then, due to major difficulties involving lack of subscriptions and bulk distribution as well as its failure to satisfy its wide ranging readership (ages 8 to 18) the magazine ceased publication, not to appear again until 1964.

Launched again in January 1964, *Canadian boy* reappeared in new dress. Its appealing coloured cover and well illustrated stories and articles were directed now at 11 to 12-year-olds. Scouting news and exciting original adventure stories melded with book reviews, poetry, games, crafts and special "Canadata". Many stories were written by recognized authors for young people. Scott Young's "A boy at the Leaf's camp" and Farley Mowat's "The battle for Black Jake" attested to the high quality of writing enjoyed by the magazine's young readers. During its publication life from 1964 to 1970 the magazines had an estimated three-quarters of a million readers.

The Canadian Council of the Girl Guides Association published *The Canadian Guide* from 1949-1966 and *Alive* from 1966-1972. Both magazines were the official voices of the organization. Besides publishing news items related to the organization's national and international work, they offered educational and entertaining reading for children aged 8 to 14 with a heavy emphasis on creative writing by its young readers.

The Canadian Guide October 1950, subtitled *Special brownie issue*, set the tone for the 1950s. In its plain, black and white format with cover photograph of a Brownie this 12-page magazine established its mandate. Firstly, it told of the work of the Brownie at home and abroad. Secondly, it published poetry, short stories, jokes, riddles, drawings, and photographs submitted by its read-

ers. It offered cash prizes from $2.00 to $5.00 for its annual short story contest. Canadian author Max Braithwaite was the first judge for this annual contest. Educational articles took the form of suggestions and instructions for winning certain badges.

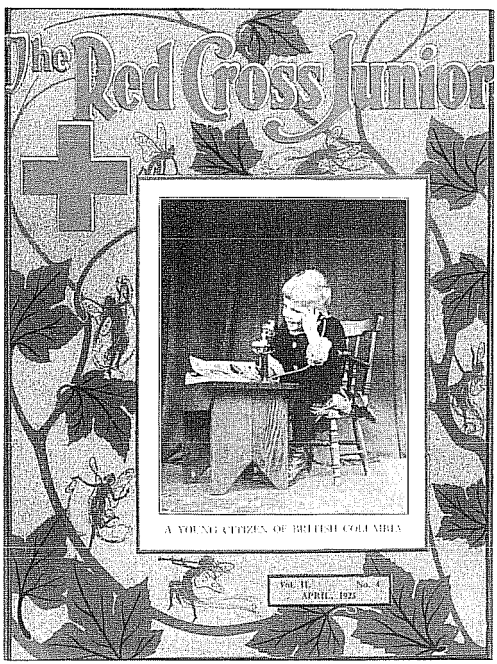
In subsequent issues articles included "Needlework badge," "Astronomer badge," "Woodsman badge," "Cooking badge," and "Stalker badge," to name a few. For girls of the 50s these articles encouraged liberating, non-sexist activities. The year 1951 saw the appearance of W.C. Scott Moncrief's serialized story entitled "The lass from Lorraine." Other issues included the following potpourri of entries: "Silhouettes on glass," "Bird watchers' checking list," "Cooking with aluminium foil," and "Hiking hints." Puzzles, crafts, and recipes were often illustrated with small black and white drawings or photographs. This balance of original writing alongside official news and activities continued during the 50s. In 1956 the magazine appeared for the first time with coloured borders for its cover photograph. By 1960 the magazine was characterized by a better overall design format. Now with its table of contents young readers could turn to their regular columns: "Cooking," "Guides in the news," "Guides around the world," "Letters to the editor," and "Joke exchange." "Quoddy quotes" from Passamaquoddy, N.B., offered recipes for such delights as "Chocolate syrup from cocoa," "Popcorn fudge," and "Jellied tomato salad." "Wrinkles" offered tidbits of information including the following: "When putting curtain rods in freshly ironed curtains, place a thimble or a finger from an old glove on the end of the curtain rod. The curtain will slip on easily without tearing." "Advice" offered young readers suggested answers to personal problems. Much advertising by reputable companies lent financial support to the magazine until the appearance of *Alive* in August/September 1966.

Alive inherited the formal format adopted by *Canadian Guide* it its last years. It continued to include the news of the association along with such regular feature articles as "Cooking tips," "Book alive" (book reviews), "Pen pals," "Guides in the news," and "Hitching post" (Letters to the editor). However, the magazine's rebirth as *Alive* failed to produce an imaginative magazine. Inhibited by its impersonal and official style it lacked the original emphasis placed on creative writing and artwork. Even the addition of advertising by such large companies as Eaton's and Simpson's failed to subsidize its publication. It was discontinued in 1972.

Today, local councils often publish inexpensive newsletters for their children. For example, from the desk-top of Editor Ann Chesworth come two inexpensive "newsletters" for local Ottawa groups. "Owls and toadstools" is a quarterly newsletter with crafts, nature games, puzzles, stories, jokes, contests, information and ideas to help carry out the Brownie program. "Guidestuff and green machine" is a quarterly newsletter, with crafts, nature activities, games, puzzles, stories, jokes, contests, information and ideas to help carry out the Guide and Pathfinder program.

The Canadian Red Cross Society published one of Canada's outstanding children's magazines which followed the grand tradition of *The snow drop*. In 1922 *The Red Cross junior* made its debut. In later years it was to be called simply *Junior*. On examining 1922 issues of *The Red Cross junior* one is deeply impressed. Entries are of a high calibre. The magazine's overall design is outstanding, showing care, thoughtfulness and good taste on the part of its anonymous editors.

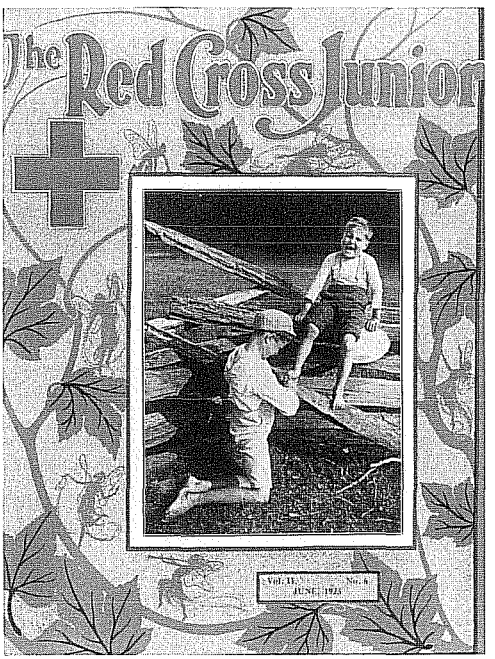
Published in Toronto the first issue appeared in April 1922 at an annual subscription rate (10 issues per year) of 50 cents or just 5 cents per issue. Most children received their subscriptions through their schools. The first editor's message stated that the 16-page magazine "will help the movement for Healthier and Happier Boys and Girls." It certainly fulfilled this aim throughout its history, with articles pertaining to good health, cleanliness, care of the sick, national and local Red Cross activities involving young members and short biographies of individuals working in health care. But it offered children much more than health-related information. It became a magazine of high literary quality offering a variety of entertaining and educational material for "Happier Boys and Girls."



To look at 1922 issues, and indeed issues of its first 20 years of publication, is to open from cover to cover a kaleidoscope of material. Its covers alone are witness to its overall attractive format. Early covers show framed photographs of a child set against a backdrop of pastel-coloured entwined vines hiding fanciful little fairies. Back covers are illustrated with large photographs or reproductions of paintings with child-appeal. This picturesque blending of reality and fancy heralded the magazine's entries. Each cover photograph reflects the theme of the feature article. Its April 1922 cover-photograph of an appealing little girl reflects the magazine's feature article, "Future citizens of Canada". Included in this debut copy are poems by J.M. Barrie and Oliver Goldsmith. Book reviews which were to be a feature throughout the magazine's history are offered in a column alongside a charming photograph of children at a storytime session at the Toronto Pub-

lic Library. Other articles rounding out the magazine's entries include; "How nature purifies water in freezing," "Sugar making," "A city bird sanctuary," a short story, "Some game," and a variety of riddles and jokes. All are attractively illustrated with photographs and black and white drawings.

Following the same format the May 1922 cover shows a photograph of a Sarcee Indian Girl. Inside, the feature article "File Hills Indian Junior Red Cross" tells the work of Indian children on the File Hills Indian reserve. Better understanding of children in other lands was also fostered throughout the magazine's history. Here, the first article to establish this tradition is a narrative by a Greek boy and a Ukrainian one who relate their sufferings during the First World War, before settling in Canada. The June 1922 copy features a cover photograph of a little Eskimo girl heralding an issue featuring informative articles on Labrador. Photographs throughout this issue show the work of the Junior Red Cross in various parts of Canada, including Calgary, Alberta and Belleville, Ontario. Other issues for the year 1922 highlight different provinces, their native lore and health care along with exceptionally well written and well illustrated articles on a variety of historical, geographical and seasonal subjects.



Perhaps the success of the magazine's first year of publication is best reflected in these editorial words directed at subscribers in Saskatchewan in the November 1922 issue of *The Red Cross junior*:

What do you think of this new magazine? Is it not well printed, splendidly illustrated, and most interesting in its contents? Do you not agree that a really worthwhile start has been made to supply Canada's boys and girls with a magazine of their very own in which they can take a justifiable pride?

If you believe these things are so, will you not do what you can to secure quite a few subscribers for *The Red Cross junior* among the boys and girls in your school and neighborhood. The subscription price is small – only fifty cents a year.

The Red Cross junior is not a money making scheme. It carries no advertising of any kind and the cost of preparing, printing and mailing it is greater than the price charged

for it. But it is a real attempt to provide a national magazine for the youth of the Dominion, and at the same time develop a keen interest in Good Health measures among the growing generation (*The Red Cross junior*, November 1922).

The years that followed showed some changes in format and emphasis. By 1924 the cover design changed, to feature a large photograph or original illustration. This larger, illustrated cover format continued until 1951. During the Second World War the covers often showed a Red Cross Nurse or a member of the Canadian armed services. Feature articles told of war efforts on the part of Junior Red Cross members. Letters of thanks from British children, recipients of Red Cross care packages in the 30s and 40s, were published. In general, the magazine attempted during those years to reach a somewhat older audience of teenagers. Articles on skin care and grooming appeared alongside the regular entertaining and informative entries. Advertising geared to young children appeared regularly.

In 1951 the magazine changed dramatically. It became smaller in format and was called *Junior: A journal for boys and girls*. Editor Murial Uprichard and Assistant Editor Mary H. Martin returned the magazine's overall appeal to younger children aged 5 to 12. *Junior*'s first appearance in September 1951, announced the magazine's increased cost of $1.00 for an annual subscription or 10 cents per copy. One feature of the new magazine was "Tiny book," an insert to be cut out to form a booklet resembling a first reader for school-aged children. Occasionally, articles in French were included. The work of the Junior Red Cross continued to dominate issues of the 1950s. Entertaining entries, including short stories, poems and some educational articles also marked these magazines.

The 1960s saw the magazine now called *Junior magazine* return to a larger format still with articles directed at younger children. The year 1960 issued the magazine's first Index which appeared in each December issue. Its overall design quality, however, deteriorated at this time. Despite the use of more colour, artwork took a stylized almost cartoon-like character. Articles stressed safety and the work of the Red Cross. The number of original, entertaining and educational entries diminished.

By 1971 the magazine had lost its wide appeal and readership. The demise of *Junior* was announced in these goodbye words:

This is also the final issue of *Junior*. The Canadian Red Cross Society began publishing a magazine for school children in 1922. In the years since then, the name and the size of the pages have changed a little. More colour is used. But the magazine always had the name "Junior" in it somewhere (*Junior*, May 1971).

For almost 50 years *The Red Cross junior* and its offspring *Junior* survived, leaving behind a legacy of fine publishing, especially in the early years.

Influenced by these pioneers, children's magazines published by volunteer organizations, private individuals and publishers, government agencies and others flourished in the 1970s and 80s. However, during this same period many Canadian children's magazines have come and gone, victims of the many problems facing publishers. Some publishers, preferring no paid advertisements in their publications, found that subscriptions alone were not enough to support them. Other external problems have included limited government funding; increased costs of production, promotion and mailing; and the small number of readers compared to the vast geographical marketplace.

It is important that these children's magazines be documented to ensure them their rightful place in the history of publishing for children in Canada. I present here annotations on magazines of this period, which suggest the intentions and achievements of a wide range of magazines. Often the precise date of a publication's last issue is difficult to pinpoint since a demise was sometimes gradual with publishers and editors hoping that funding and support would be forthcoming. Other difficulties in compiling the list rose from changes in title, format and publisher, causing problems in tracing final issues. Therefore, if exact dates are unavailable, the last holdings in the collections of the National Library of Canada are cited. Some prices are included but these fluctuated from year to year.

A first group of magazines from the 1970-1990 period are questionably children's periodicals. Their inclusion serves to show the need on the part of young readers to search out and find periodical material, and in turn the "adopted" magazine's ability to meet some of the interests of these younger readers. This category had been heralded by *Canadian high news*. This 16-page paper was directed at high school students up to age 17. However, many younger readers 12 to 14 years old enjoyed its look at teen life. There were 7 to 8 issues annually offering articles on school, current events, careers, education and holiday fun. Each issue was named thematically, for example, "Back to school," "College," "Modern living," "Christmas," "Careers," and "Graduation." It was started by Robert McMichael founder of the McMichael Art Collection, Kleinberg, Ontario. It continued from 1971-1978 as *Today's generation*.

Today's generation (1971-1978), a Toronto publication of *Canadian high news*, was aimed at teenagers but did enjoy a readership among younger children (ages 10 to 14). Its "hip" tone was reflected in current articles on popular music, fashion, travel, dating, careers and sports.

Teen generation (1978-) is a monthly non-fiction magazine for children ages 13 to 14. A continuation of *Today's generation*, *Saturday Night* acquired 51 percent of its shares in 1988. It contains short news items, horoscopes, interviews with stars and politicians. Other popular entries include an advice

column, reviews of movies and records, crafts, fashions and health columns. It encourages much reader input.

The beaver: Magazine of the North Hudson's Bay Company (1920-), considered "the magazine of the North," also appeals to a wide adopting readership from 8 to 14 years and older. Published in Winnipeg it contains articles on the Canadian Western frontier, Indian and Inuit life, the fur trade, exploration and animals. It is well illustrated by paintings and photographs.

A second group worth noting includes magazines which shone brightly for too short a time, for example, *Ahoy*, *Canadian children's magazine*, *Flabbergast*, and *Jam*. An alphabetical listing suggests their range and value.

Ahoy (1976-1985) was published by the Junior League of Halifax. It was a highly pictorial periodical written originally for the children of the Atlantic Provinces (ages 7 to 12). In its 1975 introductory issue Joan Waye, Editor in Chief, announced that the first 3 issues of *Ahoy* were a pilot project with approximately 6,000 copies printed for each of the three 1976 issues. These copies were distributed free to the Atlantic Province schools. By 1977 this popular quarterly magazine was available by subscription ($4.00 per year). Reader involvement was a key to its early success. Its editorial board had children as advisors. The brightly coloured cover featured art work by a child. Readers were encouraged to supply creative writing in the form of poems, letters, riddles and stories. Its Down East flavour was apparent throughout its 32 pages. Reflecting this coastal atmosphere, for example, in the Fall 1977 issue were such entries written for children as "Atlantic Derby," "Porcupine quills," and "Inventions from Atlantic Canada." Reviews of Canadian children's books encouraging children to use their local libraries appeared in "Bosun Bill's booklog." Feature stories by local writers such as Joyce Barkhouse appeared alongside these interesting non-fiction articles. A lively magazine with an emphasis on facts and learning, it encouraged participation from its readers through games, letters, projects and field trips. Missed by its many readers from across the country its demise was an unfortunate loss to Canadian children's periodical literature.

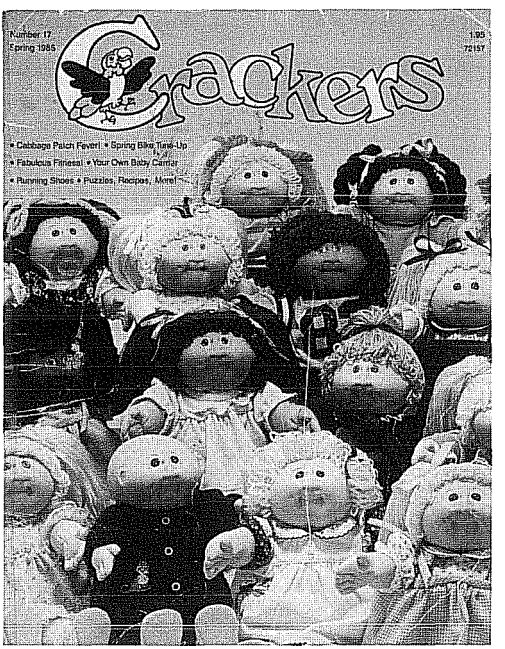
Arctic in colour (1972-1978?), was published by the Department of Information for the N.W.T., although not strictly for children, was widely used in the schools to fill a local need for information on the North and Native Peoples. At $2.00 for 3 issues this glossy, well-illustrated magazine featured excellent informative articles on the Arctic, its peoples, geography, nature and history. Written in highly literate prose it was well received by older children (ages 12 to 14) in a school setting. It included no fiction material.

Canadian children's magazine (1976-1979), was a 48-page quarterly from Western Canada. Editor Evelyn Samuel from Victoria, B.C., sought to provide a "non-violent publication with considerably more meat than children are generally supposed to enjoy." And this she did in the form of historical and cul-

tural entries. Articles thematically related focused the attention of its readers (7 to 12) on our heritage, current affairs and children who were special. Other contrasting pages featured crafts, hobbies, games and letters. This magazine called for a high level of reading ability. Illustration received less emphasis than the magazine's literary nature and its Canadian content.

Canadian illustrated news (1976-1977?), published in Langley, B.C., was considered to be "Canada's first and only non-fiction national history tabloid." Sold originally for 25 cents and later for 75 cents each this "tabloid" continued in part the work done by *Canadian treasure*. Again, Joyce Barkhouse was a regular contributor to this paper. Although geared to older children and even an adult audience it contained material children ages 12 to 14 loved to read, including illustrated historical accounts of Canadian disasters, outlaws, battles, massacres and ghost towns. Some brief biographies, tales of lost treasure, columns on hobbies and collectibles rounded out its entries.

Canadian newstime (1965-1968), was a 16-page weekly magazine appearing during the school year (September through June inclusive, except during holidays and term breaks). Considered a "scholastic magazine" it was directed at students in Grades 4, 5 and 6. It covered national and international news and issues in short, analytical articles. Its original emphasis was on Social Studies and English with the inclusion of original short stories, word games and crosswords. It grew to include science as a major component. Often articles on Canada's north and our Native Peoples were featured.



Canadian treasure (1973-1975), a quarterly periodical published in Langley, B.C., was directed at older children (ages 12 to 14). This 32-page glossy periodical was dedicated to Canadian treasure stories. Writers such as Joyce Barkhouse contributed stories of lost, sunken or buried treasure. It also included articles on regional history and collectibles. It was superseded in part by *Canadian illustrated news* in 1976.

Crackers (1981-1986) "cracked with fun." Published by Scholastic-TAB, it was initially highly Canadian in content. It was made available to Ontario school children for

$1.75 per issue or at a subscription rate of $9.95 for 5 issues. Elementary school children enjoyed fiction by well known authors, including Jean Little and Farley Mowat. Other entries included articles on nature, sports, history and celebrities punctuated with puzzles, games, quizzes, cartoons and letters from readers. Later issues contained more popular themes with some American emphasis. For example, the Spring 1985 issue with its attractive Cabbage Patch Doll cover-photo featured an interesting article on their amazing popularity. A lively, pictorial magazine for young readers.

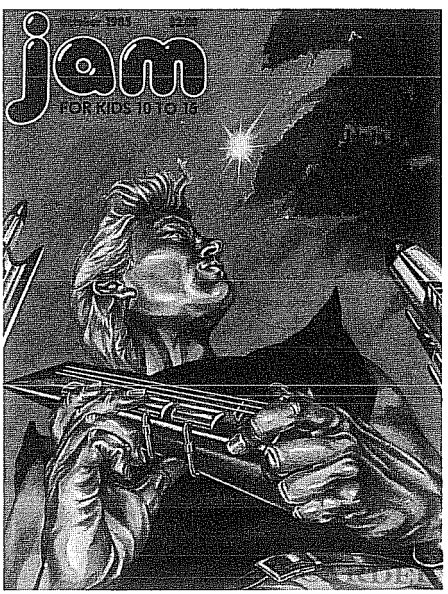
Flabbergast (1987-1988) was the English equivalent of its outstanding French Canadian Counter parent "Je me petit-débrouille." Introduced in September 1986 it was originally published in Ottawa by the Youth Science Foundation, a non-profit organization that encourages an appreciation and understanding of science in Canada's youth. Published 11 times per year for $14.00 per year it was aimed at 7 to 14-year-olds. Devoted to the enjoyment of science, the magazine was full of hands-on science activities, puzzles, cartoons, computer games and interesting profiles on career in science. It claimed, at its inception, to be the only science magazine for children that is entirely Canadian in content. First reviewed in *The Ottawa Citizen* in "Kids' books" by Joan Weller, it was praised for its lively approach to science, and its brightly coloured cartoon-like illustration: "Besides the serious information and spectacular results of its experiments the magazine has a healthy dose of fun". Unfortunately, due to financial cutbacks, the Foundation ceased publication of *Flabbergast* in November 1988.

Fur & feathers (1959-1986), The Toronto Humane Society's children's magazine was a quarterly periodical published by the Society's Kindness Club. It sold by annual subscription (50 cents yearly) or singly (10 cents each). The Kindness Club, formed by New Brunswick teachers and writers in 1957, attracted child-members from across Canada. Two years after its formation Dorothy Green of Ontario began publishing *Fur & feathers* and continued as its editor until 1984. Its message was kindness to animals, birds and people according to the philosophy of Albert Schweitzer, first honorary president. Its style was chatty and friendly. Children's poems and stories were published along with entries on pet care and conservation. By the summer of 1984, it was published by the Toronto Humane Society. Its contents continued to attract children (8 to 12) with articles on domestic and wild animals, children's original poetry and prose, puzzles and crosswords illustrated with black and white drawings and some photographs.

Jabberwocky: A Canadian quarterly for Canadian children (1973-1979), published in Toronto by Leslie Cowger, was a non-profit quarterly ($5.00 per year subscription) funded largely from an Ontario Arts Council grant. It welcomed manuscripts from Canadian authors and poets. It originally aimed to provide reading-aloud material for children ages 3 to 7 although older children could certainly read the stories, poems and plays. Many well known

Canadian authors' work appeared in *Jabberwocky*. For example, in the Fall 1975 issue stories by Karleen Bradford, Joan Clark and Joyce Barkhouse appeared along with drawings by Ann Powell. Early reviews were critical of its rather "uninviting format" since it lacked any coloured illustrations and "the design seemed to be controlled by the typewriter." However, it was a forerunner in periodical publications soliciting original manuscipts written for children.

Jam: Just about me/a magazine for pre-teen girls (1980-1985?), privately published in Toronto, first appeared in 1980. Its "teen" appeal was established by articles such as the following, offered in its debut issue: "An interview with Judy Blume," "The bedroom blues," "Making things," "All about roller skating." Initially criticized for being too consumer-oriented ("See how to get into T.V. commercials," "Racy roller-disco rags"), it did improve over the years adding articles of a more educational/entertaining nature including book reviews, sports features, interviews, etc. It filled a real void as an entertaining magazine for pre-teens and teens.



Jamwich (1980-1982), for 10 to 14-year-olds was published in Toronto with irregular frequency. A newsprint tabloid with photographs and black and white illustrations it was called "between-issues snack for *Jam* subscribers only." It included some short fiction entries, fashion news, an advice column, suggested activities and stories about Canadian celebrities. Some classified ads also appeared.

Magook (1977-1979) was considered an exciting and innovative publication when it made its first appearance in October, 1977. Half book, and half magazine (as its title denotes) every issue was comprised of a book (32 pages approximately) bound together in an attractive 5 1/2 inch by 8 1/2 inch paper format. It appeared in French under the same title. The "book" was simultaneously published in hardcover by McClelland & Stewart. It featured original writing and illustrations by such authors and artists as Ann Blades, Dennis Lee, Jan Andrews and Frank Newfeld. Critical acclaim focused primarily on

the "book" portion. The "mag" portion, containing biographical entries related to the author of the "book," some poems, activities and the Magook character comic strip, received mixed reviews. "Flawed," "insipid," "dreary" and "impersonal" were some adjectives applied to this section which overall lacked the stimulating variety and esoterica (letters, competitions, jokes, puzzles, etc.) closely associated with children's periodicals. Expensive ($1.95 each or $18.00 annual subscription), Magook failed despite much promotion and effort on the part of its many editors, especially Madeleine Kronby.

Mini-mouth magazine (1975-1976), was a short-lived (approximately 1 year) 16-page magazine written by and for children (ages 4 to 14) in Ottawa. All entries including stories, poems and recipes were handwritten (mistakes and all). It sold locally for 5 cents per issue.

Mountain standard time (1980-1984), published quarterly by Tree Frog Press in Edmonton, was for and by Alberta grades 4, 5 and 6 from the Alberta 75th Anniversary Commission. It was distributed by Alberta Education to its schools. The debut issue was written by adults but following editions consisted of children's submissions. Stories, biographies, drawings, games, etc., all were signed by child-creator with grade, school and teacher. It became known as *MST.*

Odyssey (1977), published in Ottawa in November 1977 made only one appearance although it was intended to be a bi-weekly tabloid. For children ages 6 and up it considered itself to be "a journey that will take you into the world of today, yesterday and tomorrow." Along with much advertising it contained stories, poems, cartoons, puzzles and trivia. It is not to be confused with the *American Odyssey*, a magazine of astronomy and space.

Pik: A Northern magazine for children (1972-1985), published bi-monthly by the Department of Education of the NWT, was distributed free to all primary grade students (ages 5 to 9) in the Territories' schools. Although not otherwise sold, sample copies were distributed to those working with minority group children in English and Inuktituk. Entries were mostly written by children. Exceptionally original and special, the 49-page magazine, illustrated mainly with black and white line drawings, featured stories, legends, book reviews, activities, poems and children's artwork.

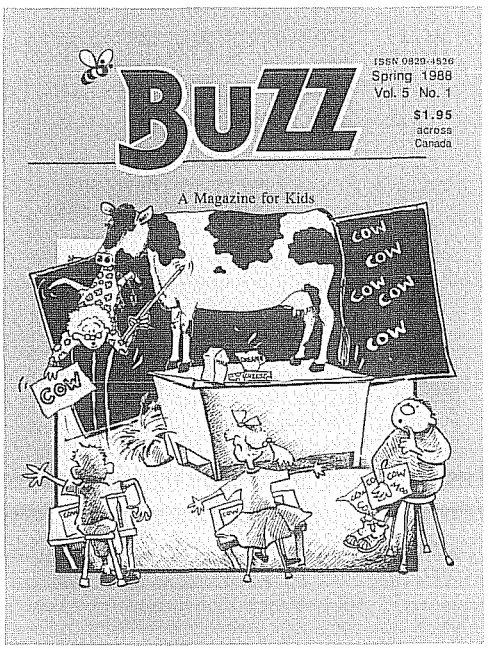
Raincoast (1979-?) was a small tabloid designed especially for children ages 8 to 12 living in British Columbia. Frequency was planned for 10 issues per year. It contained puzzles, games, folktale, short stories, crafts, nature studies and a special "write-in" section for its readers. Black and white drawings accompanied entries.

Small times (1977-1979) was a Toronto tabloid with irregular monthly appearances during its brief history. Considered by editor Patricia Farrell and later Fran Asselin to be "the children's newspaper" it was directed at children aged 8 to 14. It offered interviews, crafts, puzzles, and activities along with some contributions from readers.

Toronto kids (1978-1979) was a bi-monthly magazine expressly written, as its name clearly states, for Toronto children ages 8 to 12. It was published by Christopher Bedard through a non-profit corporation funded by a Canada Works Grant. The amateurish articles included interviews, activities, stories and book reviews.

The young naturalist (1959-1975), published by the Federation of Ontario Naturalists, was a glossy, well illustrated magazine for children 8 to 14 years. Non-fiction entries included articles on Canadian flora and fauna, camping, astronomy, crafts and nature activities. It is considered the precursor of *Owl*.

Finally, we should note magazines less well known than *Owl* and *Chickadee*, but still actively reaching out to children. Many of these are regional magazines, inexpensively printed and privately published, often featuring work by children for children. Such magazines as *Buzz*, *Chalk talk* and *Children's own* are recent publications illustrating this growing trend and need for magazines aimed at publishing children's creative writing and art.



Buzz (1984-), published by the Grey Bruce Arts Council, Owen Sound, Ontario, has an editorial committee of volunteers. The 28-page newsprint magazine is targeted at children aged 8 to 12 years. Its focus is on articles and events of regional interest. One of its aims is to foster children's creative writing by soliciting original stories and poems from readers. The magazine depends on local advertisements for support. It costs $6.00 per year (4 issues).

Chalk talk (1988-), written by children for children ages 5 to 14, hails from Sydney, B.C. A most recent magazine it aims "to encourage children to read and write by letting them see their work in print." Publisher Virginia Lee screens all submissions, setting some material aside for future issues or for special thematic issues. She herself creates some of the magazine's crossword puzzles and mazes. Printed on paper that is slightly higher quality than newsprint, the 24-page magazine, besides publishing children's own stories, poems and artwork, features a page

for parents including book reviews and non-fiction entries. To date, subscriptions cover Vancouver Island and the Gulf Islands and have expanded to cover all B.C., the Yukon, N.W.T. with some subscribers in Alberta and Ontario. 10 issues sell for $6.00.

Children's own: The newspaper for children (1986-), ($10.00 annual subscription for 10 issues) is a literary newspaper "devoted to encouraging creativity in children." Almost all entries are written by children. Jokes, riddles, trivia, poems, stories, art and book reviews are included. A Toronto calendar of events of interest, "Penpal circle" and "Open space" are regular features.

Sunrise express (1983-), aimed at students 12 years and up, is an expensive ($17.00 annual subscription for 10 issues) newsprint tabloid targeted at students. No fiction entries are included. Non-fiction articles are all educational in content including a teacher-parent insert.

All these lists exemplify a range of Canadian children's periodicals, reflecting the short life span of many and the future hopes of others.

Owl and *Chickadee* – survivors

Of current magazines, *OWL* and *Chickadee* deserve a special place in the field of quality English-language children's periodicals in Canada. They stand alone today as survivors, although they still must struggle to survive. In the words of co-founder Annabel Slaight: "The only reasons we're still here are we are non-profit and get support from many individuals, foundations, and corporations."

OWL is a most highly acclaimed and popular current magazine for children ages 9 to 12. Making its debut in January 1976 *OWL*, subtitled *The Canadian outdoor and wildlife magazine for children*, continued the work of *The young naturalist*. It started with a subscriber base of 7,000 children who formerly took *The young naturalist*. *OWL* is published by the Young Naturalist Foundation of Toronto. This non-profit foundation (YNF) was established in 1975 especially to publish Canadian magazines for children and carry on a number of other communication activities. *OWL* is dedicated to expanding children's knowledge of their environment and the world around them. It was founded in Toronto in 1976 by Mary Ann Brinkman and Annabel Slaight. Ms. Brinkman left the foundation in 1981 but is still on the Board of Directors. Over the years Annabel Slaight has pulled back from direct involvement to concentrate on diverse activities of the Foundation including films, books and television. Today Sylvia Funston is the Editor-in-Chief of both *OWL* and *Chickadee* and Dinah Hoyle is publisher.

On its debut in 1976 *OWL* received rave reviews. Selling at that time for $6.00 for 10 issues (today's cost is $17.00) it climbed from a circulation of 7,000 to almost 100,000 in 3 years. *OWL*'s stated objectives are to "encourage child-

ren to read for enjoyment and discovery; to help Canadian children learn more about their county and world; to stimulate children to enjoy, respect and conserve their natural environment, and to bring children the work of outstanding Canadian children and artists." Under the editorship of Annabel Slaight the magazine began its remarkable climb to success and popularity. Fulfilling its aims the magazine firmly established its high standard of criteria. Informative and fun the magazine through its scientific entries, full-colour illustrations and posters stimulated and continues today to stimulate the imagination and minds of young readers.

Today every issue of *OWL* includes, among other entries, the following popular, regular features: "Animal of the month," a full-colour centerfold poster plus background articles; "Hoot club news," readers' involvement page, including letters, questions, jokes, opinions, etc.; "Dr. Zed," tested experiments in physics, chemistry and biology, and "Mighty mites," a cartoon strip starring three "shrunken" children exploring unseen micro-worlds.

In 1979, *OWL*'s excellence was publicly recognized when it won the Most Outstanding Magazine Award for Editorial and Artistic Excellence. In the same year, The Young Naturalist Foundation launched *Chickadee*, a junior magazine for younger children ages 3 to 9 subtitled *The Canadian magazine for young children*. It sold for $7.00 for 10 issues (today's cost is $17.00).

Chickadee inherited its parent magazine's excellence. Bright, lively and informative the magazine offers well illustrated stories, activities, safe and simple experiments, puzzles, games, etc. Big, bright and beautiful animal photographs portray the "wild's most wondrous denizens" with accompanying facts for young readers. Like its parent magazine it too features regular entries today, such as the following: "Puzzles and fun," spelling games, join-the-dots, paint and draw, etc.; "Chickadee pull-outs," a colourful poster, a kite to make, a jigsaw puzzle to assemble, etc.; "Hoot," a page devoted to readers' contributions, such as drawings, jokes, photos, etc.; and, "Daisy dreamer," a fantasy comic strip starring a curious little girl magically transformed into a bird, animal or insect to better investigate the world around her.

By 1986, *OWL* and *Chickadee* combined had a circulation of nearly 200,000. *Owl* was now published in French (*Hibou*) and Italian *L'orsa*); *Chickadee* published in French (*Coulicou*) and Swedish (*Barnens magasin*). *Owl*, now subtitled *The discovery magazine for children* and *Chickadee, for young children from OWL*, had come of age. In 1986, Annabel Slaight, currently President of The Young Naturalist Foundation, launched an ambitious 10th birthday celebration for *OWL*. In keeping with *OWL*'s lively style it was a "Hoot-Hoot-Hooray" party. January's issue set the year's tone. It was a "bumper 10th birthday issue." For the first time *OWL*'s cover featured children's art. Inside, the number 10 was celebrated thematically with entries by science broadcaster Jay Ingram and anthropologist Margaret Visser. As well, the birthday issue contained a gift for its readers in the form of a 10th Birthday Calendar full of

"10" facts around the world. The calendar was made possible by the sponsorship of 14 Canadian corporations. This exemplifies the public and private support given both *Chickadee* and *OWL*.

Behind this successful celebration of Canada's two top magazines lay years of financial struggle. During the late 70s government funding, supportive subscribers, and aggressive sales promotions just managed to keep *OWL* aloft. Canada's small population and the inevitability that the loyal 9 to 12 year-old market will "outgrow" their subscriptions makes circulation growth a difficult and costly undertaking. Competitive subscription costs mean holding back in the promotion area. *OWL* survived a financial crisis in 1980 with the help of government grants, support from foundations and private donations.

OWL/TV was launched in 1985 and is a key "engine" for the magazine's growth. Newsstand sales have nearly tripled since the television show went on air, with a significant increase in American subscriptions.

The *OWL/Chickadee* experience has served to illustrate that Canadian children's magazines can survive and thrive to become world-class contenders if they are given time and a broader subscription range than the too-small Canadian market. These two magazines have inspired involvement and enquiry on the part of their readers. The support expressed in personal ownership of these magazines is their readers' way of saying "thank you."

Further public recognition of the two magazines' excellence is reflected in the many awards honouring them. The two earned 17 awards in one 3 year period alone, including *EDPRESS* Distinguished Achievement Awards and Parents Choice Gold Seal Awards. *OWL* and *Chickadee* (both English and French editions) have a circulation of 300,000 in Canada. Current readership in Italy, Sweden, France, the U.S., and the U.K. combine with Canada for a worldwide circulation of over 650,000. Theirs is a successful story of survival in the world of Canadian juvenile periodicals.

Treasures found in this historical overview rightfully deserve their place in the history of Canadian English-language juvenile periodicals. From *The snow drop* came seeds for a rich harvest over the years. But the way to survival has been a difficult one. The harvest was good but too short-lived. Lost are the many different kinds of magazines, offering children a variety of materials. Lost are such fine quality magazines as *Ahoy*, *Canadian children's magazine*, *Crackers*, *fur and feathers* and *JAM*. The broad kaleidoscopic view of life as seen through these magazines has disappeared. Only *OWL* remains as the first children's magazine in Canada to span two decades. Magazines in the past often fulfilled a special mandate but expanded beyond their mandate to offer our children much more that they wanted and needed.

We owe much to *The snow drop*, that "nosegay of treasured thoughts," and to other magazines of the past. Children's periodicals have played and hope-

fully will continue to play an important role in shaping our children's intellectual and cultural life into the 1990s and the next century.

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