

How NOT TO DO IT.—Since we commenced to publish this journal we have been in the habit of sending out every month a number of copies to medical men in different parts of the Dominion who are not yet subscribers, enclosing a note requesting them to send their names, or if they do not desire to subscribe to be kind enough to return the numbers thus sent. In this way we have largely extended our circulation, although at considerable expense. There are always some of course who do not wish to subscribe, some who are taking as many journals already as they have time to read, some who cannot afford a luxury of this kind, while there are others who do not subscribe to any journal, who do not read any new medical works or journals, and do not wish to, who have still a plethora of knowledge on hand since their school-boy days, and do not require any new ideas; others who look upon the paltry amount of the subscription as more than they care to pay for anything of the sort, who look upon the profession solely as a means of making money, and console themselves by saying, "We have got along very well before journals were published and we can do so still." From each of these classes we occasionally receive a copy returned and marked "refused." We immediately draw a black line through the name which means that the journal is not to be sent again. Occasionally, we receive a characteristic notice of refusal. One of these is now before us and has suggested this paragraph. The wrapper is torn off which shows that it has been opened and read, and yet it is neither the first nor second copy the party has received, because both these contain a note *pasted* on the title-page, on which the name of the party is written. It is carefully wrapped up in white paper, and stamped with red sealing wax in three places, and addressed to the editor; but there is not a solitary word or letter from the party returning it by which it may be identified. There is not even a post mark, and if there were it would be of little use for we frequently send two or more to the same Post Office. We have therefore no means of knowing from whom it came. This has occurred on several occasions, and we would feel obliged if parties returning the *Lancet* in future, would be kind enough to enclose their names so that we may know by whom it is returned.

We would also take this opportunity of referring to the