

procure without importunity, and more exactitude in paying their small yearly sum. Instead of this cheap publication I have been compelled to reduce it to the usual rate, giving only a volume of 212 pages and 12 figures for two dollars; and yet by the lack of punctuality in subscribers, extra expenses of postages, &c. I have been a loser by my endeavours to produce a useful work.

Under these circumstances I am admonished after two years of exertions and expences to conclude this small undertaking, and close the volume, furnishing a title page and index thereto. The whole however will be found to be an original work containing many new facts and views. But, as I never despair of ultimate success, and must always be useful and active, I propose to begin in 1834 another periodical under a more suitable plan.

Meantime I have had the pleasure to perceive that my former plan of dollar magazines and journals, nay even five dollar dailies, has been successfully introduced both in America and Europe since

1827. We have now a crowd of popular journals or weekly periodicals, at one dollar per annum or one penny by the number, and even one cent a piece in France! Such European journals have great circulation and combine science with utility. Here ours are paltry imitations, but suit the taste of readers by furnishing them with vapid trash and copied fiction, instead of science, truth and original essays.

Whereas my Atlantic Journal was too learned for these readers and chiefly patronized by enlightened or learned men, I propose in my future works to write chiefly for them, and to imitate the English plan of making learning dear and exclusive, since the public will have it so: since they prefer paying 800 dollars for a splendid book on Birds to one dollar for a work of 400 pages containing as many facts and discoveries. Thus I offer for sale the illustration of 33 years travels and researches, by 3000 figures for \$1000, an unique manuscript work. Also my *Autikon Botanikon* of 2500 plants, unique copy for \$500.

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