

in the field, but must rely on the assistance voluntarily given us by *Inspectors and Teachers*, all of whom should be sufficiently interested, and many of whom are, to speak a good word for our magazine on every occasion upon which opportunity offers. *Inspectors* can do a great deal to extend our circulation by making it a part of their work at every school to recommend the *COMPANION AND TEACHER* to both trustees and teacher. There are hundreds of teachers even in Ontario who have not yet seen it or heard of its existence, and without the aid of *Inspectors* we will find it very difficult to reach these. We are glad to be able to say that *Inspectors* are beginning to wake up on this subject, and having satisfied themselves on the character and stability of our magazine, have commenced to work up its circulation. One has sent in 47 names within three months, and others who have yet done nothing have written their approval of our work, and promised to recommend it to all. Every teacher who is alive to the importance of his work will not only subscribe for a good home educational journal, but will use his endeavors to extend its circulation by inducing his friends and trustees to subscribe; and we venture to assert that those who thus manifest their interest in the cause of education will receive the approval and support of those whom he induces to subscribe for a magazine in every way so worthy of their commendation. Our readers will pardon us for speaking thus freely of the merits of our magazine, since we but reflect the sentiments expressed by so many hundreds when they sent in subscriptions. We want all to understand that we are in earnest when we agree to enlarge in November, for we know that if our conditions are met, and our list is doubled by that time, we can in a few months thereafter add 2,000 more subscribers to the list. How many of our readers are sufficiently interested in the support of a spicily educational magazine of their own, to give it the assistance it requires to complete the improvements contemplated? We shall see. Meantime, dear reader, what are *you* doing for us?

THE NEW YORK SLATE PAINT CO., whose advertisement has appeared in our magazine, as well as nearly all the leading papers in Canada and the United States, are swindlers. We believe that other publishers will agree with us that if Geo. P. Rowell & Co., of New York, who claim to be the printers' and publishers' champion and protector, had exposed them at an earlier date, they would have shown themselves much more worthy of the patronage they seek at our hands. It may not be their business to enquire whether every advertiser is sound and reliable, but when a firm doing business in their own city sees fit to insert advertisements in a thousand papers throughout the country, and for which advertisements they never intended to pay, we hold that G. P. Rowell & Co. owed it to their patrons to say that they were not reliable. Instead of this, after hundreds of publishers have been swindled, they vouchsafe a little second-hand information to the effect that "one of the victims of the Co.,— has been looking up the standing of the firm, and claims that their whole assets would make a five-dollar bill blush." As for ourselves, we were induced to insert the advertisement from the fact that so many respectable journals had done so, and still do so; but, hereafter, we shall judge and act for ourselves, and may be able to say at some future day that the "N. Y.

Slate Paint Co." has put money in our pocket. In the meantime, when we want news pertaining to the craft, we shall search for it in the columns of the "Printers' Miscellany," St. John, N. B., or the "Dominion Stereotyper," Brockville, Ont., both of which are creditable and reliable journals, and though only in their first year, have already secured extensive circulations and a good business connection in the United States as well as in Canada.

A RAID ON TRUSTEES.—We want to circulate the *COMPANION AND TEACHER* more largely among trustees, and to accomplish this end we make the following offer to teachers:—We will send a chromo, "Maggoire," "Lucerne," or "Isola Bella," to any teacher who will send us the names of their three trustees and \$1.50 for the C. AND T. six months on trial, the chromo to be framed and hung up in the school. This is an opportunity few trustees will refuse to accept, as by paying 50 cents he secures our magazine for six months and helps to procure for the school a handsome chromo. If any trustees decline to subscribe teachers may substitute for their names that of any other parent in the section. If preferred, we will receive the subscriptions of the three trustees (without chromo) for six months, for one dollar—or only 33 cents each—it being understood that this is for a trial trip only, and that the offer will not be repeated. If more than one club can be got up in any section, the orders will be filled by us at the same rate and on the same conditions as above. Roll in the names of the "territorial rulers."

TO CITY SUBSCRIBERS.—We have several hundred subscribers in this city, some of whose subscriptions expire with this number. To many of these we know our paper is not so interesting as when a year ago only fire-side matter was published, but we hope to retain the majority on our list, particularly as we can afford to make them a more liberal offer than we could afford to our subscribers generally. We will receive their subscriptions for six months, to complete the present volume, and will give them besides either of the chromos "Maggoire," "Lucerne," or "Isola Bella," for \$1. This we can do because we will not have mailing expenses to pay on their premiums, and because, in addition to this, we in most cases realize a small profit from the framing of their premiums. Subscriptions will not be solicited by a personal canvass, but those finding this item marked will please understand that their time is out, and that if they want to continue they must call at our office and renew.

THE BEST MEDIUM.—"We find the *COMPANION AND TEACHER* the best medium for advertising, and will continue our advertisement." So says the "Teachers' Supply Bureau," Baltimore, Ont., who are doing an extensive and constantly increasing mailing business with teachers. We can give them a hearty commendation, the "Arithmetic" they advertise being a first-class article, and one which can only be secured through them. The *Ontario Gun Agency* says, "Having had good returns from our last advertisement, we will give you two for your next issue." Advertisers who have the right class of goods to dispose of will find our readers an intelligent class of purchasers.