

"Princess Pat's Post."

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EDITORIAL SANCTUM.

To our Readers.

One of the greatest difficulties that an Editor of a Magazine is 'up against' every month is a suitable subject to discuss in his editorials, and this fact is more true of a magazine like *Pat's Post* than of the majority of those published. This may seem, to many of our readers, to be rather a strong statement to make, but just consider for a moment exactly what the position really is. Other magazines are run, more or less, along certain lines, and their readers look for editorials that treat of subjects that come within the scope of these lines, and patronise that particular periodical that appeals to them most.

With *Pat's Post* it is a very different affair—we have to write to please all, or nearly all to whom we cater, and as our circulation is, at the present moment, only in four figures, we must, perforce, produce the goods to please everybody. When we can boast of getting near the "million" mark, we will find our range of subjects very much enlarged, and then we can act accordingly.

Anyhow, what's an Editorial worth; and how many people read it? And if you, supposing you do honour the Editor by reading his effusion, would care for his opinions on, say, Discipline, or some such kindred subject? Anyway, the Censor's opinion might clash with that of the Editor,—and then there would be trouble.

A discussion on things "sanitary" would, no doubt, appeal to a few, but to the majority of our readers it would not. The "War," past, present and future—what should have been done in the past—what we should be doing in the present—and what we most certainly should do in the future—a great subject without limitations, but—dangerous, very!

Seeing what we are up against, and recognizing the many dangers, like wire entanglements, that strew the Editorial path, we will sink the Editorial, for the present at any rate, and chat about—any old thing.

What did you think of the July *Post*? You will hardly believe it, but, though there were less number of pages than in the June number, there was more reading matter. In fact, the general opinion is that it is the best yet. And the added advertisements don't spoil the appearance of the paper. Do they?

Between ourselves a few more "ads." would spell more illustrations and more stories. Just drop us a line and let us know what you think about it. Just remember that *Pat's Post* is as much your magazine as ours, and in your hands lies its future destiny.

By the way, before I leave July and touch on August, Mme. Laura Lemon's tuneful song, "March On, O Mighty Empire" caught on like wild fire, and we are presenting "Mighty Dominion," by the same well-known composer, as a supplement, to the first thousand purchasers of the present month's number. This song, which is well known all over Canada, was sung, with full orchestral accompaniment, at the Sackville Hotel on France's Day, and was much applauded.

Pat's Post is indeed fortunate in its contributors. For this month we have two or three poetic gems from the pen of a well-known writer, now living in Bexhill, Mrs. Howard Watson, who writes