



Patriots All, Here's Food For Thought!

IF YOU have a son who is eight, ten, twelve years old—we want to talk to you about him. If you haven't—we want to talk to you anyway on a matter that affects *you*. But let's suppose you have a young son.

When he came into the world, say, ten years ago, and the responsibilities of his existence were placed upon you, you determined he should have his chance in life, didn't you? It rested with you to give him that chance. You helped him, as he developed, encouraged him, removed obstacles from his path. Your assistance was, for him, the impetus to greater endeavour, the greatest influence in the shaping of his young life. He tried hard, with one aspiration—to become a red-blooded, healthy man, a source of pride to you and to his country. He is, in fact, trying now! He hopes to take his place among the big men of his day. He hopes to do his share in moulding the national life of his country, in working out the destiny of this Canada of ours. And you are proud of him!

But difficulties arise! It is not so easy now, to help him as it was six or eight years ago. Then the family purse could be stretched. To-day, the seams have burst and the strings have slipped. The war, labour troubles, many things seem to be to blame. Rents are higher, taxes are higher. The money you once willingly spent on the boy must now be diverted to other channels of expenditure.

There seems but one thing to do! Take from him the help you promised. Dispel all his illusions about being a power in the world. In fact, tell him that not only must you deny him assistance, but you must call upon him either to help you carry your increased financial burdens or—

After all, that is the natural course.

You protest? It isn't? Economize elsewhere, where it will be less felt? You can't deny him the right to progress, to improve himself when he has worked so hard to push onward and upward—when you encouraged him to put the only asset he had—his youth's strength—into the struggle?

If that's the stand you take—the stand we expected any Canadian woman to take—then you'll be interested in and agree with us upon a similar matter.

A FEW years ago, the Government very wisely decided that if Canada was to have a national literature, if the schools and colleges were to be aided in the educating of the Canadian people, some encouragement in the way of assistance should be given the magazines of this country. So the Government lowered the postage rate on periodicals and newspapers from $\frac{1}{2}$ c to $\frac{1}{4}$ c a pound. The effect was twofold. Not only did the magazines take on a new lease of life—improve the material they published, and provide generally, better educational and more

highly moral literature, but for the first time in years, the Post Office Department showed a surplus and was in a position to give to postal officials salary increases which were highly justifiable.

Feeling that the Government was co-operating, magazine publishers invested large sums of money in the improvement of their publications. Most of these were but in their infancy. They are now but in their youth. They have everything at stake. They have plunged vast sums of money into their work with a common goal—the establishing of a national literature, just as the American magazines have established theirs, and even now are fast shaping ours, for us. Must we let them continue unopposed?

Now, there is a Bill before the House of Commons, proposing drastic changes in the Post Office Act, proposing an increased mailing rate for magazines, from $\frac{1}{4}$ c a pound to 1c a pound in 1921 and $1\frac{1}{2}$ c a pound in 1922—an increase of 300 per cent. the first year and 500 per cent. the second year. Let us bring this nearer home. A similar increase on letter mail would raise the minimum rate for letters from 3c to 12c in 1921 and to 18c in 1922. How many letters a week would you write at that cost? We wonder.

One reason given for this proposed increase is that railways have asked a higher rate for carrying mail matter. We understand, however, that this increase is not to be more than 100 per cent.

Magazine publishers wouldn't mind financing that 100 per cent. increase. This is an age of increases and while 100 per cent. seems high, they would even consider it fair. But from 300 to 500 per cent! Would the general public stand that on letter mail? Again we wonder!

IS IT fair, we ask you, to cut Canada's national literature off in its youth? Is it reasonable, after encouraging publishers by first reducing the rate, to reverse the policy, suddenly, just when Canadian magazines find it so necessary to spread a true Canadianism, to counteract the Americanizing influence of the deluge of U. S. literature that is allowed to enter Canada, just when they have invested so much money in their enterprises?

This policy, if pursued, will cripple many worthy publications, will seriously retard Canada's development in literature, agriculture, home economics, trade, manufacturing, medicine, engineering and science by restricting the spread of information.

We are asking you to help us by filling in and mailing to us the coupon appearing on this page. This will result in a lasting good to thousands who, perhaps, unlike you, may not be able to afford increased magazine rates, and to whom the loss of magazines may mean deprivation of sorely needed diversion, and, what is more essential, loss of education in Canadian ideals and Canadian thought.

Show us you are with us, by mailing this page to us TO-DAY.

Fill in this Coupon and clip the whole page, mailing it to

The Protest Editor, EVERYWOMAN'S WORLD,
259 Spadina Ave., Toronto, Ont.

To..... Date.....

M.P. for.....
(Name of Constituency) (Province)

Dear Sir: I desire to endorse strongly the sentiments expressed above, and put myself on record as being against any increase of postal rates for Canadian magazines above 100%, and particularly against the zone system, and as one of the electors of this constituency, call upon you to use your influence to prevent any such measure being enforced.

Name.....

Address.....

Husband's Signature.....
(In Ink)

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