

that the magazine be readable by the greatest possible number of subscribers. He tries to balance his subjects, so that there are no superabundance dealing with any one order. Most amateurs are interested in the Lepidoptera, but papers on this order containing new material are very scarce. The greatest number of students are collectors of the Coleoptera, but it takes a year to prepare a synoptic table of beetles which the reader disposes of in ten minutes. The additions to the sum total of human knowledge are more in the lesser known orders, Diptera, Hymenoptera and the minor ones. Of all these there are few amateurs to read. So, in the effort to please as many as possible, one succeeds in pleasing almost no one.

On this particular editor's desk there have lain letters from well over a thousand entomologists or collectors of insects. Less than one per cent. contain praise of some article. Fifteen per cent. come from professional entomologists, most of them demurring against further subscription. The leading authority on grasshoppers does not subscribe, because the few grasshopper papers are sent to him anyway by the friendly authors, and he does not wish to burden his bookshelves with matter concerning crickets or roaches. The economic entomologists are too intent on their own useful observation of some pest to read anything whatever, much less identify a species. They send to Washington to have that done. Eighty per cent. of the letters on the editor's desk are from amateurs. There are many of them, if only there was a way to reach and talk with them. In 1823 a list of butterfly collectors in Great Britain contained 18,000 names. Here in North America a popular, rather expensive, highly illustrated butterfly book has reached a sale of something like 90,000 copies. A few per cent. of these readers have come in contact with some entomological magazine. The burden of their speech is pretty much the same throughout. The Canadian Entomologist, the Brooklyn Bulletin, and all the rest, are too far above their heads, too technical, too hard to understand, containing too little to help them identify the species they have caught.

One cannot read without having learned the alphabet. How many of our collectors have more than a single book to teach