

is that the Republic owes it to its self-respect to join the Allies.

It is given welcome in these pages, not because it is desired vicariously to address remonstrance to our great neighbor, but because this is a place in which all sincerely held views for the triumph of democracy are welcomed.

It is well for the dwellers in the Republic to know the minds of their brethren who stay with us, and who understand how harmonious, in fundamentals, Britannic and American principles are.

There is, of course, no idea of running to Uncle Sam for help, after the manner of an apprehensive old party, whose task is greater than his will, in what the "Mail and Empire" says. Its criticism of President Wilson and Mr. Bryan does not discount materially its obviously sincere regard for the dignity of the United States.

The articles of J. B. Thane and "Civilis" are intended to provoke constructive thinking about Canadian responsibility towards the United States' position. The idea that Canada is the trustee for the Allies in the Western Hemisphere will bear much meditation, and much action.

THE MONEY SIDE.

THE Canadian War isn't a begging institution; but it cannot exist on the contemplations of those who write it, for no periodical can live on ideas alone. Ideas have to be put on paper, and paper costs money.

Lord Northcliffe, who has made the house of Harmsworth the largest publishing business in the world, delights to tell that the first day on which, as editor and general manager of "Answers," he sat at the receipt of custom, he received sixpence halfpenny. We can beat that.

Before a copy was issued there came a blue card with a twenty-five cent piece

stuck to it—an order for five single copies, from a newspaper man. When such an one offers to pay for a paper, and wants more than one copy, there is something ominous somewhere.

The twenty-five cents was the right sort of omen. An advance copy had been handed to a quiet little fellow who is interested in this sort of thing, and he seems to have passed it over to a friend; for an hour after the arrival of the twenty-five cents, a real subscription of fifty cents for ten numbers was delivered in good coin of the realm.

Next morning more dew fell upon the office. A certain lady, who lives plainly in a high educational world; and who had also seen an advance copy, sent a cheque for three dollars—two subscriptions for friends in the United States, and four for her use at home.

That afternoon an American, on whom also the experiment had been tried, sent a request for two hundred and fifty copies for distribution. He had been forestalled by the secretary of a Women's Canadian Club, who ordered a hundred copies. But even she was not the first, for a banker from Winnipeg had already asked for a supply with which to interest his friends. The colonel of a regiment in Quebec sent for copies to go to his officers—and that was the way things started.

Lord Northcliffe's sixpence halfpenny grew till The Times became a mere incident in the growing. The twenty-five cents stuck on the blue card does not promise that sort of expansion. For The Canadian War is published to render service and not to make money. It needs the money to render the service.

Nothing is easier than to be glad to have stimulating reading, and to assume that somebody else will look after a continued supply. The urgency for you, therefore—you have said to yourself that this Canadian War is a good thing and ought to be largely supported—the urgency for you is to send