

most men are not entitled either to "Esq." or "Mr." and that plain "John Brown" is all that a person of that name can expect in address—written or oral.

To drop the "Mr" entirely, as is the custom among members of certain social clubs, may be an evidence of friendliness and good fellowship. But as a matter of courtesy, in addressing correspondence in social communications generally, every man is equally due the "Mr."

In regard to mailed matter there is one sufficient reason for retaining the use of a prefix in every case. It often happens that initials only are known or used for the christian name, and not infrequently the same letters may represent not only the names of different members in a family (or an apartment block) but members of different sex.

Business By Telephone and Call

Most folk realize that the modern telephone, with all its convenience, is at times, not an unmixed blessing. It saves many a letter and call, no doubt, but a question may be raised as to how far business by 'phone should be allowed to take precedence of business by call, when a caller is present.

Much must depend on the individual's training in business and courtesy, but nowadays, when the phone is used so freely, it is only fair to ask a busy man if he is engaged with a caller before one enters into a detailed conversation by telephone.

On the other hand it is just as impolite to keep a caller in one's office waiting while a long impromptu conference takes place by telephone as it would be for the business man in the office to turn aside from a first to a second caller without excuse or apology.

Are You Helping to "Americanize" Canada?

We hope our readers have noticed the article in "MacLean's Magazine" entitled "Why Reverse a Patriotic Policy?" After referring in detail to the proposed increase in postal rates affecting Canadian publications, that well-reasoned article goes on to say:

Is there any reason why the Government should reverse the wise policy adopted years ago of encouraging distribution of Canadian reading matter? On the contrary, the need is greater than ever. Of late years the public of both Canada and the United States has become, in a sense, magazine mad. People read a dozen magazines today where formerly they read one or two. There are a score of magazines published in the United States today for every one put out when the Canadian Government set the present postal rate. They come over the line by the million—good, bad and indifferent—and the people of Canada are becoming literally imbued with American ideas and American information, because of their daily diet of American reading matter. Not only do we stand in danger of denationalization, because so much of our literary fare is imported, but we may become Americanized. This is not intended to mean that there is anything especially wrong or sinister or undesirable about American ideas, or that it is dangerous to acquire them. It is simply that we prefer to have an individuality of our own, to create our own ideals, to know most about our own country and people. We desire to remain Canadian.

So, the Government should recognize that the need is greater today than ever before. If it was wise to give Canadian publishers the advantage of a reasonable postal rate years ago, it is wiser still today to continue it. If the movement in trade and sentiment and thought is to be kept travelling East and West instead of following the lines of least resistance, and running North and South, the need for national publications must be recognized....

To all of which patriotic Western Canadians will subscribe. Success to your enterprise and efforts, MacLean's, on behalf of our common—yet so uncommon!—Canada!



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