

CANADA:

A Monthly Magazine for Canadians at Home and Abroad.

EDITED BY

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Terms.

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EDITORIAL NOTES.

WE have held nearly all our subscribers of last year; very few have discontinued. There has been also a very encouraging growth in our subscription list since the beginning of the year. We are doing all we can to make the magazine indispensable to the cultured and patriotic as well as attractive to Canadians of all classes. To our literary friends who have given us so much valuable help without remuneration from the start, and without whom the enterprise must have been an utter failure before this, we cannot be sufficiently thankful. We hope yet to see CANADA in a position to pay its contributors a fair amount for their labour, which has been and must be for some time a labour of love. It will take, however, a long pull, a strong pull, and a pull all together, to put the magazine on a firm and remunerative basis. We offer our friends, in the way of premiums and

cash commissions, every possible inducement to help us increase the circulation.

Those of our readers who subscribe for several periodicals should take advantage of our clubbing list. It is only a partial list, but we can quote reduced prices for almost all the leading newspapers and magazines. If you send a list of what you want, we shall be glad to quote you prices which will save you more than the cost of CANADA for a year. We purpose making our clubbing franchise a permanent institution in connection with the magazine. It will pay you and your friends to be with us always.

ADVERTISING is both a science and an art. A great deal of money is thrown away in advertising, and a great deal of money is made by it. To give an advertisement a fair chance, you should have something worth buying to offer; then your advertisement should be well printed, properly displayed, should occupy a position which insures its being seen, should be placed in a medium which contains valuable and interesting reading matter, which is likely to be read by many more than those who subscribe for it. Large circulations and cut prices are the Seylla and Charybdis of advertising; you may be wrecked upon either. CANADA is a good medium; there are few, if any, better in the Maritime Provinces. One of our Halifax advertisers says, "The very best value for the money of any paper I advertise in, and I advertise in quite a large number."

ALEXANDER MACKENZIE has lived, and leaves, as few men have done, a political record on which is neither spot nor stain. The great Liberal leader did not remain with us long after the great Conservative leader had left us. Mr. Mackenzie was possessed of fine abilities, a keen insight, high integrity, great intensity of purpose and indomitable energy. His vision was keen rather than broad. He was an efficient public officer; we do not think posterity will accord him the genius of a great statesman. His own followers evidently did not regard him as such, since they deposed him from the position of leader, and preferred one who was perhaps still less fitted for the post. If Mr. Blake's theorising and Mr. Mackenzie's hard common sense could have been combined in one person, he would have made an admirable leader. The memory of such men as Mr. Mackenzie ought to do more to purify the political atmosphere of our country than anything else; more a great deal than the rancorous attacks of the party press.

By the Redistribution Bill introduced into Parliament by Sir John Thomson, the Maritime Provinces lose four members. Queens and Shelburne counties in Nova Scotia, are united; one member is taken from St. John city and county, and Queens and Sunbury counties in New Brunswick make one electoral district; while Prince Edward Island is divided into five districts: West Prince, East Prince, West Queens, East Queens, and Kings.

WE would draw the attention of subscribers residing in the country to the very liberal offers made on page 112. We make these offers with the hope of very largely increasing our circulation among the farmers. CANADA for one year with the *Medical Adviser*, and the *American Farmer*, all three for one dollar, is the most liberal offer ever made in these provinces. If any of our young friends in the country are willing to do some canvassing, making use of this wonderful offer, we will make it worth their while. Let them write us for terms to agents.

A PAMPHLET has been published in London, England, from the pen of Earl Grey, entitled "The Commercial Policy of the British Colonies and the McKinley Tariff." It is dedicated "To the people of the Dominion of Canada."

The author takes the position that commercial union with the United States would be incompatible with Canada's political independence. He holds that annexation would deprive the Dominion of its importance among the nations of the world, and would make her only one among a number of loosely connected and uninfluential states. His solution of the economic problem is free trade for Canada, with a customs excise to meet the expenses of government. He thinks that under such a policy Canada would prosper wonderfully, while the United States would lose ground, and that the latter would be compelled before long to repeal the McKinley bill, at any rate so far as the Dominion is concerned. We take our outline of the position of this pamphlet from the *Montreal Daily Witness*.

WE are indebted to the *Witness* as well for the following reminiscence of Mr. E. E. Sheppard's European trip. Mr. Sheppard says:—

"In a railway coach I had as a fellow passenger a Roumanian merchant, who spoke English very well and was fond of asking questions. When I found out he was from one of the Balkan Provinces, I pitied him as a down-trodden citizen of a semi-civilized State, for Western people cannot conceive that Serbia and Bulgaria and Roumania are anything more than a