

circumstances. We have now, however, given our readers an evidence of what we are going to do for them, and we believe we are justified in asking our friends to help us *at once* to circulate the COMPANION AND TEACHER more widely than it is now circulated. With our present subscription list of 1,500 we have no reason to be ashamed; but what are 1,500 teachers out of the 6,000 now teaching in Ontario; and what are those to the total number engaged in Canada? Add to those, say three (trustees or others), in every school section, and it will be seen that about 50,000 would be our circulation if only those who are *directly* interested in education in Canada became subscribers. But are they the only ones who would derive benefit from reading our magazine? Would not the cause of education be advanced if teachers would endeavor to induce parents and guardians to subscribe for an educational journal? Most people now take a political and a religious paper, and should the other be neglected? Can our teachers expect the people to be deeply interested in a subject about which they do not read much and know less?

These and a thousand other thoughts we would like our readers to consider, and if they agree with us, and believe that the COMPANION AND TEACHER is worthy of a recommendation, we ask them to act accordingly, and assure them that the bread thus cast upon the waters will return to them after many days; for much good will assuredly follow a more general introduction of our magazine in the homes of the people. Inspectors can do a great deal, as some have already done, by informing the younger teachers of the existence of the COMPANION AND TEACHER, and advising them to subscribe. We are going to make our paper such an one that no teacher can afford to do without it. It has taken us months to make the arrangements that are now almost complete. Each of our departments will be in the hands of a special Editor, each of whom will strive to make his department the most interesting and useful. At the low price of \$1 per annum our profits are so small that we can only make it pay by securing a large circulation. We have now only to add that we want 1,500 more subscribers, and that if, through the exertions of our friends, they are forthcoming before the close of the present volume, we will begin the next by introducing further improvements and enlarging—though to what extent we leave our readers to say. As this is a matter that is personal to all, we trust the remarks we have now made will be the only call we will require to make for assistance from our readers. Each can do something; how many will do it?

AN OPINION.—The following, from a subscriber who, before receiving the first number of the COMPANION AND TEACHER, had obtained several names to form a club for the same, but who, after its receipt, returned the subscribers their money because the number did not come up to his expectations, will speak for itself:—

"As you have acknowledged, the first number contained too little educational matter, and too much light reading. File up the items—all you can get such as you had in the February number. Clean from reports of Board Meetings little interesting facts wherever you can get them, and I guarantee every one of them will be eagerly devoured by teachers. I am exceedingly anxious that you should make the TEACHER a success, as I have all along considered it ahead of the *Journal of Education* as essentially a teacher's magazine. I

have two papers * * * * to either of which you are welcome if you think them worth publishing."

We feel assured that our correspondent, as well as all our readers, will be pleased with the improvement in this number. The ball is rolling now.

AN ADVERSE CRITICISM.—Among the hundreds of complimentary notices that have been given by the press to the COMPANION AND TEACHER since its introduction, only one unfavorable criticism has been given, and that by the *Montreal Witness*, as follows:—"Our Home Companion and Canadian Teacher (London, Ont.) offers chromos and very fine crayons as premiums to subscribers. The magazine itself is of no great importance, but many will take it for the sake of the pictures." We thank our critics quite as much for their opinion of our magazine as of our premiums, because while the latter is unprejudiced, the former cannot be considered so, since the publishers of the *Witness* also publish the *New Dominion Monthly*, a rival magazine whose success has been so limited that the publishers are naturally jealous when a magazine of "no great importance" like ours steps into the field and at once becomes popular. We want "a fair field and no favor," and are willing to allow the COMPANION AND TEACHER to stand or fall according to its own merits as judged by its readers. Guess the *Witness* did not read it.

IRREGULAR DELIVERY.—While we have confessed our inability to issue the last few numbers of the COMPANION AND TEACHER in time, and gave our reasons for this in our last number, we do not care to be blamed for more than we deserve. For some reason or another some of our subscribers have failed to receive the February number, and in a few cases the January number was not received. About 30 or 40 complaints have been received about the non-arrival of the last number. The fault, however, has not been ours, for every number has been mailed to every subscriber on our books. We have reason to suspect irregularity in at least one office, and have taken the necessary steps to ensure prompt delivery hereafter.

OUR NEXT NUMBER.—By the time this number reaches our readers our next will be in the printer's hands. In this way alone can we get back to our usual time for publication, our arrangements for printing being such that we cannot command enough hands to hurry it out at any other time of the month than from the 20th to 25th. Hereafter our readers may expect their numbers during the first week of each month.

\$1 PER ANNUM.—After the first of April no premium will be given with the COMPANION AND TEACHER at this price. If a crayon or chromo is wanted, send the amount named in another column. We take this action because the majority of our subscribers want our magazine without any premium. The *Montreal Witness* may take a note of this.

LATE.—We regret that we are compelled to go to press this month without our accustomed piece of music, which, for some unknown reason, has not come to hand. We hope the omission will not occur again.

DON'T FORGET IT.—A liberal support and a reasonable addition to our subscription list will enable us to complete arrangements for further improvements with the opening of our next volume