

sufficiently to the public view. I feel sure that the great majority of your readers, probably the whole of them, if called upon, would say, "Go on with the magazine." Well, but it is one thing to say, go on, and another thing actually to do the work. For besides the literary matter to be provided, either by the Editor, or by the contributors, (of whom you tell us truly, that they have been too few hitherto,) there is the important item of the *financial means*. These, as in war, are the sinews of the undertaking. Paper must be bought for the monthly issues, and the printer's bill paid regularly, all coming to no small amount, and must be met from month to month. The truth of this, every one who thinks for a minute, must see. And to whom but your subscribers can you look for what is required, and indispensable? I say nothing about what ought to be a surplus to the necessary outlay, for some remuneration to those carrying on the publication,—yourself, Mr. Editor, and your Publisher, who has a good deal of trouble; while neither of you, I believe, receives one penny.* I will also be silent about paying contributors for original articles, although that is the best way to have a good staff of them.

It is matter of regret to all the friends of the Magazine, to learn that there is a considerable sum of outstanding arrears. Now, every one of your subscribers is perfectly able to pay the trifling sum of one dollar for the magazine, and to pay it in advance. Indeed, this should invariably be the case, and is just as easy, and incomparably more pleasant and manly, than to come out with it tardily, at, perhaps after, the end of the year. I would therefore pointedly suggest that paying in advance should be strictly the rule henceforth. Let the subscriptions be sent to the publishing office in the course of January, in doing which there can be no difficulty, for it is the season of the year when money is most plenty; and then there will be a snug deposit in your coffer to meet monthly demands.

I trust that this hint will be taken in good earnest and cordially by all concerned. It is most reasonable and fair. Let existing dues, and payment in advance for the ensuing year, be forwarded; and thus, allow me to say, you will be relieved and encouraged, and proceed on like a man who can walk lightly and buoyantly, saying, I owe no man anything but love.

Not to make this kind of communication too long—pity it should be needed,—permit me just to say a few words more. Let every minister and elder in the Church take a proper and active interest in the future success of the Magazine; be at the trouble of asking fresh subscribers, and receiving the pay in advance; and forward it to head-quarters. Some have done nobly in this respect, and if all would follow them, the result would be very gratifying and beneficial. It is what ought to be done by all good men and true in our Church. Let it be done forthwith, throughout our widening bounds, and your circulation will speedily be enlarged greatly; your hands will be strengthened; and you will have a powerful stimulus to get the magazine improved, while its usefulness will be much extended.

I will only add, let ministers feel it to be their duty to endeavour to furnish articles for the magazine, flowing out of their habits of thinking and observation; and men whose special business it is to think and write, should now and then at any rate, have something interesting and serviceable to lay before their Christian brethren, the people, in your pages. And there may be among us lay individuals of intelligence and mental culture, reading and thinking men,

* The Editor would accept of nothing for himself; but he has felt uneasy, that so much trouble, without any remuneration, should have fallen on the worthy Publisher, and that so much gratuitous labour in the way of mailing, &c., should have been required from others. Were the suggestions of FRATER generally and cordially adopted, it is obvious that our circulation might easily be doubled, or trebled, and in that case, the price of the Magazine might be greatly reduced, or there might be a handsome profit for some public object connected with the Church.