

Post Office Department approves of the following changes among those that will be proposed: a reduction of letter postage to the most distant places in the Union from ten to seven cents, an increase in the weight of single-rate letters to three-quarters of an ounce, a uniform registration fee, and the general acceptance of the principle of pecuniary responsibility for registered letters up to the value of ten dollars. Among the questions which ought to be discussed at the Congress is the introduction of an international stamp of the value of a single letter rate, which could be used in remitting fractions of a dollar from one country to another, or could be enclosed in a letter to prepay reply.

For several reasons which it is not necessary to state now, we have given up our project of issuing a special Dominion Day number of CANADA this year. Next year will be the 25th anniversary of the young Dominion, the 250th anniversary of the founding of Montreal, and the 400th anniversary of the discovery of America by Columbus. We hope that the growth of our subscription list will enable us next year to furnish a number that will be better worthy of our Natal Day than it would be possible for us to furnish now. There will be twenty-five years of material, social, literary, educational and religious progress to review.

PROHIBITION of the liquor traffic has apparently forced itself upon the attention of Parliament this session as never before. The most sanguine, we think, did not expect a prohibitory law to be enacted this winter; but good must result from the discussion of the question on the floor of the House. Some of the prohibition members seem to have fallen into the error of ignoring or forgetting the character of the audience they were addressing. The appeals to sentiment which may carry the masses by storm will not produce much effect upon a deliberative assembly. Not rhetoric or eloquence, but facts, and especially legal, political and fiscal facts, are what the statesman calls for. It may be that the Prohibition Party has not given sufficient attention to these aspects of the question. If the Government could be induced to submit the matter to a popular vote before the next session of Parliament, this would be, it seems to us, the very best solution of the problem. The revenue might be affected injuriously for a year or so, but we think that after a time the increased prosperity and morality of the country would counterbalance this loss. Temperance sentiment may reject the principle of compensation; but justice, of course, and not sentiment, must rule, and when once the country by a popular vote demands prohibition, the question of compensation may be safely entrusted to the wisdom and justice of Parliament.

THERE is no money expended by business men which brings them in better returns than that which they spend in advertising when wisely placed; but the number of advertisers who place their advertisements unwisely is very large, and the amount of money simply thrown away in this way is very great. A circulation of one thousand of the right sort is worth more than a circulation of ten thousand of the wrong sort. The cheap sensational story papers are a very poor medium for advertising, whatever their circulation may be. They are bought and read only for the story and then torn up and thrown aside. Many advertisers, who are wedded to antiquated and mistaken notions and methods, will learn by-and-by through a very costly experience, that they have been misled by the glamour of large circulations, and that a high-class weekly or monthly journal, with a limited circulation, gives far better returns for the money expended.

We clip from *The Critic*, of Halifax, some remarks of Eliot Northam concerning advertising which it would be well for all advertisers to ponder carefully. "For over twenty years, in Eng-

land and America, I have been a general advertising agent, and I can speak from a varied and sometimes exciting experience. *Experientia docet!* I have been taught that all kinds of business may be advertised profitably in weekly and monthly periodicals, and only certain lines in daily papers. To get the very best results for the very best goods, always use first-class weeklies. They charge less than the dailies in proportion to space, circulation and life; and they live for seven days, it must be remembered. A first-class weekly, with a circulation of from five to twenty-five thousand per week, is a better advertising medium than any daily. Its circulation is among the purchasing class, it lives one week, its appearance is more attractive than a daily's, its matter interests the thoughtful, watchful, careful men and women, and its power with its reader surpasses the short-lived, hastily-read morning or evening paper". Every word of the above may be applied with still greater emphasis to a high-class monthly periodical, which lives for one month, and then is carefully filed away and preserved for years. The readers of magazines are the most valuable class of all to advertisers.

THE Royal Society of Canada is a useful institution and cannot be too highly commended; but as the membership is limited to a small number of our literary men and excludes our literary women altogether, it can only be the centre around which other societies will grow up and from which they may derive inspiration. We have in the Maritime Provinces local scientific and historical societies, but not a purely literary society. We think that a sufficient number of literary workers and amateurs can be found in these eastern provinces to organize an Acadiau Literary Club or Maritime Literary Society. We drop the suggestion that such a society be formed, to meet annually at some convenient point, that a membership fee of two dollars per year be charged, that half of this fee be given to CANADA, in consideration of which CANADA will publish the reports and transactions of the Society and send a copy of the magazine regularly to every member of the Society. We shall be glad to hear from our literary friends on the subject.

It is said that the systematic attempts which have recently been made to injure the credit of Canada in Great Britain can be traced to telegraphic sources in the United States. By the reports which have been circulated Canada is represented as being on the verge of political and financial ruin, and their general publication has caused them to be believed by the mass of the English people. For ways that are dark and for tricks that are vain, we are afraid Uncle Sam is becoming peculiar. Such methods are not calculated to promote closer relations between Canada and the Republic.

UNDER a Christian civilisation woman has occupied for a long time a throne of her own, and her influence has been immeasurable both for good and evil, but generally for good. The physical and spiritual differences between the sexes have been recognised, each has been permitted to approach its highest development in its proper sphere, and the world has been immensely the gainer. Woman has been revered, loved, almost worshipped by man, and is still where the true womanly type remains. But this true womanly type is not so common as it once was, and we are afraid that if certain tendencies which are very marked at the present day continue to gather strength, this true type which man honours and loves will eventually disappear. The more masculine woman becomes, the less charm she has for men and the weaker is the influence she can exercise over him. A masculine woman is man's *bête noire*.

From the American Newspaper Directory for 1891, a bulky volume of 2,240 pages, published by George P. Rowell & Co., of