



#### PUBLISHERS' NOTICE.

As we have concluded to issue this Journal as the commencement instead of the end of each month, we have dated the present issue, **September and October**. The next number will be dated November, but every subscriber will get his twelve copies all the same. We make the change principally in the interests of our advertising patrons, who probably conclude that our readers do not belong to the "Looking Backward" order.

We have been asked the question, "Did Adam and Eve go fishing?" We take a great interest in fishing, more particularly when we are personally within a *rod* of it, but our biblical researches have been of too superficial a nature to enable us to answer the question with that degree of certainty that would warrant our "backing up" our opinions. We are inclined to believe, however, that they were so much occupied in renewing their fig leaf clothing and in raising *Cain*, that they were not *Abel* so devote any time to fishing as a pastime, while the tree of knowledge of good and evil furnished food meet for reflection and relieved them from the stern necessity of "hooking it," as so many of our early ancestors were obliged to do. Another thing, Hallock's "*Fishing Tourist*" was not published at that early date, and it would have been unsafe to have ventured out of the Garden of Eden, as the moss hadn't begun to grow on the north side of the trees, the topmost twig of the hemlock hadn't been taught to render an obeisance to the rising

sun, and "Paradise Lost" would have transpired long ahead of Milton's time. The question has doubtless been propounded with the view of committing us as referee in the settlement of some bet, and we must decline to take possession of the Scales of Justice to *finis* the matter unless the net results affect us in a more tangible shape than they are likely to from present appearances. Apart from all this we fail to see what bearing the question could have on what most concerns us—the present. The *modus operandi* has changed in fishing as in nearly everything else. We can't catch fish with the primitive style of lures and tackle we used as boys, unless we tackle uneducated fish and it takes an educated fisherman to know where to find them. Those who want to have the "witness on the stand" when they return from their fishing excursions must be supplied with the most modern lures. Science has come to the aid of the progressive angler, and the Enterprise Mfg Co., of Akron, Ohio, are the leaders in the manufacture of artificial goods for this purpose. They make all sizes and styles of spinning or trolling spoons, also imitations of all species of live bait, flies, bugs, &c., as natural as life, nor is this all, they have outstripped nature and are now combining in the manufacture of one grade of their artificial bait, certain phosphoric chemicals which illuminate the bait and attract the attention of the most wary varieties of fish, which greedily snap at the attractive lure. All those who have used "Pflueger's Patent Baits," manufactured only by the Enterprise Mfg Co., attest to their superior catching qualities, and our experience with them at Lake Aylmer, has satisfied us that they are specially adapted to the Canadian waters, particularly such as contain mascalonge, pickerel, pike, doré, bass and lake trout. Samples of these goods can be seen at our office, but in purchasing do not forget to ask your dealer for the Enterprise Mfg Co.'s Luminous Baits. As the luminous goods can be successfully used for night fishing, this invention is a special boon to the busy multitude who are unable to get a vacation as they can now "work while it is day,

for when the night cometh" they can go fishing. If Adam and Eve went fishing in these days, it would probably be on Eve-angelical principles, but doubtless Eve would make use of a few cursory remarks and say, "I don't care Adam for any bait but Pflueger's." If you send 20 cents to the Enterprise Manufacturing Co., Akron, Ohio, they will enclose you their 48 page illustrated catalogue of anglers' supplies and you will receive a gold plated angler's charm free.

It is generally conceded that at present rates the subscriptions to a weekly or monthly journal do not as a rule pay the cost of publication, and that the publisher is principally dependent on his advertising patronage as a source of profit. The question as to whether the weekly or monthly paper is the most economical and profitable medium for the advertiser is open to discussion, and a prominent New York advertiser lately informed us that in arranging his advertisements with weekly papers, he always contracted to have them appear once a month. This is a matter upon which we shall not venture an opinion but it is certain that the journal having the largest circulation secures the best advertising rates. The benefit to the advertiser depends largely upon the class of readers amongst whom it circulates. Not unfrequently one sees something advertised for which he has no immediate need but which sooner or later he wants. In this respect the monthly paper has the advantage as an advertising medium, as in nine cases out of ten amongst a rural population, it is kept on fyle, and the ad. can be readily referred to. In papers of more frequent issue the ads. catch the eye of only those who are looking for them, while in the monthly paper they are almost certain to be noticed by every reader. To secure a profitable advertising patronage we must increase our circulation and to do this we must offer almost irresistible inducements to subscribers as even the superior quality of mental pabulum which we supply doesn't suit everybody—perhaps it is spoiled in the cooking. Now to those who can't swallow our hash, we are going to supply an article that has been