

OUR OLD FRIENDS' DIRECTORY.

In this column we publish each month the names and addresses of one hundred subscribers, together with the dates of their arrival in Canada. Unless otherwise stated the post offices are situated in the Province of Ontario.

NAME.	POST OFFICE.	COUNTY.	DATE OF ARRIVAL IN CANADA.	NAME.	POST OFFICE.	COUNTY.	DATE OF ARRIVAL IN CANADA.
AGURS, JASPER	Port Ryerse	Norfolk	June, '93	LUMLEY, JNO. W.	Calder	Middlesex	July, '91
BARKER, WM. D.	Monck	Wellington	April, '94	MARTIN, SIDNEY G.	Beamsville	Lincoln	April, '91
BATES, ALBERT	Leadbury	Huron	July, '95	MORRIS, ALFRED G.	Perch	Lambton	April, '89
BAILEY, OLIVER	Palgrave	Peel	July, '94	MARTIN, GEORGE H.	Dunnville	Haldimand	March, '93
BROSTER, FRED'K.	Dundalk	Grey	March, '93	MESSINGER, HERBERT	Marshville	Welland	Nov., '91
BEARD, ERNEST H.	Belmont	Middlesex	Sept., '94	MESSINGER, ARTHUR	Marshville	Welland	Nov., '91
BURTON, GEO. F.	Aurora	York	March, '93	MARSHALL, ROBT. L.	Hazeldean	Carleton	July, '95
BLAKE, HENRY	Byng	Haldimand	June, '83	MATTHEWS, THOS. D.	Simcoe	Norfolk	June, '86
BOWLES, JAS. F.	Crown Hill	Simcoe	April, '90	MERRILL, FRED'K.	Orono	Durham	March, '93
BAKER, FRED'K.	Burnham Thorpe	Peel	March, '87	MCLAUGHLIN, HENRY	Dutton	Elgin	March, '92
CROWTHER, WILSON	S. Monaghan	Peterboro'	Aug., '93	NASH, GEORGE	Gravenhurst	Simcoe	June, '86
CHEESEMAN, WM.	Marathon	Lanark	April, '95	OTTAWAY, HAROLD	Winger	Welland	March, '92
CAREIS, GEORGE	West Flamboro.	Wentworth	March, '93	PAY, THOS. G.	Duncreif	Middlesex	March, '93
COLBORNE, FRANK	Pickering	Ontario	April, '94	PAGE, F. W.	Box 60, Port Hope	Durham	June, '93
CROUCH, SIDNEY J.	Cairngorm	Middlesex	Sept., '92	PRIOR, CHAS. A.	Enfield	Durham	April, '94
CARLEY, GEORGE	Rutherford	Lambton	July, '92	PARSONS, HENRY	Sunbridge	Parry Sound Dist.	April, '94
CAMBRIDGE, JAMES	Attercliffe St'n.	Haldimand	April, '90	PAULEY, WM. J.	Cowal	Elgin	Sept., '94
CALISE, HORACE F.	Terry P.O., Lawrence	Co., S. Dakota, U.S.	April, '91	PICKETT, FRED'K.	Blenheim	Kent	June, '93
DAVE, ALBERT	Pakenham	Lanark	Sept., '95	PICKARD, CHAS. G.	Findley	Manitoba	Aug., '87
DAVIS, HENRY	Orono	Durham	June, '89	PINCHIN, HENRY	Rocklyn	Grey	March, '92
DEFEW, WM.	Chatsworth	Grey	July, '94	PRIDHAM, ALFRED R.	Box 47, Allandale	Simcoe	Aug., '93
EVANS, FRED'K.	Little Britain	Victoria	March, '93	POW, ROBERT	Dalston	Simcoe	July, '94
ELDRIDGE, SAM'L.	Tuscarora	Brant	July, '95	PARKINSON, JAS.	Mt. Forest	Wellington	March, '92
ERWOOD, FRED'K.	Eganville	Renfrew	June, '93	RESDEN, WM. F.	Apsley	Peterboro'	July, '94
FISHER, ALFRED H.	Grimsby	Wentworth	Nov., '91	ROBSON, GEO.	Oterville	Oxford	Oct., '93
FARTHING, REGINALD	Lakehurst	Peterboro'	July, '95	RAYMENT, E.	Solena	Durham	March, '93
FLETCHER, JAS.	Theford	Lambton	July, '95	READ, JOHN	Aurora	York	June, '93
FLORY, EDMUND C.	Cashtown	Simcoe	April, '91	RYAN, WM.	Campbellford	Northumberland	March, '93
GILLINGWATER, ARTHUR L.	Aldboro	Elgin	March, '93	RAMSEY, DANIEL	Byng	Haldimand	March, '93
GREENWOOD, THOS.	Kirby	Durham	July, '95	REED, FRED'K.	Newcastle	Durham	April, '95
GREEN, F. W.	Tyrone	Durham	Nov., '95	RAVEN, SAM'L J.	Enfield	Durham	March, '92
GRIMSHAW, JNO.	Bowmanville	Durham	Sept., '92	SESSIONS, THOMAS	Dunrobin	Carleton	March, '92
HILL, CHAS. W. D.	Whittington	Wellington	March, '93	SABALINE, FRANK	Paris	Brant	April, '94
HOLLIDAY, WM.	Merlin	Kent	July, '92	STUBBS, JNO. T.	Bolton	Peel	Aug., '93
HOLLWAY, WM.	Purbrook	Muskoka	April, '95	START, WM. G.	Valentia	Victoria	March, '93
HALL, CHAS. E.	Ridgetown	Kent	June, '93	SMITH, ABRAHAM	Glencoe	Middlesex	July, '95
HART, STANLEY G.	Jura	Lambton	July, '94	SONES, ROBERT	Verschoyle	Norfolk	April, '94
HARWOOD, JNO.	Woodville	Victoria	Aug., '93	SWAIN, HENRY	Elginfield	Middlesex	Sept., '94
HOPKINS, E. I.	Sonya	Ontario	Sept., '91	STOCKHAM, FRED W.	Drumquin	Halton	July, '92
HAWKINS, ROBERT	Norwich	Oxford	Nov., '91	SMITH, GEO. W.	Alma	Wellington	June, '90
JACOBS, HY. GEO.	Upper	Haldimand	April, '95	STORTON, WM. H'V.	Oxmead	Grey	July, '92
JONES, WM. J.	Tilbury	Kent	July, '94	STIRRATT, DAVID	Tara	Bruce	Oct., '93
KING, GEO. WM.	Harriston	Wellington	March, '93	SEIRL, ALFRED J.	Barrie	Simcoe	June, '91
KAY, JNO.	Windfall	Essex	April, '94	TURNER, GEO.	Smithville	Wentworth	July, '95
LINES, ALFRED	Port Albert	Huron	June, '93	THOMPSON, PERCY	Hoath Head	Grey	March, '93
				TURNER, FRANCIS F.	6413 St. Lawrence Av.	Chicago, Ill., U.S.	April, '89
				THOMAS, SAM'L P.	Box 374, Port Hope	Durham	Sept., '94
				WOOD, SIDNEY	Kinburn	Lanark	March, '92
				WHITAKER, J. W. C.	Oxford Centre	Oxford	March, '93
				WHITE, FRED'K.	Dumblane	Bruce	March, '93
				WAUGH, ALEX. T.	Walkers	Middlesex	April, '94
				WRIGHT, GEO. B.	Puce	Essex	March, '92
				WELSH, FRANCIS	Ayr	Waterloo	June, '93
				WILLIAMS, BERTRAM C.	Glenallan	Wellington	July, '92
				WYATT, W. T.	Rockwood	Wellington	April, '94

...ABOUT ADVERTISING...

A factor of considerable importance in determining the ultimate success of a journal is the advertising patronage it is accorded.

We are acquainted with one or two cases in which a journal has attained a most desirable measure of success—not only in its literary status but from a commercial standpoint—without having received one dollar from advertisements.

Such cases, however, are extremely rare, and constitute the exception which proves the rule—that the interests of the advertising department have to be as carefully nurtured and as zealously championed as those of any other part of a successful journal.

With two more issues UPS AND DOWNS will complete the first year of its existence. This first year we may regard as a term of probation. Our position in the journalistic field has been and is a decidedly unique one.

For this reason it was at first a matter of some difficulty to secure recognition of our claim that UPS AND DOWNS would be a profitable advertising medium to those who desired to reach the farming classes.

There was no precedent in connection with any similar institution to which our representative could point in order to justify his contention, that an advertisement in UPS AND DOWNS would prove more profitable than an advertisement in any ordinary journal with the same circulation.

Our ground for this belief was our knowledge of the keen personal interest all our friends would take in ensuring the welfare of *their own* journal, and also the interest which those farmers of whose households our friends were members, feel in the Homes and the work thereof.

That this strong bond of personal interest would react to the advantage of the advertisers in our journal we had not the slightest doubt, and on it we had to base much of our claim to consideration as an advertising medium.

With our first number we were in a position to guarantee a circulation of 2,000; not very startling, perhaps, in comparison with the figures which are used to represent the circulation of many journals, but it was a *bona fide* circulation, and whether it seemed large or small we left for the merchants whose advertisements were requested to determine.

We could and did give expression to the belief and hope that our circulation would increase, but, at the outside, we could not expect to exceed 6,000, that being the number of Dr. Barnardo's "boys" in Canada.

As a matter of fact, our circulation has increased by nearly 1,000 since last September, and we are not without hope of reaching 4,000 before the end of the present year.

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