

introduced the system of directing attention to overdue dates of renewal by marking the covering envelope of the magazine with an arrowhead. We respectfully refer others who have unwittingly omitted to keep their subscription up to date to paragraph four of "A Special Appeal to our Readers." One person's subscription overdue may be in itself a small matter; but when the number of overdue renewals gets into *hundreds*, their non-payment has an important bearing on the successful carrying on of a publication.

Prior to using the blue arrowhead method, we had repeatedly had inserted in the magazine—by special checking work—renewal slip reminders, but only a small proportion of subscribers receiving them gave them attention. Latterly we sent a typewritten personal letter with a return envelope enclosed, but even that course brought back only a small percentage of the overdue renewals. Such procedure means time and work—each representing money—and money in addition for postage and stationery; and an unlimited amount of these cannot be expended with only one dollar a year involved in the subscription.

We are confident most of our readers have only to know these facts to ensure their making a habit of attending immediately to renewal markings.

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## The Old Cradle

Ah! no, the hammer of the auctioneer  
Upon that humble thing must never fall!  
Chairs, sofas, dishes, pictures—let them all  
To highest bidders go! There's nought so dear  
In all the house as this; for, ah! while here  
We children slept, what gentle touch it felt  
What anxious motherhood beside it knelt  
How oft upon us sleepers dropt a tear!

Elsewhere the plain old cradle shall not go  
To feel the touch of some strange, vulgar hand;  
But on the morrow, ere our leave we take,  
We, whom the years have left, alone, will stand  
And watch it burn; then, from Love's urn we'll shake  
Its sacred dust where Mother's roses blow!

—Alexander Louis Fraser.

Smiths Falls, Ontario.