

With the Church newspapers of the Dominion, and especially with the Church Herald of Toronto, it will work in harmonious conjunction. Both have in view the same object, although each occupies or should occupy, a distinct sphere. In making the proposed alterations, however, there will be a large increase of expense, and that expense can be only by increased support. The Magazine has hitherto scarcely paid its way. There have been heavy expenses and losses connected with it which were not foreseen, and which have somewhat interfered with its success. In addition to all the labour performed gratuitously, we are, so far, very much out of pocket. This would not be if all the subscribers would promptly forward their subscriptions. A large amount is still due. It should be paid without delay.

But if the Magazine is to succeed the possibility of such loss must be prevented. I am desirous of having a fund in hand out of which I can remunerate regular and recognized contributors. And I am persuaded the thing is easy of attainment if all who approve of the movement will render their co-operation. It will, in my judgment, be a reproach to the Church if such a periodical be allowed to collapse for want of adequate support. I am satisfied we have ability and means to sustain it, independently of other journals; and I am equally convinced it might be rendered a powerful agent in the hands of the Church. If there be the assurance of a paying circulation, the Magazine will be carried on in the new form indicated; but if not, it will receive a decent burial with the next number, and those who have paid their subscriptions for the year, shall have half their money returned, while those who have not paid it at all must forthwith remit.

I have thus, dear Sir, brought the matter before you as plainly as words would enable me. Will you in return kindly and candidly tell me what you think of the foregoing suggestions—whether you will be a subscriber to the Magazine in its altered form, and if so, for how many copies—whether in your locality a suitable agency may be formed, whether you will exert your influence in favor of the Magazine, either by contributions to its pages, or by efforts to promote its circulation, and whether, in any other manner not here indicated, you are prepared, or would be willing, to aid this enterprise? It is doubtless very much a question of means, and a little private effort, and hearty co-operation, would furnish all we want. At least all the working expenses of the Magazine should be met by its circulation; and this is surely possible. I write purely in the interests of the Church, and wish to be guided very much in my decision by the opinions and advice of those who, like myself, are anxious for the advancement of the Church, and who, from their position and experience, are able to form a sound judgment. I have great faith in the power of the press. I believe that newspapers, magazines, and reviews, properly conducted, will form, no less than larger and more elaborate treatises, a most powerful kind of machinery by which the Church may counteract vice and error, and spread abroad purity and truth. I shall deplore the suspension of the present literary enterprise, not because I have been so intimately concerned in it, or because I may be a loser by it, but because the Church will lose another instrument for the performance of its work, and because this will imply a corresponding loss of prestige and power. I hope such a calamity may be avoided, and in order to do this, I ask, first, for your opinion, and, second, for your help. Will you give me both without delay?

I am, dear sir,

Yours truly,

T. S. CARTWRIGHT,  
*Editor of the Churchman's Magazine*