

nected with the magazine have received from us more earnest attention.

The large majority of young Canadians is the field we want to cultivate. The pampered few have enough done for them otherwise, and are, in spite of their pamperings (perhaps because of their pamperings) of little account in the formation of a national character, or in the building up of a great country.

In this view of our work we might have been advised to put the price even lower than we have done, although the original figure was four dollars. But there are a few points that have to be taken into consideration which I am sure will appeal to all who know anything about starting, or conducting a high-class periodical.

First, you will be surprised to know that we have gone on quite a new track in several ways. Most magazines are devoured by a desire to swell up the list of subscriptions. In order to secure this some very amusing steps are taken. "Prizes in spelling" are offered. "Competitions" are got up. "Table silver" of much or little value (specially little) is spread out in tempting array. Household furniture, even, in shape of pianos and so forth, is held up as an inducement to compete, to gamble in subscriptions.

Now, we are most anxious to increase our list of subscriptions, for until our young people have a chance of reading our *YOUNG CANADIAN*, we cannot do for them what we want to do. But we are not interested in the exchange of teaspoons and pianos, and if our subscription list cannot be made big enough without all the deceit and disappointment connected with such a way of working, we shall be satisfied with a small list. Even those we have will do,—those like yourself, sir, from every Province who have already, without the chance of a piano, sent in unsolicited subscriptions and letters to us to say "they want *THE YOUNG CANADIAN*," "they will stand by us," "it is quite time we had *THE YOUNG CANADIAN*," "it should be in the hands of every boy and girl in Canada." Let us have that select list of good Canadians to listen to us, and we are satisfied.

Rome was not built in a day. But Rome was built.

So in building up our subscription list, we offer no pianos at one dollar. We spend no time devising means to make ourselves ridiculous.

#### OUR WAY

is to put our whole strength into the magazine itself,—our whole mind and body into our work, to make it what we want it to be, what it ought to be, and what our young people cannot do without.

#### THE YOUNG PEOPLE WILL DO THE REST.

We are quite sure of that. Never has anything in Canada been undertaken with more unflagging and unflaggable determination than our *YOUNG CANADIAN*. We know what we are about. We know what we want to do for our youth. We know how to do it and we mean to shew how it can be done.

We might much more easily have set about our magazine in a different fashion. We might have had cheap paper, with type that might have ruined your eyes. We might have had common pictures. We might have stuffed our cover with vulgar advertisements. We might have ransacked every magazine and newspaper on this continent for material to fill up our pages.

But that is

#### NOT OUR WAY.

The paper, the type, the general care in our *YOUNG CANADIAN* we believe to be such as has never been attempted in Canada. The pictures are all original drawings, every one drawn by special artists. We have on

our staff seven Royal Canadian Academicians. The articles from beginning to end, from cover to cover, are written specially for our pages, have never appeared elsewhere, and are, most of them, written by our special request in order to carry out our own plan. We believe we are in this respect on the

#### RIGHT TRACK.

And we believe that all former efforts towards establishing in Canada a magazine of Canadian interest have failed, because they were most conspicuously not on this track. And we believe that our young people do not want a second hand magazine any more than they do a second hand coat.

We are on another

#### NEW TRACK,

and that is this. We pay for all our drawings, for all our articles, as regularly as we pay for our paper and our postage. And we believe that it would be difficult for any one from Prince Edward Island to Vancouver to contradict us when we say we are

#### THE VERY FIRST IN CANADA

to start on *that* track. There has never been before in Canada a magazine of any description whatever that has made the slightest pretence of doing this. Therefore they failed, and therefore they deserved to fail.

So, Sir, much as we could have wished to let our young people have their own, their very own *YOUNG CANADIAN*, for less than two dollars, we believe they will, every one, declare that when they have waited so long for a magazine of their own, they

#### SHALL HAVE IT

first-class, they prefer it all for themselves, they want it to be something they may look on with pride and pleasure. Of the other sort there are enough already,—too many, and nobody reads them even if they get them for nothing.—ED. P. B.

#### THE FISHERMAN'S LIGHT.

The air is still,—the night is dark,  
No ripple breaks the dusky tide:  
From isle to isle the fisher's bark,  
Like fairy meteor, seems to glide,  
Now lost in shade,—now flashing bright;  
On sleeping wave and forest tree.  
We hail with joy the ruddy light,  
Which far into the darksome night  
Shines red and cheerily.

With spear high poised and steady hand,  
The centre of that fiery ray  
Behold the skilful fisher stand,  
Prepared to strike the finny prey;  
"Now, now!" the shaft has sped below,  
Transfixed the shimmering prize we see;  
On swiftly glides the birch canoe,  
The woods send back the long halloo  
In echoes loud and cheerily!

Around yon bluff, whose pine crest hides  
The noisy rapids from our sight,  
Another bark, another glides,  
Red spirits of the murky night,  
The bosom of the silent stream  
With mimic stars is dotted free;  
The tall woods lighten in the beam,  
Through darkness shining cheerily.

MRS. SUSANNA (STRICKLAND) MOODIE.