

"Princess Pat's Post."

STAFF:

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EDITORIAL SANCTUM.

To our Readers.

Now, Boys, I want to make a special appeal to you in this number of *Princess Pat's Post*, not only to help us in the matter of circulation, but in that of sending in matter for publication. Every minute of the day you come across amusing yarns, told by some of your contemporaries, and it surely wouldn't take a minute of your time to jot them down for the benefit of your camp magazine.

A camp like Cooden should be able to provide enough first-class material to fill a paper much larger than ours, and it is up to you to help us to maintain the standard we have set. Tell us of some of your experiences over the Pond. It is not necessary that they should be humorous—they are sure to be full of human interest whatever their metre.

Some of you may want to pull pal's a leg! And, so long as there is no spite or venom attached to the operation, send the result to us and you will see it in print. These little "What we'd like to know" form the most attractive feature in a production like *P.P.P.*, and cause many hearty laughs among our readers. The one and great aim of the Editor of a magazine is to use, as far as possible, only copy that is original, and to avoid "paste and scissors," as he would the d—Kaiser. You certainly wouldn't like to have your magazine filled with "padding," and so become a by-word among magazines. You would much rather see some of your own or your chum's efforts in print—

something you could send home to your friends to show them that you and pal are very much alive.

Of course you would, and that is why this appeal is being made to you to give us a helping hand. When you realise that it will be one of two things—a magazine filled with the clippings from other papers, many of which you will recognise as "chestnuts,"—or a magazine overflowing with the bright sayings and the doings of your immediate neighbours—there is not the slightest doubt that you, one and all, will turn to and make the next number of the "Pink 'Un" something worth while.

To produce a successful periodical two most important matters have to be taken into consideration—Advertising and Circulation. If a good circulation cannot be obtained, resort must be had to advertising, in order to meet the cost of production.

When *Princess Pat's Post* was first conceived it was hoped that sufficient support would be forthcoming to enable the management to dispense with advertisements, more or less, and to fill its pages entirely with reading matter and illustrations, but this Utopian dream has had to be abandoned. We find that we are not getting the circulation that the magazine is entitled to, and in consequence, for the present at any rate, we are compelled to have recourse to advertisements. We should like to point out, in this connection, that the work done both by the Editorial and Business Departments are purely voluntary, and without pay or allowances, and simply undertaken to provide a means of recording the outstanding events of Camp life, and to perpetuate its memory to after-war days.

From all sides we have been receiving congratulations on the June number of *Pat's Post* and on its improvement over the May issue, and, with your co-operation, it will go on improving until it reaches the ideal we have set for it. We mean to stick to the Guns, Boys! all we need is