

OUR CHANGE OF BASE.

On the 13th inst. we mailed to each of our subscribers a *fac-simile* of the circular on our front page. Since then we have heard from nearly all addressed, and now proclaim the verdict our subscribers themselves have rendered.

We did not issue the circular without careful consideration of all the points at issue, but information gleaned from various quarters during the past few months decided us on asking the opinion of those most nearly concerned. We think all will admit that we have honestly done our best to serve the manufacturers by giving them a paper worthy of their support, and if those who remember our modest initial number of sixteen pages and cover, which first saw the light a year ago, will compare it with the fine double number we this week have the pleasure of presenting to our readers, they must arrive at the perfectly natural and correct conclusion that our efforts have met with a generous appreciation by business men generally throughout our wide Dominion. In our advertising columns will be found announcements of manufacturers and merchants from Halifax to Sarnia, while England and the United States are also well represented. In launching this enterprise a year since, we believed that we should find ample field for our labors, and that we were appealing to a constituency ready to give us a cordial support. Events prove that we were not mistaken in our estimate, and to-day the CANADIAN MANUFACTURER is at least equal to any class publication in Canada.

Reverting to our "change of base" from a weekly to a fortnightly issue, we will briefly sketch the reasons that have influenced our decision. For six months subsequent to our first issue in January, 1882, we published fortnightly, but being desirous of serving to the best of our knowledge and ability the special class whose interests we strive to represent, we deemed it in their interest to issue once a week, which we have continued doing till the present. This we now believe to have been an error of judgment, as the replies we have received in response to our circular have convinced us that in these days of much and cheap literature, a well-digested paper issued every two weeks will receive the most careful attention. Motives of economy do not influence us in this determination, as, although appearing less often, the paper from its increased size and general improvements will cost as much as two weeklies, but it will give us the time necessary to devote to the special departments, and to the more careful preparation of its contents generally.

Out of the many hundred replies to our circular, which are to hand, not more than five per cent. expressed themselves in favor of continuing a weekly; while the remaining ninety per cent. were almost evenly divided in their opinions, about one-half favoring a fortnightly and the remainder a monthly. We have struck the happy medium, and from this time will send out a fortnightly paper, the merits of which, we are sure from our past experience, will meet with a ready recognition. In another column are reproduced a few of the answers received to our circular, which were taken promiscuously from amongst hundreds of others.

We desire to thank the many friends who, while giving us the benefit of their opinion in answer to our request, took the occasion to write a few words in praise of our efforts, and also to thank the many patrons who, by favoring us with their advertisements, have tacitly acknowledged their high opinion of the CANADIAN MANUFACTURER as an advertising medium.

FORTNIGHTLY.

- CHATHAM, ONT.
We prefer a "fortnightly" issue.
CHATHAM MFG. CO. (LIMITED.)
- ALLISTON, ONT.
I am in favor of a "fortnightly" issue.
KNIGHT & WILSON.
- ACTON, ONT.
We approve of a "fortnightly" issue.
W. H. STOREY & SON.
- ST. ANSELME, Q.
I think you should try a "fortnightly" issue.
L. N. LAROCHELLE.
- ST. THOMAS, ONT.
We think a "fortnightly" issue would be preferable.
ST. JULIEN GEAR CO.
- THOROLD, ONT.
I think that every two weeks will be a great improvement.
FRANCIS SMITH.
- SHERBROOKE.
We think twice a month is often enough to issue the paper.
H. W. LE BARON.
- LONDON, ONT.
"Fortnightly" edition would be most beneficial, we think.
E. LEONARD & SON.
- KINGSTON, ONT.
We would prefer the CANADIAN MANUFACTURER twice a month.
MCKILVERY & BIRCH.
- BELLEVILLE, ONT.
We prefer a "fortnightly" issue of the CANADIAN MANUFACTURER.
GEO. S. TICKELL.
- SMITH'S FALLS, ONT.
In reply to your circular of 13th, a fortnightly issue would suit us very well.
FROST and WOOD.
- WOODSTOCK, ONT.
Referring to your circular of 13th, we should prefer the "fortnightly" issue.
ONTARIO METALLIC SPINNING CO.
- INGERSOLL, ONT.
In reply to your circular, would say that we would prefer "fortnightly" issue.
WATERHOUSE & BRADBURY.
- SMITH'S FALLS, ONT.
My opinion is that to issue every two weeks would be an improvement in your paper.
M. J. WILSON.
- DUNDAS, ONT.
Your circular to hand. We would prefer a "fortnightly" issue rather than a weekly or monthly.
BOWMAN & CASEY.
- ST. JOHN, N.B.
We would prefer a "fortnightly" issue of the CANADIAN MANUFACTURER to a weekly as at present.
WISDOM & FISH.
- LONDON, ONT.
Think "fortnightly" would be the best, with a little more space devoted to the iron industries of our country.
GEORGE WHITE.