

The Grand Lodge of New South Wales contains within its folds a large proportion of the influence and intelligence of the community. An experienced premier of the colony, past and present ministers of the crown, many members of Parliament and prominent citizens, are among its warmest supporters and engage in its ceremonies, and all true Masons are anxious to see the happy time arrive when all Masons will live in that manner laid down in the principles of the Order—brotherly love and unanimity. If our recently arrived distinguished brother can promote this object, we feel confident his actions will be recorded in the annals of New South Wales Freemasonry.—*Sydney Freemason*.

QUEBEC AND ENGLAND.

The action taken by the Grand Lodge of Quebec, reported elsewhere in this issue, will meet with a sympathetic response from nearly every American Mason. If the unjust occupation of territory, by the Grand Bodies of England, were to be tolerated by American Masons, then we should have no cause for objection, if they began to plant their lodges over here.

But there is no fear that such a policy would ever be endorsed.

The spirit shown by many of the Grand Lodges here is quite evidence enough, that Grand Lodge sovereignty is the one great idea of Americans.

It does seem strange, that in all this broad continent, there should be one individual holding a prominent position, who set himself up, in opposition to the whole of the brethren, and even in spite of the fact that his own Grand Lodge has spoken out on the subject, this one individual, knowing full well that he is wrong, persists in his opposition, from no other reason than a desire to toady to the Grand Lodge of England. Our brother is too well learned on Masonic matters to be acting in ignorance; he knows his position is untenable,

for "he, himself, has said it," when he, a few months ago, recommended the three lodges in Montreal to come into the Quebec fold, and leave their un-masonic ways.—*Masonic Chronicle*.

FORTUNES IN PRINTERS' INK.

Don't expect an advertisement to bear fruit in one night.

Bread is the staff of human life; and advertising is the staff of business.

You can't eat enough in a week to last a year, and you can't advertise on that plan either.

A thing worth doing is worth doing well. A thing worth advertising is worth advertising well.

The enterprising advertiser proves that he understands how to buy, because in advertising he knows how to sell.

If you can arouse curiosity by an advertisement, it is a great point gained. The fair sex don't hold all the curiosity in the world.

People who advertise only once in three months forget that most folks cannot remember anything longer than seven days.

Quitting advertising in dull times is like tearing out a dam because the water is low. Either plan will prevent good times from coming.

A constant dropping of water will wear a rock. Keep dropping your advertisement on the public and they will soon melt under it like rock salt.

Trying to do business without advertising is like winking at a pretty girl through a pair of green goggles. You may know what you are doing, but nobody else does.

It is a mistaken notion that a fine store in an eligible location surrounded by attractive signs, is a superior advertisement; for the experience of most enterprising merchants is that it pays better to spend less in rent and more on advertising.

Enterprising people are beginning to learn the value of advertising the year round. The persistency of those