

one dollar weekly paper with which we can fully agree. The public clamor for low-priced publications is to be regretted in the interest of honest and reputable journalism; while the stale argument that large dailies issue cheap weeklies is too often used by people who would not support a church paper even if met half way in the matter of price. When the present proprietors acquired THE PRESBYTERIAN REVIEW, the price was fixed at \$1.50 as the lowest figure consistent with business success, a decision founded on an experience of long years in the business of newspaper-making, religious and secular.

Up to this point we agree with the *Westminster*, but when that paper, in a business article, such as its leader of last week is, goes out of its way to hit us an unbrotherly blow, on the business side, we must, in self-defence, utter a protest. What would be thought of a business man who with sinister purpose went about the streets peddling rumours as to the business standing of his rival? We venture to say that there are few communities so devoid of business honor that such conduct would be permitted on the part of any merchant claiming public respect. What men in the market place would not tolerate, has been left to a journal with a religious side to it, none other than the *Westminster* to do and in the doing of which it commits a crime in business ethics of which a trader would be ashamed. But its statement is made with that cunning design, that knows neither shame nor sense of justice. Here it is:—THE PRESBYTERIAN REVIEW would have been successful as a dollar paper had success been possible. Its publishers had sufficient capital and they put into it immense business energy, but it was from the start a losing game." Nobody knows the true inwardness of the money lavished on the REVIEW, in the days of the old company, better than the Managing Director of the *Westminster*, Mr. D. T. McAinsh, who was business manager of the REVIEW and whose immense business energy failed to save it for the shareholders. Knowing what he does he should be the last man to disinter skeletons, notwithstanding his belief that by trying to injure a neighbour he may pick up a few subscribers for his new venture. No one knows better than Mr. McAinsh that a large amount of money was lost by the old Presbyterian News Company in floating enterprises separate from and foreign to the publication of a church paper. He knows that his bookseller's business was amalgamated with the paper; he knows that a stationery and printing business was projected, that bad contracts were made for the handling of large editions of books which turned out failures. Such enterprise he describes as immense business energy; the shareholders and creditors thought them to have been bad management. It was, therefore, not the dollar paper, but ill-advised investment, and consequent exorbitant outlay that caused the disaster. To show that this is not an over drawn statement it is only necessary to recall the wearied efforts of 1890-'91-'92 and part of '93 and to quote the experience of the present proprietors who bought the REVIEW when there was a heavy weekly loss on the paper on account of past mis-management, but who within four months of the date of purchase, that is, before the end of 1893 were able to place the paper on a paying basis long before the change in price had any appreciable effect upon the revenue, and on that basis it has since remained. We are not in favour of a cheap paper, but we are not to be misrepresented by pretended friends, and having borne insinuations and decrying long in silence we have thus written in self defence. Our contemporary has yet to buy its experience; its troublous days are ahead. When it has passed through the trial of poverty it will be less bumptious and more careful of its good name.

We have written, feeling that we have given no provocation to the *Westminster* to attack us covertly or openly.

In trying to injure our paper the *Westminster* goes out of its way. Our paths are scarcely parallel. The REVIEW is essentially a church paper. It is not beneath our aim to publish such documents as appeals and circulars sent out by Conveners of the Church, when we believe it to be for the interest of the Church to give them the widest possible publicity. We confine ourselves to the active work of the Church, to the affairs of its members and congregations as such, and of its accredited agencies. We come into direct contact with its life and in our humble efforts our aim is to assist and further the good work immediately in hand however small it may be. Our chief aim is not to produce a paper for the editor or for the printer, but for the preacher and worker in the Presbyterian Church in Canada. We do not appeal to people of all sects and creeds, or of no sect or creed, believing in specialization and in concentration, and we have been sustained and appreciated by many thousands of readers.

Having encroached on no pre-empted territory we fail to see in what way we have given offence to our contemporary. If we understand the *Westminster's* position aright, i.e., the object of its existence, it aims at being a newspaper-magazine, "something new in Canada" as it says (but known in New York), without special church affiliations. Its scope, broad; its topics, moral, political, religious, and literary, appealing to no one denomination, but to all—designed obviously to fill the place so long and well filled by *The Week* whose successor, it may not inaptly be termed, although it is patterned more on the plan of Dr. Lyman Abbott's paper *The Outlook*. That there is room for such a paper in Canada is the opinion of many; we hope there is; in leaving the subject we may remind the Managing Director that "two swallows (*The Canada Presbyterian* and *The Presbyterian*) do not make a summer."

A BEAUTIFUL CHRISTMAS GIFT.

The New Illuminated Bible to be Largely Used During the Holiday Season.

The illustrated edition of the Holy Bible, to which the American Bible Union, of Philadelphia, is asking the attention of Biblical students everywhere, forms a particularly suitable and appropriate Christmas gift to pastor, Sunday-school teacher, or friend. So excellent are its illustrations, from an artistic point of view, so historically accurate, so filled with local color, and, above all, so unerring in their interpretation of the finer, and of times hidden, meaning of many passages, that one is forced to the conclusion that here is a work that must in the future form a most important part of the equipment of the earnest, conscientious student of the Word of God. Nor was it published at a venture. The need of such a work as this has long been felt and has often found expression. The magnitude of the undertaking, however, has, up to the present time, had a deterrent effect upon publishers, and until the American Bible Union decided to enter upon the work of its production no illustrated edition of the Bible had ever been published at a popular price, and no edition is published at any price that can approach it in true illuminating and vivifying power. We are better pleased with it each time we turn its pages.

Bibles there are, it is true, which contain pictures, but never before has an attempt been made to systematically and thoroughly illustrate the texts of the Scriptures. Every one of the eight hundred drawings is the work of an eminent artist—nearly one hundred of the leading artists of Europe and America having been engaged in their production. And these drawings are most remarkable for several reasons: For their beauty, for their originality, for their fidelity, for the reverent spirit in which they were conceived and executed, and for the marvelous manner in which they explain the Word of God. In all other respects this superb edition is in no way inferior to the finest editions of the Bible heretofore published. In its mechanical production it is above criticism, this portion of the work having been done by the celebrated Riverside Press of Cambridge, Mass. The type used is full-faced and clear and most easily read. Marginal references, a concordance and the self pronouncing feature add to the sterling worth of this notable publication. It is being supplied in three styles of binding, ranging in price together with the PRESBYTERIAN REVIEW, from \$3.25 to \$4.25—the latter being full Turkey morocco, flexible, red-under-gold edges, and divinity circuit. The introductory prices now prevailing are only about one fourth the prices that have been fixed for all subsequent editions.