

thing artistic or some peculiar charm about them and are appreciated by many Europeans.

As soon as a boat comes into an African harbour, the decks are immediately crowded with Indian or Syrian traders. Could not a modest space be reserved for the African trader with his native objects and curios? There will always be travellers who want to buy them, but who are not able to do so because the goods are not offered. On the other hand, native art deserves every encouragement. There are many ways of doing this, one being the sales on boats. Education departments and shipping lines should see that this opportunity is made available; by doing so they would benefit both the African artist and the European traveller.

*Vernacular Periodicals, No. 16. Mefoe.*

This is a Journal published in Bulu by the American Presbyterian Mission.

In 1929 the *Mefoe* was revived and given its present form for the first time. Its former incarnations were struggles to combine news of the world and of the mission with the exposition of the Sunday School lessons. In this combined form it was subsidized by the Church and never attained sufficient volume of circulation to become self-supporting.

For some time prior to 1929 the Sunday School lessons were published without the news page. It was then decided to attempt two journals, one for the Sunday School lessons, and the other, to carry the name *Mefoe* (News), to be distinctively a news magazine.

To start it in this form it was again subsidized by the Church and disseminated by church employees and sold almost entirely by subscription. In this way it attained a circulation of about two thousand per month at a price of 25 centimes, and proved to its sponsors that its circulation could be increased by lowering its price and by improving its distribution facilities.

Beginning in January 1933, we made the experiment of reducing the price to 10 centimes and of having older school boys and other responsible employees sell the *Mefoe* in the markets as newsboys do. We have also made progress in the selling and distribution by teachers and evangelists throughout our entire area. In ten months of 1933 the circulation was doubled and four thousand copies were printed.

The object of the *Mefoe* was stated recently to the Commissaire de la République au Cameroun as follows: 'To keep the constituency of the American Presbyterian Mission informed on mission affairs, to give them an idea of what is happening not only in the various villages of the Cameroons but also throughout the world, to be a means of instruction, and to enlarge their view of life.'

Recent articles cover the following subjects:

Contributed by missionaries: World News, Travelogue of Palestine,

Translations from *Listen*, Health and Hygiene, Stories (with morals), Bible Stories and expositions, Biography.

Contributed by natives: Local News, Items of interest from those living among distant tribes; Essays too numerous to mention relating to problems of conduct, of customs, of marriage, of language, of health; Essays on the position of women, on the duties of parents, of teachers, of Christians, of citizens, and so on; Historical sketches for the Bulu Thanksgiving Day; Expositions of Scripture.

More or less regular features are: 'The Wise Man Speaks'; new recipes for old foods; etiquette—all by natives; a Question Corner with answers by missionaries or natives; and contests on debatable questions.

A prize-winning essay was printed in each issue of 1933, the prize being ten francs in cash. Subjects for contests are printed frequently, and those published in 1933 were: Why I like the *Mefoe*; Should a father take a marriage dowry on his daughter? Are husband and wife really one? What should replace the dowry (or bride-price)? Ways in which women can make money; Ways in which men can make money; How can Christians become well acquainted before marriage? How must parents care for children in order to be considered good parents? With or without a dowry, what things make for a happy marriage? Should the taboo be continued of refusing to marry within your tribe where there is no real relationship?

Five of these subjects were suggested by the readers themselves and the others grew out of discussions with the editor. We think these discussions have been an aid in increasing sales.

A half-tone or a zinco is printed in each issue.

Readers include those of every status and belief and age who can read the Bulu language, and we frequently have requests to print it in other nearby languages. We do print another news sheet in the Bassa language which is not exactly identical with the *Mefoe*, though usually so considered.

Selling four thousand copies at one copper each just about covers the actual cost of publishing, but does not cover cost of distribution, prizes, pictures, or the office-boy of the missionary editor. Our aim is a self-supporting eight-page sheet with a circulation of twenty thousand.

(Communicated by MRS. EDWIN COZZENS, Editor of the 'Mefoe'.)