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Sec.-Treas.

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A NEW CANADIAN PRODUCT.
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RIGHT, YOU ARE.
WORK HAS BEEN STARTED.

EDITORIAL NOTES.

WHY will newspaper publishers persist in aiding to boom church and charitable society bazaars? Surely they all recognize that by so doing they are throwing away their own bread and butter. The financial success of any newspaper, daily or weekly, depends upon the amount received from local advertising. Yet every bazaar decreases the local merchant's sales and the amount he will spend in advertising. The thing is as plain as a pike-staff, and yet many Canadian publishers do not seem to see it.

The printers and publishers of Canada should be well informed concerning the trend of the paper and pulp manufactur-

ing trades. Our "Paper and Pulp" department should therefore be carefully scrutinized each month. We flatter ourselves that it contains interesting and instructive matter.

Charles Lewis Shaw has been appointed editor-in-chief of The Winnipeg Saturday Night.

The Toronto World reported, a few days ago, when telling about a murder in Quebec, that the sheriff had gone out "to arrest all suspicious persons."

The Clinton News Record, speaking of a big celebration in that town on the Queen's Birthday, says that for several years past "Clinton has allowed the 24th of May to go by default."

A short article in this issue by a Montreal newspaper man, showing the value of a Press Association certificate, is worthy the notice of those who have never experienced its benefits.

Like the proverbial bad penny, our old friend "Slug 19" has turned up again, and tells us that he is going on the excursion with the Canadian Press Association. His contribution is worth reading.

The Brantford expositor is to have a new home. The land is ready and the foundation is being laid. The building will not be so large as the home of The New York World, but it will be a credit to Brantford, to Canadian journalism and to T. H. Preston.

The Toronto Mail and Empire may or may not be specially noted for originality and enterprise, but its idea of running two or three columns daily of items showing business revivals and industrial and agricultural activity is one worthy of all commendation. What Canada lacks most is confidence in herself. This confidence can be created, implanted and maintained only by a patriotic press.

The Toronto Globe building will soon be above ground. Work is being pushed along, and the building will be completed before the end of the year. In the meantime a respectable journal is being issued from the Richmond Street quarters. A