

In his opinion the local paper should keep standing a brief descriptive paragraph relating to the place. Persons who want to invest are attracted by a notice of this kind, which forms the best kind of an advertisement for a town. It would pay the town to stand the cost of such a permanent means of attracting money and people to the district. A British Columbia journal, *The Golden Era*, has an item of this kind which we quote as an example :

OUR TOWN.

Golden, on the main line of the Canadian Pacific Railway, at its connection with the steamboat navigation of the Columbia River; the mineral and commercial centre of Eastern British Columbia; headquarters of the Golden Smelting Works, the Upper Columbia Navigation Co., and lumber industry; the outlet for the widely-known and far-famed agricultural and grazing land of the Columbia and Kootenay Valleys; unrivalled for scenery of all kinds; the distributing point for the richest mineral country on the continent.

\* \* \*

The question of publicly dunning subscribers is open to discussion. A contemporary in the United States is opposed to the practice, and gives these reasons: "It has been an old established custom, now happily passing into 'inocuous desuetude,' for a publisher, when he is especially hard up, to insert in his paper an earnest appeal to all who owe him to come right up and liquidate. This appeal, generally worded in very pathetic language, calculated to move their 'very bowels of compassion,' as it were, is disregarded and oftentimes treated with derision. A survival of the old custom may be found in many papers of limited circulation and conducted by managers of equally limited experience, and it is well that their attention should be called to the matter. Constant requests for cash offend those who have already paid, and should no response be made to a business like bill, sent in the regular manner, it is a waste of space and gray matter of the brain to say anything more about it."

\* \* \*

The *Whitby Chronicle* has uttered a protest against free notices for local social events: "I wish to say a word about concerts, teas, etc. There have been so many lately that we fancy no particular body will feel specially aimed at when we mention that a habit is growing upon this town of filling the local papers with free announcements of entertainments, and then even charging the reporters an admission fee for the privilege of reporting these affairs. How on earth they suppose a newspaper can live on free advertising and pay admission fees in every case for the privilege of reporting we do not know. One thing we do know, however. If those who run shows do not know when they are more than well used we shall shut off on them in future and advertise nothing without pay, and report nothing to which we are not admitted free. This is the way in every other town but Whitby. The people have been too well used here, and are mean enough to take advantage of it to the last possible inch." This is plain language, and there is ground for it. The chief difficulty is that one may sometimes miss a good item by boycotting the "free notice" people.

\* \* \*

The big fire at Shelburne, Ont., a few weeks ago, destroyed *The Free Press* office. An item referring to Mr. Mortimer's loss was got ready for the last issue of *PRINTER AND PUBLISHER*, but went astray, as items are known to do sometimes. Since

then *The Free Press* has resumed its former excellent appearance. New quarters have been secured and an entire plant, first-class and up-to-date, was purchased from the following firms: Messrs. Miller & Richard, Gwatkin & Son, the Toronto Type Foundry Co., and John H. Vivian. *The Free Press* did not miss an issue, being able to print from *The Economist* office through the courtesy of Mr. W. L. Smith, whose friendly assistance Mr. Mortimer gracefully acknowledges. The energetic publisher of *The Free Press* has the sympathy and best wishes of his brethren in his successful effort to get over the hardship of a destructive fire.

\* \* \*

*The St. Mary's Journal* is developing a good idea. The paper goes to many old residents of the district now living in the States or in other parts of Canada. Letters from these have been solicited, giving an account of their new home and their doings since leaving Perth county. Already several have been published and are very interesting.

\* \* \*

No authoritative news regarding the re-imposition of postage has transpired since the association meeting last month. The general impression is that Mr. Mulock intends to carry out his policy. We shall soon know. *PRINTER AND PUBLISHER* believes that the association took a practical stand in this matter. The post office is a socialistic feature of modern governments, and no vital principle is at stake in the matter of free carriage of newspapers. If there is, why do not the residents in a large city resist free delivery of letters as "sponging" on the rest of the community? What the Department should do at once is to stop abuses, and prevent publications which are not newspapers at all from being carried free. Then, there is the question of notice being given before a change is made. Even Mr. Goldwin Smith, who was inclined to disapprove free carriage, thought due warning should be given to publishers who have adapted themselves to existing conditions by lowering their subscription rates and thus giving readers the benefits of free distribution.

---

**THIRTY PER CENT. DISCOUNT.**

The Toronto Type Foundry Co., Ltd., are sending out a 32-page catalogue showing hundreds of styles of type, all made on the celebrated point system. All this type is new and in original packages, and is offered at the large discount of 30 per cent. to make room for an entirely new stock from the celebrated foundry (The MacKellar, Smiths & Jordan Foundry), belonging to the American Type Founders' Co. Those printers who are thinking of stocking up their offices should not miss this chance. If you have not received the catalogue write and get it.

---

**RUST ON MACHINERY.**

A practical machinist says he has found the following mixture very effectual in preventing machinery from gathering rust. Melt together one pound of lard and one ounce of gum camphor. Skim the mixture carefully, and stir in it a sufficient quantity of fine black lead to give it a color like iron. After cleaning the machinery thoroughly smear it with this mixture, and allow it to remain thus for 24 hours. Then go over it with a soft cloth, rubbing it clean.