

for any debts incurred by Muir & Co. in pushing Bond's soap. While they may be strictly within their rights in doing this, it is questionable whether Bonds are advancing their own interests in following this course. Their agent made the contracts, and they reaped the benefit of the advertising. It is hardly fair that any Canadian newspapers, who were led to believe that Bond & Co. were responsible for the advertising and who sold their space on that understanding, should now receive 10 per cent. of the amount due them in full settlement. It is possible that some Montreal newspapers may test Bond & Co.'s liability in the courts.

The latest development of the art of advertising has appeared in Sweden. The advertisers have actually captured the backs of the Swedish national banknotes.

H. E. Stephenson, late secretary and general-manager of The Canadian Advertising Agency, Limited, has severed his connection with that concern, and intends to form new associations in the same line of business.

McKim & Co. are placing four-inch ads. of "Brais Brand" shirts, collars, etc., controlled by Glover & Brais, of Montreal, in the Saturday edition of dailies in Halifax, St. John, Quebec, Montreal, Toronto, Winnipeg, and Vancouver.

H. E. Stevenson, late secretary-treasurer of the Canadian Advertising Agency, has joined the staff of A. McKim & Co. He is engaged at present in preparing The Canadian Newspaper Directory, which will be issued shortly.

John Moore, manufacturer; William Albert Magor, merchant; Charles Albert Duclos, advocate; Leslie Hamilton Gault, merchant; William Copeland Finley, merchant, all of Montreal, have been incorporated as The Moore Patent Pocket Co., with a capital of \$50,000, to manufacture the "Moore Patent Pocket" and other tailors' devices. On Feb. 1 they will consider advertising propositions for dailies and class papers. Their offices will be at 107 St. James street, Montreal.

The work which Lieut. Col. MacLean did in Great Britain for Canada is still bearing fruit. Haddon & Co., a large advertising agency in London, have published a booklet urging British advertisers to turn part of their large expenditures in other colonies into Canadian newspapers, where business prospects are more promising than in any other colony. Copious extracts are made from Col. MacLean's address, delivered at the request of the British Chamber of Commerce.

J. P. Coutlee has taken an action against La Patrie Printing and Publishing Co. for \$5,000.

W. R. Telford, printer and publisher of The Bruce Herald, Walkerton, Ont., is offering his business for sale.

The Sun Printing and Publishing Company, New Westminster, B.C., has been incorporated with a capital of \$15,000.

E. W. Summerskill & Co., printers and publishers of The Sunday Sun, Montreal, have dissolved, and a new partnership has been registered by E. W. Summerskill and J. W. Tressider, under the old style.

## LIBEL ACTIONS.

### ROBINSON VS. TORONTO TELEGRAM.

THE jury in the case of Mrs. Beverley Robinson vs. The Evening Telegram, of Toronto, a suit for damages for libel, brought in a sealed verdict January 12 which awarded damages of \$1 to the plaintiff with costs. The sum asked in damages was \$25,000.

On August 3 last The Evening Telegram published a telegraphic despatch from New York to the effect that Mrs. Beverley Robinson, late of Toronto, and then of New Haven, had killed her child on July 26 and then committed suicide. It appeared, however, there had been a mistake arising out of a similarity of names, and that the woman who was the subject of the tragedy was another of the same name living in a place near to that of the Toronto lady. The Telegram accordingly published a full denial of the report, giving the correct account in the next issue, and, subsequently, after further complaint, published a full and explicit apology. This, however, did not end the matter, Mrs. Robinson entering an action against the paper.

### MITROW VS. OTTAWA CITIZEN.

At the Ottawa Assizes, Jan 9, Hon. Chief Justice Armour presiding, Mitrow v. Citizen, an action for libel, was tried. Plaintiff keeps a second-hand store in town, and in June last was arrested on a charge of receiving stolen goods and committed for trial by the magistrate, and subsequently acquitted. The Citizen published a report of the case, with the heading: "Mitrow Kept a Fence; He is a Hebrew and Receiver of Stolen Goods." Plaintiff is a French-Canadian, and swears that he never bought any goods which he knew to be stolen. The evidence put in by the defendants established a pretty strong defence. The jury brought in a verdict for The Citizen. His Honor Chief Justice Armour, in charging the jury on this case, spoke strongly in favor of newspapers publishing full details of police court proceedings. He said that newspapers had a perfect and legitimate right to report the evidence of any case in police or other courts of law. The advantage derived by the public from these publications far more than made up for the inconvenience to parties concerned. The newspaper was one of the best preventatives of crime, as the publicity of offences served to put the public on their guard.

### AN ENGLISH LIBEL SUIT.

William Waldorf Astor is pressing his libel suit against the proprietor of The London Daily Mail for the account published in that paper and in its New York ally, of an imaginary dinner party given on the Cliveden grounds on a section of a famous Californian redwood tree. Mr. Astor enters in the pleadings that the whole account is pure invention and held him up to public ridicule. He has listed the suit for trial at the ensuing session of court, before a special jury. He has engaged Sir Edward Clarke, Q.C., ex-Solicitor-General, as his leading counsel, while Alfred Hamsworth has retained Edward Carson, Q.C.

Legal general opinion in London, says a cable despatch, concurs in regarding Mr. Astor's suit as useless, but he has been angered because Mr. Hamsworth refused to apologize for inserting the account in the paper.