

by Ouimet, the former had suffered damages, which were awarded to the amount of \$150. The Court of Review, consisting of Judges Jette, Gill and Loranger, heard the appeal and reserved judgment. Mr. Percy C. Ryan contended, on behalf of The Star, that the paper was fully entitled to record an injurious statement when uttered by a public man in a public speech in discussing public affairs. This privilege was the corner stone of the liberty of newspaper proprietors and other persons to participate in public discussion. Cases were quoted in support of the argument that reports of matters of this kind were privileged as being in the public interest.

Judgment in the case will settle the question whether a newspaper, under the present Quebec libel law, is ever safe in publishing reports of political speeches, supposing these speeches contain attacks on political opponents or any other persons.

AN INCIPIENT STRIKE.

AT one time every composing room in the Montreal daily newspapers constituted a chapel of the Typographical Union. Now there is only one, that of The Gazette, and there was great danger during February of its being declared non-union also. In fact, there was an incipient strike of The Gazette's compositors with every prospect of its becoming genuine. The better sense of the men prevailed, however, and matters were adjusted to the satisfaction of both employer and employed. The facts of the difficulty are as follows: Like other business establishments The Gazette found its revenue had shrunk, and as it was the only office that paid union rates it asked its men if they would consent to a slight reduction. There was some demur at first, and the headquarters of the union were consulted, and one of its chief executive body visited the city. The proprietors of The Gazette, however, refused to have anything to say to this gentleman, but he had the good sense to advise caution on the part of the men before they proceeded to extreme measures. Mr. White was interviewed, and he assured the men that he was absolutely compelled to make the reduction, which would affect them very slightly individually, and that if they did not see fit to accept it he would simply be compelled to put machines into his office before he intended. The men consulted and as a result decided to accept the proposed reduction of 6 per cent. It may be interesting to note that The Gazette never has had a strike, and that the reason all the other offices in Montreal are non-union ones is owing to unsuccessful strikes, that at The Herald being the most recent.

A MODEL DISPATCH.

The following dispatch in one well formed period is a model of its kind and is an excellent piece of work to imitate:

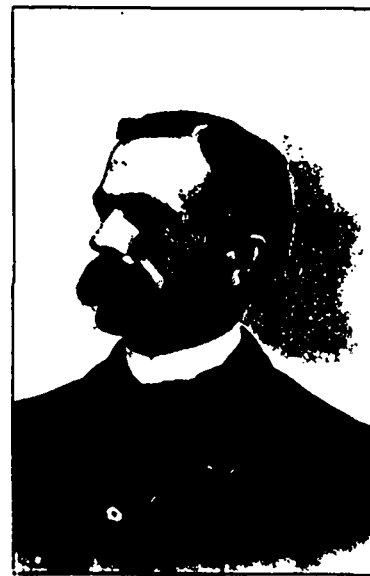
A \$265,000 FIRE IN CHICAGO.

Chicago, Feb. 27. Four girls were injured, one of them seriously, property valued at \$265,000 was destroyed and six lines of street cars were tied up for over three hours by a fire which originated on the top floor of the Chas. Kaestner building this morning.

The manner of concentrating facts into the fewest words and in such a manner as to sustain the interest to the last phrase is a feature which Canadian writers too often neglect.

A NEW DAILY.

The Canadian Post, of Landsay, which for over 40 years has held one of the foremost positions in journalism, and been known throughout the province as one of the best conducted and most widely read country newspapers in the province, has taken another step forward in the publication of a daily edition, and a very readable and creditable sheet it is. The new daily is half the size of the weekly, and, judging from the liberal amount of advertising in the initial number of The Evening Post, the people of Landsay are duly appreciating the enterprise and push of Messrs. Wilson & Wilson, and we can assure them that their confidence is well placed, and that Landsay will reap many benefits by having a daily local paper. Those veteran journalists, the former proprietors, Jas. Cooper, C. B. Robinson, of The Canada Presbyterian, and Mr. C. D. Barr, now County Registrar of Victoria County, may feel proud of the sturdy growth of the infant journal they nursed into existence.



Geo. H. Wilson, of The Canadian Post

The accompanying cut shows the well-known features of Geo. H. Wilson, the managing partner, who is an energetic, pushing and successful business man.

CIRCULAR AND NEWSPAPER ADVERTISING.

PRINTER AND PUBLISHER had a talk with George P. Layton, advertising manager for the K. D. C. Co., New Glasgow, N.S., a few days ago, on advertising in newspapers and by dodgers delivered from house to house. They manufacture a patent medicine of considerable merit, a cure for indigestion, and for which they have worked up a very good trade.

Mr. Layton says in a general way that newspapers give much better results for less money than any other method. He figures that it will require about 1,000 four-page circulars to cover a town of 4,000 inhabitants, leaving one at each house. To deliver these properly would require a man at \$2 a day, \$1.50 for his board and \$1.50 travelling expenses; the circular when printed in large quantities would cost about \$1 per 1,000, or a total cost of \$6 per 1,000. From actual experience he finds that about three quarters of these are destroyed unread, the remainder are wholly or partly read.

A four-inch advertisement in a daily reaching 40,000 readers (not subscribers) costs \$4 each insertion. It is more effective. Readers have more respect for the paper. It is often preserved and looked over two or three times. It is a continual reminder. In this way the circular costs \$6 to reach 4,000, and the advertisement \$4 to reach 40,000 people.

"When I have covered the newspapers thoroughly I think I might take up the distribution of circulars as an adjunct," said Mr. Layton, "but I would not recommend it until then."