

WHAT DOES AN ADVERTISER BUY ?

Dry-goods merchants advertising in the "Evening Post" of New York, ten in number, have withdrawn their advertisements from that paper because of its attitude on what is known as the "personal baggage abuse." So much excitement has been created among the readers of the "Evening Post" that they are sending communications to that paper, upholding it in the stand it has taken and declaring their purpose to boycott the merchants who are boycotting the paper. The "Evening Post" is publishing from one to three columns of such letters each day.

It cannot be doubted that the merchants are losing a great deal of trade. The "Evening Post" is a paper which is taken almost exclusively by intelligent people of considerable means, whose store accounts in the aggregate would amount to a very large sum each year. It is too early yet to tell which side will win, but whether one agrees with the "Evening Post" one is obliged to admire the courage it displays in sticking for what it declares—and probably believes—to be a good principle, even though in doing so it loses advertisements worth to it probably \$40,000 or \$50,000 a year; perhaps more, but not less, at least.

Now, as to the right of the merchants to withdraw their advertising there can be no question, viewing the matter from a legal standpoint. But what shall be said of store-keepers who virtually attempt to blackmail a newspaper which persists in printing in its news columns whatever it deems proper and fit to appear there? The contention that the "Evening Post" has, by its published articles, destroyed the value of its space for advertisement of dry goods is shown to be untenable by the flood of letters pouring in upon the "Evening Post," and written by people who declare, almost to a unit, that they will no longer trade with the merchants engaged in the boycott.

What would be said of the "Evening Post" if it were to commence a crusade against New York store-keepers who persisted in selling certain kinds of goods not in favor with the proprietors of the "Evening Post," and foster a boycott against them until they yielded? Such a case would parallel the present. It goes without saying that the "Evening Post" would be condemned, and yet has not the "Evening Post" as good a right to say what the merchants shall sell in their stores, as the merchants have to say what the "Evening Post" shall print in its news columns?

The fact of the matter is, it is no business of the merchants what the "Evening Post" publishes in its news columns. It is the merchant's privilege to determine whether he will get more money from an advertisement in the "Evening Post" than it will cost him. If he thinks he will, every one of his business principles demands that he should advertise in that journal. If he thinks it will not pay him to insert such an advertisement, it is his privilege to withhold it, but it is not his privilege legally to enter into a conspiracy to injure the "Evening Post," because it will not allow

First Class Opening for Ship Building and other Industries.

NEW WESTMINSTER, B.C. ELIGIBLE SITES.

The Corporation of New Westminster offers for lease eligible sites on about Sixty Acres of land, the property of the City.

The land is level, within the City Limits, and has a frontage on the Fraser River.

Long leases. Very easy terms. Exemption from taxation. Address,

F. R. GLOVER, City Clerk.

Tenders for Debentures.

The Council of the Town of Cobourg are prepared to receive Tenders for the purchase of Debentures of the Town authorized to be issued by the Act of 1898, Ontario, Chapter 39, amounting in the whole to the sum of \$144,000, bearing interest at the rate of 4 per cent. per annum, payable half-yearly, and maturing in from 15 to 35 years.

Sealed Tenders marked "Tender for Debentures," addressed to E. C. S. HUYKE, Esq., Mayor of Cobourg, will be received until 8 p.m. of Monday, the 1st of May next.

For further information, address Alexander Poe, Esq., Treasurer.

The Council do not bind themselves to accept the highest or any tender.

HERBERT BOCCS,

Chairman of Finance Committee

COBOURG, 22nd March, 1899.

him to dictate as to what matter shall go in its news and editorial columns.

Whether the "Evening Post" be right or wrong about the baggage abuse, the judicial mind must, after carefully considering the facts, arrive at the conclusion that the "Evening Post" is in the right in its position towards the shop-keepers.

Just how a merchant can argue himself into the belief that when he buys advertising space he acquires the right to dictate the editorial policy of the medium in which he advertises, can only be explained on the ground that there are newspapers willing to sell themselves, body and soul, for an advertisement. The New York "Evening Post" is not one of that kind, neither is the Binghamton "Herald," for that matter.—(Binghamton "Evening Herald.")

HALIFAX FIRE.

As we go to press, particulars of the fire, at Halifax, which occurred on the 19th inst, are not yet received in Montreal, but it is stated the loss will be about \$40,000.

FIRE PRECAUTIONS IN CHICAGO.—Two thousand suits against owners of buildings who have failed to provide proper fire escapes are being prepared by the city prosecuting attorney. Since the disastrous Windsor Hotel fire in New York, the authorities here have been spurred to greater activity.