

EVEN the retail druggists are working on a line that will interfere with advertising. An organization has commenced the manufacture of certain remedies which it is intended will replace some that are extensively advertised, and the retailers are pushing those goods with considerable vigor. Should the demand for the well advertised preparations fall off seriously the question is, how will it affect the publisher? Will the proprietors of such preparations try to force business by extra advertising, or will they bow to the inevitable, as the retailers hold the whip hand.

THE *Winnipeg Commercial* makes a good point when it claims that Canadian newspapers are the best Emigration agents available for securing new arrivals in this country from the Mother Land. Having made this statement, the force of which all will admit, the *Commercial* says, "while our newspapers are by far the best mediums for making known the resources of our country, and the circulation of our journals abroad furnish by far the best class of emigration literature, it is not a wise policy to place such a heavy tax upon their circulation abroad as has been done by the recent increase in the postage rates upon papers mailed to the United Kingdom." It is certainly an absurdity that a person who takes a dollar weekly is called upon to pay \$1.04 postage thereon if he desires to send it to some relative in Great Britain.

THERE are very few persons who are not susceptible to a little flattery, and perhaps properly so, as kindly and complimentary remarks are an incentive, tending to increase our zeal and prompting us to strive for a higher ideal. We like a little praise, and we say so frankly, hence the publication of the following from H. P. Moore, editor of the *Acton Free Press*:—"I write to congratulate you upon your report of the Press meeting in the March number of THE PRINTER AND PUBLISHER. It is certainly very creditable and highly satisfactory. I think you will find it a good stroke of policy in the interests of THE PRINTER AND PUBLISHER, for I am persuaded that it will illustrate the value of a journal representing the craft as nothing else could. The interest in the proceedings has usually been allowed to pretty well subside before anything is heard of the annual report, but your very full review of the proceedings will have the effect of keeping the subject prominently before all concerned until the report in book form is received. I feel satisfied you will find your effort on this occasion to be of permanent profit in extending the journal among the printers of the country. I sincerely trust you will realize this result." So mote it be!

THE manager of the Central Type Foundry, St. Louis, referring to a paragraph in our last issue, says: "THE CANADIAN PRINTER AND PUBLISHER for March is at hand, and we notice your editorial note regarding the immortalization of Mr. J. S. Cushing, of Boston. Mr. Cushing is an old friend of the Central Type Foundry, and two or three years ago we obtained his permission to use his name in connection with our series of title letter now known as 'Cushing Old Style.' Our 'Cushing Monotone' was also named in his honor. According to that, Mr. Cushing must be thrice immortalized."

THE Western peninsula of Ontario is rapidly becoming Americanized, owing to the footing secured by Detroit and Buffalo newspapers. Our own papers have been almost driven from the field because their American competitors are on sale in the trains and news depots earlier, owing to the railway arrangements in that district. This may seem a trifling matter, and of interest only to the publishers, but it certainly means that our own people are fed daily on American literature, and imbibing American ideas. There can be but one result from such a condition of affairs, and that condition does not mean Canada for the Canadians. Our politicians have discussed matters of less moment in the House this Session than what we now draw their attention to.

PUBLISHERS should use their influence to prevent the passage of the proposed amendments to the Pharmacy Act at the present session of our Legislature, as those amendments will, if adopted, interfere largely with the business of country stores and kill off the advertising of proprietary medicines. Many of the standard remedies are now sold in the general country store, but if the desired-for legislation is secured the storekeeper will not be allowed to sell even a bottle of castor oil. This savors too much of a combine to commend itself to the public, as the sale of all medicines, proprietary and otherwise, will be confined to the drug stores, and as there may be but one in the village or town, the proprietor will have such a monopoly that he can charge even an exorbitant price. The compounding of patent medicines by an association of druggists, referred to elsewhere, will enable them to introduce remedies intended to replace some that have secured just popularity at an expenditure of vast sums in advertising. The publishers throughout Ontario should guard the interests of their local advertisers, and see that the general storekeeper is not injured, as he certainly will be if the Pharmacy Act is amended on the lines indicated. They should also look keenly after their own interests, as the druggists are displaying such uncalled for selfishness that deserves a sound rebuke.