



An Idea In Election Returns.

Many schemes have been invented for the reporting and displaying of election returns, but one of the nicest plans that has come under our notice was that adopted by The Woodstock Sentinel-Review on the evening of election day. The management of that paper rented the Opera House, and for a week before election day advertised the fact broadcast that on that evening subscribers to the paper would be admitted to the opera house free of charge, admission to be by ticket until the seating capacity of the house was exhausted, after which the doors would be thrown open to the public.

The Sentinel-Review reports the plan as being successful far beyond its expectations. The tickets for admission constituted in themselves quite a handsome advertisement for The Sentinel-Review, and the demand for these was tremendous, enough having been issued two days before the election to completely fill the house, which has a seating capacity of 1,200. The balcony and boxes had been reserved for ladies and their escorts, and the doorkeepers and ushers were members of The Sentinel-Review staff. Mr. Pattullo, M.P.P., president of The Sentinel-Review Company, presided and assisted Mr. J. F. Mackay, managing director, in announcing the returns, together with interesting comments upon the history and results in the various constituencies. The meeting was announced and conducted in a thoroughly non-partisan spirit, the Conservative candidate and his leading supporters having been invited to be present, an invitation which, however, they did not accept, although hundreds of Conservatives were present in the audience. During the evening music was supplied by an orchestra and a Highland piper in costume, and addresses of a humorous and semi-political nature were delivered by clergymen and other representative men from the town and various parts of the county. Considering the very large crowd present, the order was simply wonderful, and was attributed, no doubt, to the presence of so many of the fair sex. It will be many years before that gathering will be forgotten in Oxford county, and Messrs. Pattullo and Mackay are to be congratulated on the success that has attended their enterprise.

* *

Encouraging Local Firms.

The Petrolea Advertiser has published, to the extent of several columns, a sort of local commercial directory, containing short write-ups of the various firms. The matter was given a good heading, and the edition of that date called a Trade Edition. The idea, which was not expensively carried out, must have done good to local commercial houses, and they would appreciate it. If the weekly publisher will keep his eye on the largest dailies in this country he will find that from day to day they do in their reading columns an extra-

ordinary amount of this missionary work for their best advertisers. Often they successfully conceal the reading notice under the guise of trade news, which, after all, is often more interesting than a lot of the trash which news papers publish nowadays.

A Weekly Experiment.

The Gazette, Montreal, is making a new venture. There is now going into Rectory Hill, P.Q., an eight-page weekly under the title, The Rectory Hill Megantic Gazette, seven pages of which is The Weekly Gazette and the front page of which is local news. All of it is, of course, printed in Montreal, and it means a good thing for The Gazette, for the circulation now reaches about 1,500. The result of the venture will be watched with interest by the newspapermen of the Dominion.

The use of Color.

Reference was made not long ago in this column to the employment by a Toronto daily of color printing to embellish advertisements. The Uxbridge Times of November 8 prints one of its best local advertisements in red, and the experiment is certainly a success as far as the advertiser is concerned. Although by giving up the top of the front page to the advertisement the publisher has rather spoiled the look of his paper, no doubt it was made worth his while to do it. This employment of color printing as a means of additional revenue is something which ought not to be overlooked.

Election Articles.

The weekly papers have in many cases proved more valuable factors in the discussion of political questions during the recent campaign than at previous elections. The ability with which various questions have been discussed and the space devoted to them are proof that the editor of the weekly is just as well qualified to write leading articles as the writers for the daily press. In The Picton Times, for example, during the campaign one issue of the paper contained no less than seven columns of editorial articles. An advantage possessed by the weekly is that it can discuss the particular issues that arise in the neighborhood with more point than the city daily can. While one does not wish to see the weeklies take up acrid discussion of party issues, they benefit from being recognized as useful mediums of discussion by their own party, and should not neglect the opportunity.

The Quebec Chronicle has started an evening edition. The Andover News is a new weekly publication at Andover, N.B.

Mr. A. E. Rose, who has been Canadian advertising manager for J. C. Ayer Company, has resigned his position here and has gone to New York. His place here is being taken by Dr. Chas. H. Stowell.

The Bridgewater (N.S.) Enterprise has amalgamated with the Lunenburg (N.S.) Progress. The new title is The Lunenburg Progress and Enterprise. Mr. Wm. Duff is the manager.