

certain articles on the race question which appeared in these papers. It will be remembered that after the relief of Ladysmith there was a certain amount of rioting amongst the students of McGill and Laval Universities, which culminated in the destruction by a mob of a Union Jack flying over The Star office. La Patrie and The Star, representing the opposing factions, became engaged in a heated argument, and some excitable editorials were published in both papers. It is said that Messrs. Morgan & Co. wrote to the respective publishers requesting them to stop the discussion, and as this was not done they withdrew their patronage.

Without touching upon the rights or wrongs of the race discussion which was so vigorously prosecuted by the two Montreal dailies, it seems rather like an attempt to coerce the press on the part of Messrs. Morgan & Co. Any reader of a paper has a right to criticize its policy, but it is another matter for an advertiser to take away his business because he is not allowed to dictate the course the paper is to follow. An advertiser owns the space in which his ad. appears, but he should not run away with the idea that he can boss the rest of the paper as well. It is likely in this case that the advertiser will see the error of his ways and return to the fold, because a department store can ill afford to dispense with two so widely circulated and influential journals as The Star and La Patrie.

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The Shawinigan Water and Power Co., of Montreal and Shawinigan Falls, Que., are about to place a rather unique proposition before the readers of the best daily and weekly papers in Ontario, Quebec, New Brunswick, and Nova Scotia. Shawinigan Falls produce a vast amount of power, which is now being employed for industrial purposes in the form of electricity, much the same as the power generated by Niagara Falls is used to run factories, both on the spot and as far away as Buffalo. Several large concerns have already commenced to erect works at Shawinigan, and it is thought that, before long, many other industries will centre there. Of course, thousands of workpeople are required to operate the mills, and merchants, etc., are equally necessary to supply the wants of this multitude. The Shawinigan Water and Power Co. propose to establish a model town and to advertise for the people to come and live in it. Well-written newspaper ads. will set forth the advantages of settling in so progressive a community, the chances of permanent employment, etc., and a bright, descriptive booklet follows this up and tells all about the new town—its waterworks, electric light, telephone service, etc. Mechanics, laborers, merchants, and everyone else who is dissatisfied with his present position, or does not like the town he lives in, is invited to correspond with the company and see what it can do to help him. It is hoped that the widespread publicity which the town will receive will be the means of keeping in the country many who are about to cross the line in search of employment. It will also attract to Shawinigan a better class of people than usually make for new towns. It seems as if, in this rapid transit age, we cannot wait for settlers to come of their own accord; we have to go out and pull them into the town. The out-

come of the experiment will be watched with much interest. Messrs. A. McKim & Co. are placing the advertising, and are given credit for instigating this novel "town-building by advertising" scheme.

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