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THIS ISSUE.

This issue is devoted mainly to the paper making and pulp manufacturing industries, and is intended to show the strength of these two members of Canada's young manufactures. The disadvantages under which the pulp industry languishes are pointed out in detail, and some grave errors on the part of the Canadian Government are explained. The rapid advance made by domestic paper manufacturers during the past two or three years calls for explanation, and this is given.

This issue may reach the hands of a few not yet subscribers. Should such be the case, let it be understood that its subscription lists are open to all persons who believe that this journal is worth the price asked for it.

A POST OFFICE RULING.

THE Post Office authorities have issued a circular letter to publishers, saying that after July 1st printed circulars soliciting subscriptions and printed envelopes will no longer be allowed to pass as enclosures.

The only permissible enclosures to newspapers passing free to subscribers are : bona fide supplements, and accounts and receipts sent to subscribers.

As the change will take effect from July 1st, dealers should make a note of this, and avoid having an edition sent to the Dead Letter Office.

This ruling seems to be due to the fact that a great many local papers on both sides of politics have been folding campaign sheets with their journals. A supplement is only bona fide when it contains "crowded out" matter. Campaign sheets are against the law, and after July First the law will, presumably, be strictly enforced. The mere naming and dating of a supplement to make it correspond with those of the paper in which it is to be enclosed does not make it a supplement.

Why printed circulars soliciting subscriptions should not be enclosed in sample copies on which postage is paid, is not very clear. Nevertheless, such is the ruling of the P.O. authorities, and it must be observed.

A PRIZE WEEKLY.

The Picton (Ont.) Times leads the way for local news. In its May 27th issue there were 27,000 ems of locals, in April 15th issue 20,500, and in April 27th issue 20,000. Truly this is a magnificent showing, and we doubt if any local weekly in Canada can beat this record.

The matter was all entirely personal or concerning general events in the town, well written and live. The amounts mentioned do not include news from surrounding villages, of which there was also a great deal. The Picton Times is the banner local weekly of Canada until this record is broken.

THE TORONTO MAIL.

The Toronto Mail seems to be anxious to be again the Ontario Conservative organ, and is attacking the Mowat Government with an asperity which the Empire cannot equal. In its issue of the 16th it had an article a "scoop," in fact - on Mr. Mowat and a vacant registrarship, which created much comment.