

with the merchants and their stores, and the leading citizens are also photographed. The hotels, the educational institutions and the lumbering and fishing industries are also disposed of in separate articles. There is not a display ad. in the whole issue (which sells for 20c.), and nothing of a catch-penny characteristic. In fact, the whole plan is admirably worked out and we hope The Courier will find the result satisfactory.

The illustrated issue of The Winnipeg Tribune for June 12 appealed to many interests. It united the Jubilee ceremonies, the Presbyterian Assembly, the Winnipeg oarsmen and the progress of Manitoba, and the production was a first-class piece of enterprise. The idea of making a feature of Manitoban development in connection with the Queen's reign was capital. The Tribune's number will go abroad and be a credit to its province as well as its publisher.

TORONTO PRESS GOSSIP.

MR. J. S. WILLISON, accompanied by Mrs. Willison and his niece, Miss Hazel Wright, leave next week for a trip across the ocean. They will sail from New York on the 28th, in a White Star liner, and expect to visit Great Britain, Ireland and France. Mr. Willison will be absent over two months; it is his first trip across the Atlantic. Mr. Willison is writing for The Canadian Magazine an article on the "Premiers of Ontario." As three of the four Premiers have been intimately associated with the editor of The Globe for years, the article promises to be a valuable contribution to political biography.

Mr. Acland, the news editor of The Globe, has been taking his vacation in the Maritime Provinces.

There are rumors in Toronto of changes in the staffs of two or three of the papers, but nothing definite has leaked out.

Frank Smith, of The World, is still in the Ontario mining district, and his letters to the paper are interesting and lively.

R. Woolsey has gone back to England and has been appointed to an educational position in Warwickshire, with headquarters at Stratford-on-Avon.

W. H. Bunting, of The Mail and Empire, is taking a holiday, having been unwell for some time. Mr. Woods, the new city editor, is doing capital work in his new post, as all can testify.

John Lewis, of The Globe, is on his way home from London. The "J. J." who did The Mail and Empire's specials during the Jubilee was, of course, James Johnson, formerly of The Ottawa Citizen.

The new book of poems by Mr. Bernard McEvoy, of The Mail and Empire editorial staff, is under way. The illustrations and page-margin embellishments are exceedingly artistic and the book promises to be a fine production. Morang is publisher.

NEW MONTREAL FIRM.

Mr. C. J. Robertson has just opened an office in Montreal and is handling a full line of machinery for printing, folding and cutting paper. Mr. Robertson has had several years' experience with the best houses in the United States and is thoroughly posted in this line of business. He is at present in New York, and writes that he has arranged to represent some good New York firms in Canada, and has the privilege in certain cases of manufacturing the articles here. Mr. Robertson makes a specialty of designing and manufacturing attachments for printing machinery.

GIVING SPACE AWAY.

WHEN the Buffalo Bill show passed through Canada the advertising end of it sent out a free reading notice over two sticks in length, and the publisher was informed. "Upon presentation of this order with a marked copy of your paper containing a preliminary notice of our exhibition, two reserved seats will be granted in exchange for the courtesy of your columns." One of the recipients of this modest request writes to PRINTER AND PUBLISHER:

"A publisher who wants to 'see the show' can curtail this notice to a dollar size and get his tickets, but I see most publishers are not cutting it down at all. They are giving Buffalo Bill a few dollars' worth for one, probably because it saves five minutes' time to run it in as it is. Every man has a right to run his business as he pleases, but are we not hurting ourselves by giving this circus so much free advertising? I believe the readers would be paid for in cash at a fair rate per line if publishers adhered to the cash principle.

"There is too much truck and trade in the newspaper business, and I think we ought to get out of it as soon as we can. If a merchant came to me with a reader of similar length, I would probably charge him about \$3 or \$4. Why should I give it to Buffalo Bill for \$1 (in tickets)?

"A short time ago a cute man who had occasion to advertise in four or five papers along a 50-mile line of railway recently sent \$1 cash and a \$2 notice, with a request to insert or return the money. All but one paper accepted and gave the two-dollar notice for one dollar. (I was not one of the publishers, because, having done all the printing for the event, I gave a full notice, as is my custom and the custom I believe of most offices). The question that these things suggest to me is: What is a scale of rates for if not to guide us in charging for our space and work?

"I am not writing this for publication, (although you can use it as coming from 'a publisher' if you choose), but merely to call attention again to the injury that we can so easily do to our own business by lax methods. The subject is old and threadbare, but only by continual reminders can we hope to effect improvement. Publishers have it in their own hands to make the future of the newspaper business sound and successful or precarious and uncertain."

These sentiments are sound. As our friend says, the question is old, but, like all unsolved problems, it presents new features every day. We go on practically giving away our space, and then wonder why publishing yields such poor returns. If a city man you don't know writes out to you: "I am coming to spend a month with you; instead of paying my board you will have the inestimable privilege of my society"—wouldn't you kick him out? Well, the request is not cheekier than the free puff artists'. Every publisher who gives evidence on this subject says that when he holds out firmly (and is not a complete fakir as to circulation) he gets his price ultimately. Won't you be one?

The first number of The Saltcoats Siftings, published at Saltcoats, Assa., is out. It is an exceptionally newsy publication, and is presented to the public in bound form of twenty-four pages. The Siftings will be Liberal in politics and is published by Meikle & Co., Mr. Meikle having retired from the management of The Assiniboian.