

expects his local paper to stand up for local trade, he should, in turn, respond with the bestowal of his printing to the offices of his own town.

Comparisons are sometimes useful. The Brandon Weekly Sun need not fear comparison with any other Canadian weekly. It prints in two eight-page parts, each four-page home-printed. By utilizing matter from the daily, the list of contents is very complete. News of the city and of neighboring towns and villages seems to get first place. That is wise. To give up space to news of the world, unless greatly condensed into paragraphs, would be risky. The local paper must "own" its locality in the matter of news. The editorial is plentiful, and the local news is, much of it, of general interest. Altogether, the news end of the paper needs no bolstering up. We notice that the two eight-page parts are mailed the same day. Judging from reports that come in, the papers that have adopted a system of mailing twice a week find their subscribers like it. Under the new law of January 1, postage will have to be paid in these cases, unless the Department rules that the whole of a paper need not be mailed on one day—which is improbable. The publishers, in all such cases, should go over their lists and figure as closely as possible on the cost of postage.

The Kamloops Inland Sentinel has solved satisfactorily in its own locality the problem of changing from a weekly edition to a twice-a-week publication. The two issues of a recent week are before us. The advertisements are almost entirely different in each. When the same advertisement appears in both issues, a proportionately higher rate is paid. There is no single exception to this rule. The make-up and attention to local interests leave nothing to be desired. If one wanted to cavil, it might be said that, in several cases, the articles are too lengthy for a paper of limited space. But they are, in every instance, full of interest and local importance, so the criticism is hardly just. Still, the cultivation of a number of small items in the weekly is a great point.

A SCHEME EXPOSED.

Newspapers will be doing a service to themselves and their advertisers by calling attention to the exposure of The American Journal of Health made by The Woodstock Sentinel-Review. The health journal announces its contempt for the practice of putting paid puffs in the news columns. But The Sentinel-Review has caught it in an attempt to get Canadian concerns to pay for copies of the paper containing write-ups submitted to them without solicitation on their part. One concern addressed was the Grant Canning Co. (a mythical firm). The puff offered for insertion, if a certain number of papers were taken, described a factory not in existence, and the health journal offered to endorse the canned goods, their methods of manufacture, etc., all relating to an industry not known in Woodstock. The other case was a lengthy report of the Wolverton Milling Co.'s products, which the paper declared its representatives had tested. The company say that they never asked for the puff and never submitted their flour for inspection. The Sentinel-Review denounces the scheme as a fake intended to take in Canadian advertisers.

THE PRESS AND PUBLIC BANQUETS.

THE EPISODE OVER THE ABERDEEN BANQUET AT OTTAWA.

“THE citizens of Ottawa tendered a farewell banquet to His Excellency the Governor-General, last evening, at the Russell. Mr. Justice Taschereau occupied the chair, and proposed the toast to the vice-regal guest. Lord Aberdeen responded at some length. The Citizen is credibly informed that the banquet hall was decorated with the Gordon tartan, gracefully drooped, interspersed with the Aberdeen coat of arms, out of courtesy to the guest of the occasion.”

The foregoing is the introduction to the report of the banquet to the Governor-General, which appeared in The Ottawa Citizen of November 2. It is a somewhat unusual introduction, and an interesting story attaches to it. Ottawa possesses some of the most public-spirited men in Canada; it also, unfortunately, harbors a few cads. In arranging for the banquet to the Governor-General the cads got the upper hand, with the result that the function came perilously near being boycotted entirely by the newspapers. These cads succeeded in inducing the committee of arrangement to entirely overlook the press representatives, but they were informed that if they cared to enter within the sacred precincts of the banquet hall after the feeding was over, a table would be placed at their disposal for the purpose of reporting the speeches. Once before Ottawa was the scene of an effective boycott, on an occasion of a similar character, and, strange to say, Lord Aberdeen was then the innocent victim. In the present instance the newspapers would have ignored the banquet altogether, but it was felt by the correspondents to be hardly fair to make the Governor-General the victim a second time in resenting an insult to the newspaper fraternity. Accordingly, the newspapers took other steps to secure a report of the speech of the guest of the evening. The action of the committee, in being influenced by one or two men lacking the first instincts of gentlemen, is roundly condemned at the Capital, and it is to be hoped that this will be the last time that such an occurrence takes place there. One of the most successful public banquets ever given in Ottawa was that to the delegates from Newfoundland, three years ago; successful, in a large measure, because a newspaperman managed the affair for the citizens. In explanation of its reasons for not giving a fuller report of the Aberdeen banquet, The Ottawa Citizen says:

“Through the courtesy of His Excellency Lord Aberdeen, The Citizen is enabled to furnish its readers with a full report of his speech, given at the banquet last evening. In consequence of the insult to the press of Canada, which the committee in charge were guilty of in neglecting to extend the customary courtesies to the reporters of the local papers and correspondents of other Canadian dailies, this journal, in common with others, was unrepresented last evening, as we did not see fit to accept the proposal of the committee that our reporter should attend without an invitation. It is unpleasant to have to refer to such a matter, but the explanation is due the public. In departing from the custom that prevails both in Great Britain and Canada, the committee used their own discretion, and we take the liberty of using ours. We especially regret that the unpleasantness should have occurred on an occasion when the representative of Her Majesty is taking his farewell, but, in placing before our readers His Excellency's speech, we are satis-