

completed, be one of the most commodious in the country. The World's circulation has made great gains during the last six months.

Recent events illustrate the growing independence of Canadian newspapers. The Liberal papers, as a rule, have always been noted for freedom of tone in discussing the proceedings and policy of the party. The Globe, which was long devoted to straight party allegiance, now strikes out on a line of its own on the school question, regardless of the course pursued by the party or the leaders. The Mail and Empire is free from thick and thin endorsement also, and the example thus set has been followed with startling distinctness of late in the comments of many Conservative papers on the Government's school policy. The day when politicians ran the papers seems to be over. Few of them are at the beck and call of the party bosses, and the change is at once salutary and suggestive.

"It always pays in the end to maintain advertising rates," says Mr. Smeaton White, manager of The Montreal Gazette. "When rates are fixed at a fair value cutting is poor policy. The effect of it is to depreciate profits, and at the same time to lower the standard of the paper. The advertiser gets to think a paper which cuts rates is less valuable than he formerly thought it. When the time comes for restoring prices to a better basis the advertiser is found difficult to convince, and sometimes drops out sooner than yield. In the long run it will be found that advertisers who cannot command the situation, and are not allowed to dictate prices, have really greater confidence in the paper as a good medium."

Why worry about grammar when a race is in progress? The London (Eng.) Chronicle says the Defender is the "fastest" yacht of the two.

The Hamilton Herald refers to a rumor of a new morning paper for the Ambitious City. The three dailies are all evening papers. The Herald points out that The Spectator abandoned the morning field after years of experience, finding that it had to compete with the Toronto morning dailies, which are sent to Hamilton on an early train. There is also to be faced the probability of one of the existing papers issuing a morning edition in order to meet a new rival in a field already well supplied. It is surely not likely that anyone will repeat in Hamilton the mistake made in the case of the late Toronto Empire, that of starting a new paper where there is no commercial opening for it.

The journalistic event of the month in Montreal has been the appointment of John W. Dafoe, of The Herald, to The Star staff. Mr. Dafoe began newspaper work in The Star office about twelve years ago. He made a successful parliamentary correspondent for the paper during two sessions, and shortly afterwards, viz., in 1885, accepted an offer from Mr. A. S. Woodburn, of Ottawa, to become the first editor of The Evening Journal, which Mr. Woodburn started in the autumn of that year. Mr. Dafoe next went to The Manitoba Free Press, where he remained for several years, returning to Montreal as editor of The Herald in 1890. His new appointment is that of assistant to Mr. Hugh Graham. The Star staff, it is understood, remains unchanged, with Mr. Henry Dalby as managing editor, Mr. Macnab as news editor and Mr. Miller as city editor.

#### THE JOURNAL LIBEL SUIT.

NOTICE of action for \$5,000 damages each has been served on The Ottawa Journal by the city auditors, G. S. Macfarlane and J. N. Rattey. The cause of complaint is a paragraph signed "Observer," in the "City Hall Notes" of the paper, which, after speaking of infringements of by-laws and illegal expenditures, and placing the responsibility for some wrong payments, went on:

"But the auditors, following the example of the treasurer, say practically, 'The aldermen pass these accounts, and as the aldermen have the voting of our salaries we must wink at, and assist in breaches of both the statutory law and the city by laws regulating the finances of the city, or we may lose our situations,' or, as it was put, 'be turned out on the street.'"

The Journal meets the complaint in a frank and manly fashion. After pointing out that they are not permanent officials but appointed yearly, and may be different persons each year, the editor continues:

"A criticism of the city auditors is not, therefore, necessarily a personal criticism, and undoubtedly 'Observer' in the above paragraph intended to strike at the system which places our city auditors (whoever they may be) at the mercy of the aldermen, not to strike offensively at the present occupants of the audit office. In so far as the paragraph may be considered objectionable or offensive personally to Messrs. Macfarlane and Rattey, The Journal regrets that it was so worded. In saying this, The Journal does not shirk any responsibility for 'Observer's' argument that the city auditing is not properly done. We want to avoid hurting the personal feelings of respected citizens like Messrs. Macfarlane and Rattey. But we do not wish to escape any responsibility for the charge that the city auditors have not done their duty. We are prepared to face this issue in court, believing the issue is in the public interest."

For dignity, fairness and courage in meeting a notice of action it would be hard for a newspaper to beat this. Even if it wins, there are always costs in such an action which are not payable by the plaintiff, and these The Journal will be out. This is a clear case of a sacrifice in the public interests, and it is to be hoped good will result.

#### OUR BRITISH BRETHREN.

The annual conference of the British Institute of Journalists was opened this year at Plymouth on the 3rd inst. The Mayor of Plymouth, who welcomed the gathering, said that the power of the English press was great because it followed the line of duty, and had been the champion of progress and the palladium of our civil, political and religious rights. No historian could ignore the influence upon a nation's progress of its public press. The new president of the Institute is Mr. J. A. Willox, M.P., editor of The Liverpool Courier.

#### NOTES.

The Board of Customs has decided on the following rates of duty: Advertising rules and yard sticks, 35 per cent.; stationery, 27½ per cent.

Job printers who are exercising their taste on private post cards just now will note with approval one presented by W. H. Gillard & Co., wholesale grocers, Hamilton. The design surrounds the firm's name with a fancy scroll, the whole printed in gilt with two colors. There is a framed space in one corner for stamp, and at the opposite corner a shield with "private post card" thereon.