

# Dexter Folder Company

Main Office and Factory  
Pearl River, N.Y.  
(One hour from New York City.)

Highest Grade...

Paper Folding and Feeding Machinery

NEW YORK

97 Reade St.

CHICAGO

315 Dearborn St.

BOSTON

149 Congress St.

who pay twice, or something like it, for the same thing, that is, for the same, or almost the same, circulation.

At this season of the year, advertisers should ask themselves what they want, who they want to reach, through what medium they can best reach the people they want to deal with, where people are in the habit of looking for advertisements, how they regard the paper in which these advertisements appear, are the rates reasonable, will they yield a return from the money paid, will it pay to change, will it pay to experiment, will it pay to spend money on a novelty, in sentiment, or in any other way, except on strict business principles. In a word, when a man intends to spend money in advertising, he should see to it that he invests it where he will get his own back, and with interest. Advertisers who think for themselves, who have studied advertising up to date, will not throw away money on so-called cheap advertising—which is usually a poor, that is, a worthless, investment. We believe, after a close study of many years, that advertising pays. It pays better than any other form of legitimate investment. But "cheap" advertising never pays, as every live business man knows.

## **LIBEL AND OTHER ACTIONS.**

The management of The Montreal Herald will spend a portion of their future in the sweet solitude of a prison cell, if half the criminal actions with which they are threatened succeed. The paper's fearless exposure of the corruption that exists in Montreal's civic administration has aroused the ire of several officials who do not relish being criticized. Chief of Police Hughes has entered two civil suits and one criminal suit, and declares that he will enter four more. Mr. Laforest, superintendent of waterworks, is threatening both civil and criminal proceedings, while some of the city aldermen are also considering the advisability of bringing civil actions for libel against The Herald. No matter how the suits may result, journalists every-

where will commend The Herald for its public-spirited course, which must result in a cleansing of civic politics in Montreal. Mr. Peart, The Herald's city hall reporter, who has been instrumental in securing evidences of wrongdoing, which have startled the city, is well-known to western newspapermen as the late editor of The Chatham Banner.

The Ottawa Citizen has won great kudos for its successful defence in the case of Gourdeau vs. Southam. The item was one published several months ago, and merely chronicled the arrest of a domestic servant who gave her name as Eva Gourdeau. Major Gourdeau, of the civil service, contended that the item reflected upon his daughter, whose name is the same. The jury found for The Citizen, which has displayed courage and sense by defending the case. Mr. R. W. Shannon, barrister, handled The Citizen's case. Commenting upon the matter, The Brantford Expositor wisely suggests a change in the Ontario law which gives the court power to award security for costs when oath is taken that the plaintiff is not possessed of sufficient property. The judge, says The Expositor, should have authority to give security without the charge being made that the plaintiff is a man of straw.

An action has been taken in the Superior Court by L. G. Belley, advocate, of Chicoutimi, against J. D. Guy and J. L. Arthur Godbout, proprietors of Le Progres Du Sagueney, claiming \$10,000 damages for alleged libel.

J. T. R. Loranger, advocate, sues F. D. Shallow, proprietor of The Mouiteur de Commerce, for \$1,000 damages for alleged libel.

The Ottawa Journal has been notified of a libel suit to be brought by Aristide M. Lapierre, of Buckingham, Que., whom it attacked for charging high interest on a note of a poor neighbor. It is the first gun in a brave campaign against usury, and Mr. Ross intends, of course, to fight with his usual courage.

# Cover Papers.

CANADA PAPER CO., Limited.

Toronto, Nov. 15th, 1898.

Our stock of cover papers is large and varied. We can suit you, as we have everything from the cheapest pamphlet covers to the latest novelties. See our Art Litho. Cover and our new Rococco.

When wanting cover drop us a card.

Yours truly,

CANADA PAPER CO., Limited.

*J. J. Campbell*  
Manager.