

It was overruled. To raise it now is useless. The Canadian papers must simply stand, as best they may, the competition of the United States press.

THE EDITORIAL PAGE.

In *The Barrie Advance*, of August 18, may be found an illustration of the good policy of interesting your own locality in the editorial page. The *Advance*, no doubt, cannot afford to waste a line of space on editorial that will not be read in the district, and so its two leading articles are devoted to the "Electric Light By law" lately voted on, and "Cigarette Smoking by Juveniles," a habit which has become prevalent in the town. Two short, pointed paragraphs on politics follow. Quite enough. The page as a whole impresses one favorably and affords grounds for the belief that the editor knows how to gauge the taste of his town and district. As for politics, it is doubtful, unless one has something to say which reflects a special local opinion, whether party politics are worth more than half a column in the off season. The people who want to know if "the Government is tottering to its fall," or whether or not "we will whack Whitney" may be expected to look to *The Mail* or *Globe* to find out. The local paper, unless from some exceptional cause, cannot hope to be the final authority locally on general politics. But it is the final authority on all home questions.

FREE TRIAL TRIPS.

The publisher of *The Deposit, N.Y., Journal* says he has had good results from the following circular, printed by type-writer on note-size paper:

"Your name has been sent us by a neighbor, who thinks you would like to become a *Journal* subscriber.

"We have, therefore, taken the liberty of placing your name on the list for **FOUR WEEKS, FREE**. At the expiration of that time *The Journal* will be discontinued, unless you desire it continued.

"The *Journal* publishes nearly twice as much local and general news and miscellaneous reading as any other paper in this vicinity, and is published earlier in the week.

"The subscription price is \$1 a year. With *New York Weekly Tribune*, \$1.25. With *New York Thrice-a-Week World*, \$1.65. With *People's Atlas* (a \$1 book), \$1.25. Twenty-five cents pay for three months, 50c. for six months."

HINT AS TO THE MAIL LIST.

A country publisher writes to *Newspaperdom* advising his brethren to have their mail lists set up on the linotype in the nearest city office. The cost of composition is no more than the country publisher would have to pay for having it set by hand in his own office, the charge for the use of the metal is light, and the advantages of having the names and addresses of subscribers in logotype form are many. In a change of address, it is a simple matter to change the name from one post office to another in the galley.

On account of the rush of orders for three-color work, *The Western Engraving Co.*, of St. Louis, have been forced to place an order for two more large Miehle presses. They will be installed by the end of July, and are being fitted up with the latest and most improved devices of the Miehle Press people. Printers who have used Miehle presses will buy no other.

THE ADVERTISING DEPARTMENT.

ADVERTISING men complain that the summer months have been dull and unsatisfactory for them. Very little new Canadian business has been placed, and the amount of American money spent on advertising in this country has dwindled perceptibly since the commencement of the war. The *Fit-Reform* clothing people of Montreal have been spending considerable money during the past few months, but it is principally with the large daily newspapers. This will continue and may possibly be increased.

The *Slater Shoe Co.* show a tendency to use larger space for their advertising, and several full page ads. are appearing throughout Canada. The advertising of both these concerns is placed by *McKim & Co.*

Now that the war is over, American advertising prospects have brightened considerably, and, according to an agent who has followed the situation closely, several large contracts are likely to be placed with the daily and weekly press this fall.

Henry Harvey, of *The Trade Review*, a Montreal trade journal, has started an advertising agency at 659 Craig street, Montreal. He is placing the advertising of the *Grant Gold Cue Co.* in dailies and weeklies.

In criticizing the "Slater Shoe" advertising, in *Printer's Ink*, Chas Austin Bates says:

"Mr. McConnell seems to be keeping up the pace set by my friend Kennedy. The Slater shoe advertising certainly has been the best shoe advertising in Canada. A great deal of care has been exercised in the preparation of the matter for the ads. The display has been excellent, and the reading matter sensible and convincing. * * * * It is suggestive and distinct. It tells facts about shoes in an interesting manner. It tells the purpose for which each particular shoe is made, and something about how this work was accomplished."

The *Slater Shoe Co.* are always willing to admit that their success is due to judicious advertising. In conversation with the writer, recently, Mr. J. P. McConnell, manager of their advertising, remarked: "We are called on every day by people who want us to go into programmes, billboards, and all manner of other schemes, but we won't touch them. Newspaper advertising is what has paid us, and we mean to stick to it."

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Lieut. Col. John Bayne MacLean is placing a considerable amount of advertising in the big dailies, through *A. McKim & Co.*, for local examinations in music of the Associated Board of the Royal Academy and Royal College of Music, London, Eng. This will be followed by similar announcements in other dailies and country weeklies, when examinations are held in the smaller places. The examinations aim to establish a standard of musical education and to kill fake examinations, which are carried to a greater extreme than the bogus "M.D." examinations were at one time in the United States. London Truth has been exposing some of them. It shows that the College of Pianists was founded and is run by a plumber and his family, while a house decorator and a law student run the College of Violinists. They hold examinations which everyone passes, get big fees, and grant diplomas, degrees, certificates, etc. The