

THE ADVERTISING COLUMNS AN INDEX.From *The London, Ont., Daily News.*

IN an entertaining chat on the development of advertising, Harper's Weekly says: "A look at any modern newspaper or magazine shows to-day that the advertising pages bear a quite literary and artistic product. They were once a barren, unattractive waste. They are now a part of the humanities, a true mirror of life, a sort of fossil history, from which the future chronicler, if all other historical monuments were to be lost, might fully and graphically rewrite the history of our time."

While it is true that there has been great development along the lines of advertising, the conclusion of Harper's is no more true now than it was a quarter of a century ago. Then, as now, a good idea of a place could be gathered from a perusal of the advertisements in local papers. There is probably not an expert exchange editor in the newspaper business who could not write a good description of scores of towns which he has never seen simply from a constant perusal of papers that pass through his hands. He can tell what town is a live one, and which one allows the grass to grow on its sidewalks. He can name towns where he would, if called to go there, find hustling business men, full of snap and energy, and where he would discover a sleepy set of merchants, too unenterprising to do business unless it was shoved into their hands. A daily newspaper is something more than "a brief abstract and chronicle of the times." It is a standing advertisement of the character and nature of the town or city in which it is published.

THE ENGLISH LIBEL LAW.

Is it too much to hope that before the present Government goes out of office it will do something to reform the abuses of the law of libel? The number of cases in which the law procures real redress for a real injury are few and far between. The majority of libel actions are either frivolous or vindictive. But this is not the worst. There is not an important newspaper in the kingdom which is not victimized to a large extent every year by actions which never come into court, simply because it is cheaper to pay up to the blackmailer than to fight in a case in which victory would mean the loss of a large sum in costs, because the plaintiff has no means. This, of course, is made possible by the existence of a number of firms of solicitors who are always ready to take up such actions on "spec." We, ourselves, could give a list of twenty such firms in London alone. They are a disgrace to their profession, no doubt, but not a greater disgrace than the law of libel is to the law of England.—*London Saturday Review.*

WESTERN DAILIES ORGANIZE.

A meeting of several of the representatives of the Western Ontario dailies was held in Windsor Tuesday night at the Crawford House. Those present were: Mr. Ford, of *The Chatham Banner*; Mr. Rutledge, of *The St. Thomas Journal*; Mr. McCubban, of *The St. Thomas Times*; C. A. Abraham, of *The Woodstock Sentinel-Review*, and representatives of *The Windsor Record*.

It was decided to form an association to be known as the "Associated Western Ontario Dailies." This is to include all the daily papers west of Toronto. Many of the papers have signified their willingness to join such an association, and when fully organized it will likely comprise *The Chatham Planet and Banner*, *The St. Thomas Times and Journal*, *Sarnia Observer*,

Ingersoll Chronicle, *Woodstock Sentinel-Review*, *The Galt Reporter and Reformer*, *The Guelph Mercury, Herald and Advocate*, *The Hamilton Times, Spectator and Herald*, *The Berlin News-Record and Telegraph*, *The London Free Press Advertiser and News*, *St. Catharines Journal*, *Star and Standard*, *the Stratford Herald and Beacon* and *The Windsor Record*.

Arch. McNee, of *The Record*, was elected chairman of the association, and Chas. A. Abraham, of *The Sentinel-Review*, secretary-treasurer.

Various matters in which the western publishers' interests were mutual were discussed with much profit to all, and the probability is that the association will prove of great assistance to the makers of newspapers in the west.

THE ANGLO-SAXON.

A partnership has been formed between Mr. E. J. Reynolds, proprietor of *The Anglo-Saxon*, and Mr. Matthew Esdale, under the firm name of M. Esdale & Co., at 127 Sparks street, Ottawa, who will carry on a general job printing business. *The Anglo-Saxon* will continue to be published as it has during the past ten years. The plant was put in by the Montreal agency of the Toronto Type Foundry, which is under the able management of Mr. Geo. Stewart.

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