

WILL THE POSTAGE BILL PASS?

AN idea prevails that the new bill imposing postage will not be pressed this session of Parliament in its present shape. The measure has caused a great deal of discussion, and has been criticized freely in the press and out of it. The consensus of opinion is rather unfavorable to the bill.

On the whole, there is no objection made to the principle of postage. The publishers, as a body, contend, and rightly contend, that there is no reason why newspapers should be carried free any more than any other class of matter. There is a strong feeling amongst publishers against being deadheads in any respect. But the present conditions of publishing in Canada, and the manner in which the Postmaster-General proposes to apply the principle of postage are causing considerable discontent and hostile criticism. The publishers of religious papers have laid their views before the Minister, showing correctly that the competition of United States papers is severe, while Canadian papers cannot, and do not compete with them, in the United States. Thus, free carriage of these foreign journals in Canada gives them a great advantage, although they pay postage rates in their own country. The same argument also applies to trade papers. The latter's chief competitors are in the United States. Canadian trade journals are usually printed on good paper, and weigh a good deal. Their publication will become more expensive, while foreign competition will continue to operate, and Canadian publishers of trade journals are said to regard the imposition of postage as a serious matter for them. In other words, the larger the paper, in size and circulation, the heavier the charge. The lesser journals escape lightly.

But the most serious discrimination, and the one which arouses the strongest opposition, is that of allowing free postage in a radius of ten miles around a place of publication. This exempts a great many weekly journals. Those, however, published in places along the seacoast or on the shores of the lake, get only a partial benefit. This exemption of weekly journals is not at their request. There is no evidence that they ever asked the Minister to pauperize them with a special deadhead law in their interest. The best weekly journals in Canada are in as good a financial position relatively as the big dailies with large outside circulations. In fact, it is just a question whether, year in and year out, a successful weekly is not the best property in the country. The bill, however, assumes that they should not be asked to pay postage, and thus places them in the awkward position of being recipients of

Government favors which they have never sought. Free delivery, in their own cities, for dailies is nominally included in the bill, but for evening editions this would be impossible, and the morning deliveries would not be early enough. If special staffs were employed by the post office for this purpose the cost would probably be large.

An interchange of views has taken place between the various members of the Executive of the Canadian Press Association as to whether the Executive should meet and consider the new conditions likely to be created by the carrying out of the Postmaster-General's new measure. It was decided not to meet, the recent meeting of the association at Ottawa having practically decided against taking any further action in regard to postage.

WESTERN PRESS ASSOCIATION.

The Western Canada Press Association have held two meetings of late and have discussed some important matters. One was the fixing of a minimum price for advertisements, and the schedule decided on will be observed by all the members of the association. The schedule of prices for job work was also drawn up. It appears that in the past much work has been done at a loss, owing to excessive competition, and the necessity of having a uniform minimum scale of prices had become urgent. The question of foreign advertising was discussed, and an effort will be made to evolve a plan by which it can be better controlled.

It is the intention of the association to hold an excursion during the month of June. The itinerary will probably include Banff, Vancouver, Victoria, San Francisco, and three or four interior points of interest between the Golden Gate and Chicago, also St. Paul and Minneapolis.

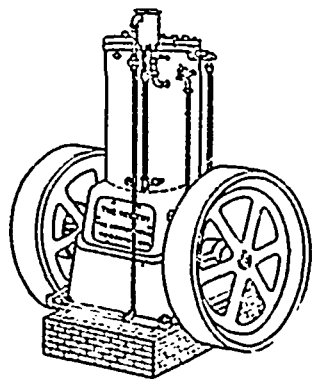
At a special meeting, held April 8, the question of ready-prints was discussed. It was determined to establish a co-operative concern, comprised of members of the association, for the purpose of furnishing ready-prints. The plan adopted is one which will endeavor to control all foreign advertising in such a way as to give profits derived from this source to the publisher.

TYPE MEASURE FREE.

The Toronto Type Foundry Co., Limited, of Toronto, are supplying free to all printing offices type measures. If you have not received one, send and get one.

THE NORTHEY GAS AND GASOLINE ENGINE

In the Printing Office



Mr. E. F. Stephenson, of the Bracebridge Gazette, writes on August 14, 1897 :

"In reply to your letter asking me how I liked the Gasoline Engine I purchased from you, I am glad to be able to say that I am well pleased with it. I believe it fulfills to the letter all the promises contained in your descriptive circular, and what more need I say. I can start it to run in about one minute, and it needs little or no attention afterwards."

And again on April 14, 1898 :

"In reply to your letter of the 2nd inst., I have nothing to add to my former testimonial, except to say that, with greater experience, I am still well pleased with the Northey Gasoline Engine. The running expenses are light and satisfactory to me."

(Signed) E. F. STEPHENSON, Proprietor Bracebridge Gazette.

The originals of these testimonials are on file at the Northey Mfg. Co.'s office, and may be seen at any time.

Our booklet tells all about it. Write for it.

NORTHEY MFG. CO., Limited, (Gas Engine Dept. F) Toronto