

IMPORTANT CHANGE AT HALIFAX.



THE important man in newspaper circles in Nova Scotia to-day is William Dennis, of The Halifax Herald. Nearly a quarter of a century ago Mr. Dennis, then a boy of about fifteen, obtained employment on the newly-founded Morning Herald. Energy and a spirit of hustle marked his work in those early days, and these qualities have been characteristic of him ever since. Soon after his connection with the paper, he traveled over the province in the interest of its business. It was not long before he found that news gathering was a more congenial field, and young Dennis became attached to the reportorial staff, or he became the staff, for in those days one man did all the work in the office outside of the editorial writing and the preparation of the shipping news, the latter always a feature of the morning newspapers in this ship-owning country. After establishing a reputation which was pronounced by the proprietor of a contemporary in Halifax to be that of the best news gatherer in Halifax, Mr. Dennis took the western fever and went west to Winnipeg, where his old activity and genius as a news gatherer were not diminished. But he did not like the west so well as to forget Halifax, and after some two years at the prairie capital he came back to Halifax at the solicitation of J. J. Stewart, editor of The Herald, and once more took sole charge of the news department. This position he continued to fill till a couple of weeks ago, when the wheel of fortune or of promotion took a decided turn, and to-day William Dennis fills an office which is equivalent to that of managing director.

The Herald, ever since its establishment, has felt the need of one man at the head of affairs who would control the whole. The practice has been that three or four men should practically be supreme, each in his own department. There was, therefore, something of a spirit of rivalry and a lack of unity of purpose which had a noticeable effect even to those outside the business. Yet The Herald was always a good newspaper, though not the money-maker it might otherwise have been.

A short time ago Mr. Dennis obtained an interest in The Herald, to what extent he refuses to say, except that his standing in the concern is perfectly satisfactory to himself. He has more than a mere interest, however. He controls every department. The man to whom every employe of the paper looks for direction is William Dennis, and the era of every man doing merely that which was good in his own eyes seems to have quite disappeared. Reorganization is now the watchword, and already that work has begun in the interest, Mr. Dennis believes, of both economy and efficiency. Some changes have already come in the personnel of the staff and doubtless more will follow. Sentiment is a thing of the past in The Herald and "pure business," the "survival of the fittest," is the only governing principle that now obtains. As managing director Mr. Dennis has abandoned the editorial room and has betaken himself to the floor below where formerly was the business manager's office. Yet, though this change has been made, the ex-news editor has not by any means given up a close supervision of what goes on in the editorial rooms of The Herald and The Mail (as the evening edition is called), and he keeps his eye on his old department almost as carefully as before, while taking the

control and direction of all the other departments, mechanical and financial. An era of thorough advertising and booming of the paper is one of the planks in Mr. Dennis' new platform.

The Herald will be equipped in two or three weeks with three linotype machines.

EASTERN TOWNSHIPS ADVERTISING RATES.

AN adjourned meeting of the Eastern Townships Press Association was held at the village of Granby on the 8th March, when there were present: A. L. Lance, Times, Richmond, president, in the chair, and E. S. Stevens, Examiner, Sherbrooke, sec.-treas.; C. H. Parmelee, Advertiser, Waterloo; E. R. Smith, News, St. Johns; W. E. Jones, Guardian, Richmond; L. A. Belanger, Progres, Sherbrooke; J. C. Holland, Journal, Stanstead; J. A. Chagnon and Chas. Thibault, Journal de Waterloo; G. C. Wilcocks, Leader, Granby; L. S. Corey, Mail, Granby; J. N. White, Examiner, Coaticook; J. H. Lefebvre, Advertiser, Waterloo, and E. L. S. Patterson, Leader, Granby.

Upon motion of Mr. Corey, seconded by Mr. White, the following, W. E. Jones, E. R. Smith, C. H. Parmelee and J. C. Holland, were named a committee to draft a schedule of advertising rates and submit their report to this meeting at 7.30 p.m. Carried.

The meeting was called to order at 7.30 when the committee presented the following report:

To the members of the E. T. Press Association:

Your committee, to whom you referred the question of a minimum rate for foreign or outside advertising, beg to report that they have agreed on the following rates per 1,000 circulation:

1 inch up to 3 inches	\$4 00 per inch
3 " " 6 " "	3 50 "
6 " " 1 column	3 00 "

On each additional 500 circulation, 25 per cent. extra.

These rates are subject to the usual discount of 25 per cent. to advertising agents. The committee did not think it possible, or if possible advisable, to suggest any rate for local advertising.

With regard to reading notices, whether furnished by advertising agents or by the advertisers direct, they would suggest the following rates per inch gross: For 1,000 circulation, 12c. per inch; 1,500, 14c.; 2,000, 16c.; 2,500 circulation, 18c. per inch. These rates subject to usual commission.

The meeting then adjourned. A banquet was held in the evening presided over by J. Bruce Payne, one of Granby's leading men. After the inner man had been fully satisfied, speeches were the order of the day, and some very interesting remarks were made by several members of the association, also by Mr. J. B. MacLean, of Montreal, and Mr. Brierley, of The Herald, Montreal, and a number of Granby's business men. A very pleasant evening terminated a little after midnight.

The members of the E. T. Press Association are contemplating a trip to the Lower Provinces some time during the summer months. Nothing definite yet has been decided upon.

H. H. McDonald, editor of The Yarmouth Daily News, has gone to the Port of Spain, West Indies, Gazette. He is succeeded by Mr. McGuinley, of St. John.