

## OTTAWA VALLEY PRESS ASSOCIATION.

THE annual meeting of the Ottawa Valley Press Association was held at Almonte on Friday and Saturday, July 17 and 18. The following attended. W. H. Allen, Herald, Carleton Place; W. W. Cliffe, Central Canadian, Carleton Place; C. F. Stone, Expositor, Perth; G. F. McKimm, Rideau Record, Smith's Falls; A. J. Jeffery, Chronicle, Arnprior; A. Smallfield, Mercury, Renfrew; Geo. Reeves, Enterprise, Eganville; W. H. Bone, Standard, Pembroke; R. A. Millions, Star, Carp; W. P. McEwan, Gazette, Almonte; Jas. McLeod, Gazette, Almonte; W. W. Pittard, Times, Almonte; E. K. Johnson, Watchman, Arnprior; R. A. Jeffery, Chronicle, Arnprior; J. B. MacLean, PRINTER AND PUBLISHER, Montreal; A. H. U. Colquhoun, Toronto.

The meeting was highly successful in every way. The visiting pressmen were received most cordially and entertained in a whole-souled manner by the local members of the craft. The association having organized, with Mr. Allen, president, in the chair, a regular programme for procedure at all annual meetings was drawn up and agreed to. The president, in the preliminary discussions, referred to the benefit which the association had already been to the publishers of Renfrew and Lanark—the district now covered by the organization. A friendlier tone now prevailed and the marked improvements made in the Valley press during the past ten years were, in part, due to the association.

Messrs. Bone, McKimm and Cliffe having been appointed auditors, reported the accounts of the treasurer to be correct, and a small balance to the good in the vaults of the association.

## ADVERTISING RATES.

Mr. A. J. Jeffery then raised the question of rates for advertising in a practical address. He believed the present rates inadequate in proportion to the cost of production. The weeklies of Ottawa city got 10c. per line for first insertions and 8c. for subsequent insertions, though they could not pretend to have the valuable circulation of their rural contemporaries. The members of the association, he contended, would lose nothing by agreeing to raise their rates. He favored a rate of 10 and 5c. for transient advertisements in country weeklies. Then, as to space advertisements, the city weeklies were getting \$1.40 per line, which was more than we were getting. Special positions in the country weeklies were not bringing what they should. For contract advertising a rate of \$1 per line should be practicable, and a uniform rate should prevail. It ought to be a principle with every publisher that the paper should be self-sustaining outside of the job work.

Mr. Bone pointed out that circulation had much to do with rates, which could not be uniform with all the papers represented in this association. So far the members had not been able to stick together in this matter, and the first step should be to hold the papers in one town to a uniform rate. He admitted that rates now were low, but competition was the cause. The Pembroke rate was \$50 per column and \$20 per quarter column, but even this schedule was sometimes broken. He believed also in the paper being self-sustaining, and thought a uniform agreement, if obtainable, was much to be desired.

Mr. Allen explained that while the association had its price list drawn up and printed, members were not bound down to

adhere to it, except when possible. It was chiefly a guide to the members.

Mr. Pittard pointed out some of the difficulties of a uniform rate. The older of two papers in a town, having usually a bigger circulation, had great advantage in securing good prices. He was convinced that 2c. per line for transients did not pay for the wear of the type.

In Perth, Mr. Stone said, the papers agreed between them to maintain rates.

Mr. McEwan said that a local agreement was the easiest worked, and in Almonte the prices on job work were thus maintained.

Mr. Smallfield related his experience in raising the subscription to The Mercury to \$1.25, its present rate. At first he lost, perhaps, 100 subscribers, but ultimately they all came back. In securing a local agreement he thought it would be difficult for an older paper in a town to prevent cutting by a new one just starting.

## AFTERNOON AND EVENING PROGRAMME.

On invitation of Mayor Thoburn, the members then enjoyed a drive about Almonte, visiting the Rosamond Woolen Co.'s mill, the Almonte Knitting Co.'s mill, and the beautiful residence of Mr. B. Rosamond, M.P., who hospitably entertained his visitors. In the evening a public entertainment took place in the town hall, where a programme of musical numbers and addresses was carried out. The songs given by Messrs. E. K. Johnston, of The Arnprior Watchman; A. J. and R. A. Jeffery, of The Arnprior Chronicle, were received with enthusiasm. The Mayor having welcomed the association, Mr. G. F. McKimm, of The Rideau Record, replied in an earnest and fluent speech, referring in graceful terms to the position and duties of the press, and thanking the citizens of Almonte for their welcome. Mr. J. B. MacLean said he had hoped that Mr. J. S. Brierley, president of the Canadian Press Association, would be present, but that gentleman's engagements prevented this. Mr. MacLean dealt with various newspaper topics. He believed that the mutual good understanding between newspapers was steadily advancing; while there was keen competition the standard of honor in their dealings with one another was higher. He regarded the reporter, rather than the editor, as the potent force of the modern newspaper. On the subject of advertising, he advised advertisers to make frequent changes, and to see that the advertisements were bright and attractive.

After the concert the guests were entertained to supper at the Almonte House by leading citizens and the genial local pressmen, Messrs. McLeod, McEwan and Pittard. Mr. Rosamond, M.P., filled the chair and Mayor Thoburn the vice-chair. The speeches were bright, witty, and to the point. Mr. Smallfield, one of the senior and most respected members of the craft, alluded, amid applause, to the services of Mr. McLeod, the secretary-treasurer, who had done so much to keep the association together. Some good-natured badinage between the representatives of Arnprior, Smith's Falls, Carleton Place, etc., arose out of the toast to "Sister Towns," Messrs. Bone, Jeffery, McKimm, Stone, Millions and Johnston replying. Mr. Jeffery "hit back" at Arnprior's rivals with the story of the bankrupt whose estate was paying next to nothing. There was one Yankee creditor. He said: "Gentlemen, you may have the ordinary assets; for my share I'll take this man's gall." Mr. Johnston related a pleasant incident of the evening, when, since