

in addition to the \$800,000 before specified, making a grand total loss each year to Canadian newspapers on valuable advertising from the United States of one million, three hundred thousand dollars. Cocoa & Chocolate, \$25,000; Mineral Waters, \$10,000; Perfumed Pomades, Powders, etc., \$10,000; Perfumery, Toilet Waters, etc., \$25,000; Soap, all kinds, \$150,000; Typewriters, \$25,000; Pianos & Organs, \$35,000; Corsets, etc., \$10,000; Wines, \$60,000; Tobaccos, \$100,000; Seeds, \$35,000; Lamps, \$15,000; Total, \$500,000.

ENGLISH ADVERTISING.

The fact must not be lost sight of that the reduction, or, better still, the abolition of the duties on the goods mentioned in the first list would open the way to securing an enormous amount of English and foreign business as well, and there is no doubt in my mind that, within at least two years after such duties were removed, at least Two Million Dollars per annum would be spent in advertising goods covered by that list alone in the columns of Canadian newspapers, of which, at present not one cent finds its way into the pocket of the Canadian publisher.

As I suppose that the old time idea of running a newspaper for the good of all mankind in general except the proprietor and for the "education and elevation of the masses" is very dead, it does not seem necessary to point out very forcibly to Canadian publishers that it behoves them to look after their own interests when the tariff reform promised at Ottawa this session shall be under discussion.

In conclusion Mr. Somerville said he did not for one moment talk of free trade, "but I do think that if you had some changes in the tariff it would be money in your pocket. You run newspapers to make money. You are not running newspapers to mould public opinion. That is all guff. That makes me sick." (Laughter.) He urged the appointment of a committee to wait upon the Government to try and secure the desired changes in the tariff.

Mr. C. W. Young, of the *Freemholder*, Cornwall, said that if they sent a deputation to Ottawa they would succeed no better than did the committee last year regarding boiler plate.

Mr. McGillicuddy: "The Association is responsible for this condition of affairs. We leaders of public opinion are going around with a ring in our noses, and allowing half a dozen men to run the country." He moved the following resolution:

"That a deputation from this Association be appointed to wait upon the Dominion Government in the matter of the duties upon Patent Medicines and Printing Presses, and to act in concert with any other deputation or deputations that may be appointed for that purpose, said committee to consist

of Messrs. L. W. Shannon, C. W. Young and W. D. Colcock. Further, that all members of this Association be requested to use their influence with members of Parliament to bring about the desired changes.

Mr. C. W. Young seconded the resolution.

Mr. P. D. Ross said that he was a free-trader but he was not going to advocate a reduction in the tariff in order to allow a lot of injurious quack medicines to be thrown into the country. Nor did he believe in asking the Government to give any class special privileges.

Mr. J. B. McLean said that he was a protectionist but at the same time he favored the Association asking the Government to reduce the tariff on patent medicines, and printing presses, but would certainly oppose any reduction in the duties on canned goods and similar lines, in which large sums of money were invested by Canadians, and which gave employment to hundreds.

Mr. W. R. Climie, *Sun*, Bowmanville: I don't think as newspaper men we should ask for specific changes.

Mr. Preston: Although Mr. Ross may be a free-trader in principle I don't see why he should not like a modification in the tariff as a step in that direction. (Hear, hear.)

Mr. Pirie: I don't think Mr. Ross looks at the matter in the right light. Certain manufacturers have gone to the Government and got certain duties imposed to the detriment of the newspaper man. All we ask is that we be put back to where we were before.

The motion was adopted.

The nomination of officers was the next order of business. The following were nominated:

President—A. F. Pirie.

First Vice-President—P. D. Ross.

Second Vice-President—T. H. Preston.

Secretary-Treasurer—J. E. Atkinson, *The Globe*, Toronto.

Assistant-Secretary—J. B. McLean.

Executive Committee—J. S. Brierly, A. Pattullo, C. W. Young, L. W. Shannon, A. R. Fawcett, J. A. McKay, J. S. Willison, R. Holmes, L. G. Jackson, E. C. Campbell.

Auditors—Messrs. W. J. McGuire, W. R. Climie, W. S. Dingman.

All the officers from the President to the Assistant-Secretary were declared elected by acclamation, and the balloting for the Executive and the Auditors was deferred till the afternoon meeting.

Mr. W. S. Dingman read a paper on "Counting Room Management."

Mr. J. B. McLean initiated the discussion that followed by explaining the system that was being generally adopted by New York weeklies and monthlies,