

A S T A F F C O N F E R E N C E

ONE of the striking features of modern business management is the periodical conference between principals and staff for the discussion of matters pertaining to business growth. In the United States, this practice brings together many notable gatherings of officers, salesmen and agents, many of whom cross a continent to attend the annual assembly, lasting in some cases an entire week. In Canada, too, the custom is obtaining.

It was such an occasion that brought together in Toronto on Saturday, Dec. 31, 1901, the Montreal and Toronto staffs of The Maclean Publishing Co., whose trade newspapers, The Dry Goods Review, The Canadian Grocer, Hardware and Metal, Bookseller and Stationer, and Printer and Publisher, are known and quoted wherever the English language is spoken.

Among the senior members of the staff present were

Company during the past few years, and particularly during the past two years, has few parallels in Canadian enterprise. The growth of the company during the last two years can be understood by the mention of a few facts, the significance of which will be readily perceived.

The Montreal, Toronto, Winnipeg, London and New York offices each maintain a manager with an editorial, subscription and advertising staff.

The editorial staff has been increased from five to fourteen.

The advertising staff from three to eleven. The circulation department has increased from one to six.

The editorial and advertising staff in England has been increased to five, with J. Meredith McKim as manager.

Special permanent correspondents have their headquarters at St. John, Halifax and Vancouver, in Canada, at Birmingham and Manchester, in England; at Paris, France, at Adelaide, Australia, and at Amsterdam, Holland.

During the last half of 1901, four distinct canvasses of Illinois, Ohio, New York and Massachusetts were made by representatives from Toronto and Montreal.

Early this month a member of the staff will visit the West Indies in the interests of the advertising and circulation departments.

The magnitude of the company's output in the matter of trade newspapers will be perceived when it is stated



Group picture of the staff of the MacLean Publishing Co., taken at the First Annual Banquet of the Company, Queen's Hotel, Toronto, Dec. 31, 1901

J. B. Maclean, president, W. L. Edmonds and A. B. Caswell, vice-presidents, A. N. Burns, secretary, P. Forbes, treasurer, and Messrs. F. S. Keith, W. H. Seyler, G. E. Fraser, C. D. Cliffe, W. A. Craick, F. G. Killmaster, Miss Dixon, J. C. Armer, N. Mick, John Cameron, D. O. McKinnon, H. T. Hunter, D. B. Gillies, J. L. Sheather, E. J. Dodd, L. A. Eedy, J. C. Kirkwood, W. C. Russell, H. V. Tyrell, F. M. Alexander, James Anderson, and W. T. Robson, resident manager, New York.

The morning and afternoon were given up to a series of general and special conferences, when many matters relating to the affairs, policy and plans of the company were discussed. Intense interest and animated participation characterized the entire proceedings, and much important business was transacted. One is safe in saying that the coming year will see Maclean's Trade Newspapers take on fresh strength and make their influence even more dominant.

The story of progress in connection with The Maclean

that there are set up and printed every day of the year an average of 15 pages, size 9 x 12, thus exceeding the output of the largest daily newspaper in Canada.

Staff Dinner.

The day's business and the dying year were brought to an agreeable close by a dinner to the staff, served at the Queen's Hotel. There were present all told over sixty. Lieut.-Col. J. B. Maclean, the president, was chairman, and was assisted by W. L. Edmonds, vice-president and general manager, A. B. Caswell, and D. O. McKinnon. The usual toasts were given and provided occasion for the saying of many things calculated to stir the enthusiasm and stimulate the loyalty of every one present. It was the first of what will be an annual event, and the president announced that a year hence, he hoped to meet at Montreal the staffs from England, Winnipeg and Vancouver, in addition to those from Montreal, Toronto and New York, an utterance that met with hearty applause. The approach of the hour of midnight, when the Sabbath day would be ushered in, brought to a conclusion a profitable conference and a delightful evening.