

for somewhat less money. I doubt if we could increase to any important extent the quantity of purely Canadian news worth cabling. This can be seen by the excellent special service supplied by Mr. Percy Hurd for *The Montreal Star*, and Mr. Charles Robertson for *The Toronto Telegram*. They are both indefatigable workers, but, I am sorry to say, are often handicapped in ways I may have to refer to in future. I fear that these and other important dailies would not support a general cable scheme, preferring the advantages which their present position gives them.

IMPORTANT WORK IN THE FUTURE.

This society has been of great benefit to publishers and journalists. Editors and reporters meeting each other at our conferences have learned to know and respect each other; the rough edges have been rubbed off; we have become more jealous of our profession and more exclusive. There are things which a journalist might consider himself honorably justified in doing but which the majority might think dishonorable. He, in deference to the ethical will of the majority acquiesces in their decision, and thus an unwritten code of honor is established. There is yet much to be done in this direction.

Hitherto we have listened to and discussed papers and experiences in the practical working of all departments of a newspaper. The information thus acquired has been invaluable to us, but competition is now becoming more keen. Our experiences have cost us much, and we do not care to give our competitors—perhaps less enterprising, and who will learn them soon enough—the benefits of our brains and capital. This is always the case as a country grows older. There will, I think, be fewer valuable papers read, but there is a greater field of usefulness opening up in which we can all unite, benefiting Canada and benefiting ourselves. As things are at present, the majority of papers can hope for little local expansion. There are but two ways in which we can extend our advertising and circulation. We must develop and increase our local resources, and thus improve local business—putting more money in circulation. And we must also secure business from outside. The products of the farm, the sea, the forest, and the mine are our sources of revenue. The farm is the most important, because profits made by farmers are more equally distributed. With our present population we could increase our production and revenue many times. We do not increase it, because we have no market. We do not get a market, because we do not look in the right direction for it. It is true we have taken some steps to find markets, but these have been largely in the interests of individual manufacturers. Our implement manufacturers and bicycle men, our cotton mills, etc., are well able to look after their export trade themselves, without Government assistance. The United Kingdom, our greatest and most important market, has been neglected. It is no one's particular business to look after the farmer, though we all prosper when he prospers. I have taken twelve of our most important products, and find that the United Kingdom imports of these over \$600,000,000, largely from the United States. Canada supplies but \$57,000,000. It is our duty as an association, in our own interests, in the interests of the public, to urge, to insist upon the appointment of an able and independent trade representative, who will extend the demand for our products in the British Isles. When we control the British market with our other products as we do with cheese, we may then look to less important fields.

I would also refer to the development of tourist travel and summer resort business as a means of increasing local trade, but Mr. Fisher, president of the St. John, N.B., Board of Trade, at my request, has prepared an excellent paper on this subject, which, I am sure, will be listened to with much interest. This is a matter which might well receive the attention of the Government. In fact, in this connection, I am strongly of the opinion that the establish-

ment of a Department of Forestry, Fish, and Game is of the greatest importance. Properly and systematically conducted, it would turn many millions annually in our direction.

The next point, is the securing of business—by which I mean advertising—from outside. No newspapers in the world are as well situated for business as are Canadian newspapers. We have the two great manufacturing and English speaking countries to draw from; yet we get less outside business than the papers of any other colony. The recent adoption of a tariff giving British goods a preference of 25 per cent. in this market will seriously effect United States exports to this country, and materially curtail the advertising. On the other hand, British manufacturers are spending from \$1,000 to \$75,000 a year each in newspapers in the Australias where the populations are very much less than in Canada. They have no desire to, and will not do anything here, until we have a fair Insolvency Act and laws that will punish frauds on creditors. They are very decided in their views. They do not mind dropping a few hundred pounds in an honest speculation, but they never forget the loss of a shilling by fraud. Canadians, who have not been among the leading manufacturers of Great Britain, have no conception of how bitter is the feeling that exists towards Canada and Canadian business men. This is reflected in the city financial agents who almost invariably advise their clients not to put money into the ordinary Canadian securities. Financial and trade papers are continually talking down the credit of Canadian institutions and Canadian business men. Everyone agrees that we should have an insolvency law, but the influence of the banks—which get unfair preference at present—is so great that the Government hesitates to introduce an Act. A private member has done so, and I think a committee of this association should be appointed to secure support to this measure. I think \$5,000 a year is the most any Canadian paper receives from Britain. We can never secure any important increases until we have an insolvency law.

Apart entirely from sentimental considerations, we make no mistake in cultivating British connection. No one whose duties require him, as mine have, to study this question can come to any other conclusion. Britain is to-day greater than ever. With her workmen's troubles settled—and they are being settled—her manufacturers will adopt modern methods and the best labor-saving machinery. Then, no country in the world can compete with her. I am not alone in this view. It is shared by the able and unprejudiced commercial writers in the United States who have given this question, as most of them have, their consideration.

I cannot leave this important question without referring to the energetic and fearless way in which Mr. Willison, in *The Toronto Globe*, has handled the question. He has a practical knowledge of the conditions in England, though he did not come in contact with as many business men as Mr. Somerville and myself.

VISIT OF BRITISH JOURNALISTS.

As was suggested at the meeting last year, I placed myself in communication with the Institute of Journalists, and, with Mr. Willison, attended their annual conference, where we were most hospitably entertained. At his suggestion I asked them to consider the question of holding a meeting in Canada. This was favorably received and is awakening a great deal of enthusiasm the more it is discussed, and is turning attention to this country. Very kind letters have been received from Lord Glenesk, Sir Hugh Gilzean Reid, M.P., J. M. Maclean, M.P., and Sir Edward Russell, expressing the strongest sympathy, but a fear that the difficulties are insurmountable. They all recognize the fact that such a visit would do more than anything else to draw Canada and the Mother Country closer together. Sir Edward Russell, the president, suggests that instead of the association we should select from the membership