

PROPOSED PRESS EXCURSION.

AT the February meeting of the Canadian Press Association, the question of a summer excursion was discussed. Several plans were suggested, but the matter was left in the hands of the Executive to report on at a later date. The most practical scheme was one left over from last year and favored by a number of members, namely: A trip to the Lake Temiscamingue country. Since the meeting, negotiations have been on foot with the railway, and a proposed trip has now been outlined, subject to the approval of the members of the association.

The trip to Lake Temiscamingue would be about as follows: The party would start from Toronto on Monday evening, June 14th, at 9 o'clock, arriving in Ottawa the next morning in time for breakfast. The whole day would be spent in Ottawa, enabling the members to see the city and the Parliament in session. On Tuesday evening the party would leave by the C.P.R. for Gordon Creek on Lake Temiscamingue, arriving there at 10 o'clock Wednesday morning. All day Wednesday and Thursday would be spent around the lake, the members being taken to various points by small steamers secured for the occasion. At Gordon Creek a new \$20,000 hotel will be opened on June 1, and meals could be got there, sleeping accommodation being afforded by the pullman. The scenery, fishing and sizing up the agricultural prospects of the district are pronounced by those who know to be well worth a two days' stay. On Thursday night the party will leave for Ottawa, arriving there early next morning in time for breakfast. There would be practically half a day for seeing the city of Ottawa again, as the train for Toronto would not leave until 11 a.m., arriving in Toronto at 7 p.m. on Friday.

The round trip would cost each member \$20, of which \$7 would be for the use of the sleeper, \$6 for the fare and \$7 for meals. The accommodation would be excellent as to sleeping, etc. It is expected that a party of newspaper men from Quebec province would join the excursion at Ottawa, and the privilege of meeting brethren from the east would be one of the features of the trip.

The trip will not be taken unless at least 25 members signify their intention of starting from Toronto, this number being necessary to fill one car. The members intending to go should notify the secretary of the association in Toronto by May 29, and on May 30 notices will be sent out saying whether the trip will be taken or not.

REGULATING ADVERTISING.

IF there is a single department in newspaper making in which it is imperative that rules of cardinal importance be formulated and rigidly adhered to, it is that which has to do with advertising. Rates and restrictions have to be decided upon, in the first place; then terms of payment must be stipulated, and no deviation therefrom allowed; and finally an hour has to be fixed after which copy for changes in ads. cannot be accepted for the forthcoming issue. Among the regulations of minor importance are those relating to number of changes allowed an advertiser within a certain time, those regarding style of display, position, cuts, etc.

Publishers who persistently pursue the policy suggested look back with no pleasurable recollections of the siege through which they passed in bringing order out of chaos in this department. But there is not one who has succeeded in shaping matters

aright and in a businesslike way who does not stop every once in a while to congratulate himself upon having inaugurated the new order of things. It pays to set bounds and draw lines in any business. Many a time a sound rule—with the prestige of enforcement over a considerable period of time—is a veritable tower of strength to the newspaper, as well as to any other business. One has to begin tentatively, with regulations regarding affairs of lesser importance; but a good beginning having been made, steady progress can be achieved toward an end that will conserve every interest of the paper and mean much for its prosperity.—Newspaperdom.

CABLES FROM A DAILY STANDPOINT.

By J. S. Willison, Editor of The Globe.

IT is probably true that a direct Canadian cable service would be an admirable feature in the Canadian press, but I doubt very much if any such service could be adequately supported. It must be remembered that the Associated Press service now covers American as well as Old World news, and that a Canadian press service could only be supplemental. This would mean a very considerable additional expenditure on the part of Canadian newspapers. We would require to use the present Associated Press for American news, as it would probably cost more to establish a special American news service than we now pay for a service that covers both continents. Perhaps something could be accomplished if we could induce the Associated Press to add to its staff in England a competent Canadian journalist. I have never been much impressed by the charge that the present cable service is "Americanized." It is true that some of the special letters from London to the American papers are very thoroughly Americanized, and it has always seemed to me to be a mistake that certain of our Canadian papers should reprint these letters as direct despatches instead of crediting them to the American papers in which they originally appear. But even if we had a special Canadian cable service our people would unquestionably still be interested in these special letters to the American papers. The American view of British affairs has great interest in itself. So far, however, as The Globe is concerned, we would consider very sympathetically any feasible proposal for the establishment of a direct Canadian cable service. In view of the increasing trade relations between the Dominion and Great Britain such a service could be made of great interest and value to the Canadian people, and if such a service cannot be established some of us will probably have to increase our British service. There is no doubt that the Associated Press covered very badly the developments of opinion in England and the expressions of the British press touching the new Canadian tariff. The United Press service, which unfortunately collapsed a few weeks ago, gave the best British Canadian service that we have ever had.

From the latest issues of The Shelburne, Ont., Free Press, no one would guess that fire had recently destroyed the establishment. The Free Press has just entered upon its twenty-third year. The editor, in recording this event, prints a short, pleasantly-written article pointing out the progress and development made by the district since 1875, and assuring readers that the paper is in existence to minister to the needs of the public. This is good policy, because it makes the locality feel that the local paper is one of themselves, and an institution in the success of which they have a direct interest.