

to mould public opinion I think the so-called religious press are the most flagrant publishers of questionable advertisements."

The only way to make the newspaper a moulder of public opinion was to make it clean and pure, and not to allow the job-printing patronage to influence its utterances. "I think boiler plate and patent bowels, (Laughter) making it possible for newspapers to be published at every four corners, is a detriment to newspapers." The grand effort in the past had been to make the newspaper live on the advertisers. The newspaper that will mould public opinion must rely more on the subscribers and less on the advertisers. The fact remains: we can be a great deal better than we are, and we will find it will pay us to be so."

On motion of Mr. McGillicuddy, a vote of thanks was tendered Mr. Sheppard.

The meeting then rose.

#### THE BANQUET

The Annual Dinner was held in the evening, at Webb's. The menu was excellent and the decorations attractive. Covers were laid for about 100 guests. President H. P. Moore occupied the chair, and on his right and left were Lieutenant-Governor Kirkpatrick, Sir Oliver Mowat, Commander Law, A.D.C., Dr. Daniel Clark, Dr. Ryerson, and John King, Q.C.

A letter of apology was received from Col. Pope, United States Consul at Toronto. Speeches were made by His Honor the Lieutenant-Governor, Sir Oliver Mowat, Dr. Daniel Clarke, J. S. Willison, E. E. Sheppard, P. D. Ross, A. F. Pirie and A. Pattullo.

#### FRIDAY MORNING

The Association met at 10 a.m., the President in the chair.

Moved by T. H. Preston, and seconded by Mr. Elliott, "That in view of the desirability of marking in some fitting manner the centennial of the establishment of the first newspaper in Upper Canada, in April next, it be an instruction to the President and Secretary to have published in an appropriate form a facsimile of *The Upper Canada Gazette and American Oracle*, and to have the same distributed among the members of this Association, together with any historical memoranda that may be found desirable." Carried.

#### REPORT OF COMMITTEE ON THE LAWS OF LIBEL

The Committee on the Laws of Libel beg to report as follows:

1. With regard to the Civil Law:—That the Committee be authorized to issue a circular to members of the Association asking them to communicate without delay to Mr. King their individual opinions and experiences of the law, with a view to enabling

the Committee to draft such amendments to the present law as will render it fair to both publishers and the public; also that when said amendments are put in shape, the Committee be authorized to place the matter before the Attorney-General.

2. With regard to the Criminal Law:—That the Committee through Mr. King be authorized to issue a circular setting forth what in their opinion are desirable further changes in the criminal code, and requesting members of the Association to use their influence with their representatives in Parliament to have the proposed changes embodied in the code.

Also that a committee composed of John King, Q.C., R. W. Shannon, *Ottawa Citizen*, and P. D. Ross, *Ottawa Journal*, be appointed a deputation to interview the Minister of Justice at Ottawa on the proposed changes.

On motion of Mr. P. D. Ross, seconded by Mr. G. R. Holmes, the report was adopted.

#### TALK ON FOREIGN ADVERTISING

Mr. Roy V. Somerville, of New York, followed with an address on "Foreign Advertising." He held that the first duty of a newspaper man is to see that his local advertising is thoroughly covered. This, he was confident, was not being properly looked after. When this was done it was time enough to look after foreign advertising. He did not believe that foreign advertisers should pay as much as the local advertiser, for while the latter largely depended on the local paper for the sale of his goods, the former would perhaps only sell half or one dollar's worth. He did not think it was possible except in towns with at least 5,000 inhabitants, that local rates could be enforced for foreign advertising. He urged publishers to get a fixed idea of the value of their space and what was the very lowest they could afford to take for it. "Do not sell your goods unless you are sure you are getting a profit." He referred to the question of circulation, and urged the keeping of a record of the number of papers printed each week and show it to advertisers when asked the size of their circulation, whether it averaged 400 or 1,500.

#### AMERICAN ADVERTISING

He produced a written statement which read: For the past two years I have been doing missionary work among the advertisers of the United States on behalf of a number of prominent Canadian papers. The first six months proved to me that, while there was on every hand a keen desire to sell goods in the Canadian market, the case in which the difficulties of placing the goods on sale owing to customs exactions did not effectually kill the desire to do business here was almost as rare as a four leaved clover. It did not take long to discover the magnitude of the loss to Canadian newspapers owing to