

venting his spleen against his brother journalists, in telling the Canadian manufacturers that there are certain "rapacious sharks who would bedevil them." The manufacturers will likely know in how great a degree the critic differs from the rest.

To say the least the Canadian Manufacturer has been very unfair in his statement of the case, and was unwise to allow his temper to get the better of his judgment. But when he says: "It is not in the hope of any great money gain that our manufacturers bring their products to the Fair; but it is chiefly to benefit the Fair and add to its eclat," he becomes somewhat ludicrous. They come to the Fair to advertise themselves and to secure orders—or else they are fools. The Canadian Manufacturer to the contrary notwithstanding. Seeing they exhibit for business, if they want to advertise for business, they should be allowed to do so. Whether or not it is wise for the newspapers to take such advertisements, an opinion is expressed elsewhere. But as has been said above, manufacturers should know their own minds, and there is little fear of their being cajoled into advertising which they do not want.

#### THE CHICAGO CONVENTION.

ON the evening of Saturday, September 17th, a special car left the Union Station with a happy crowd of printers aboard. They were the delegates to the convention of the United Typothetae of America to be held in Chicago. The party included A. F. Rutter, captain of the delegation and president of the Toronto Employing Printers' Association; Wm. Apted, secretary; W. A. Shepherd, James Murray, R. G. McLean, H. C. McLean, J. T. Johnson, R. L. Patterson, Fred. Diver, Harry Gosse, J. W. Bengough, James W. Corcoran and George W. Warwick. Mr. McMahon of Ottawa, superintendent of Public Printing, also accompanied the party.

A handsome car had been provided through the kindness of W. R. Calloway, the popular Western manager of the Canadian Pacific, and it was well supplied with everything that the delegation could want, or could imagine they wanted, during the trip. The delegates report that the C. P. R. officials and employees generally were most courteous and obliging, and this increased the pleasure of the journey.

The run was made to Chicago without any mishap, and the delegates proceeded to have a pleasant time generally, and they succeeded admirably. They speak highly of the kindness of Commissioner Awrey, who treated the delegates royally when at the Fair. The journey there and the incidents of the stay were embodied in several very striking cartoons by J. W. Bengough, who was the life of the crowd on the return trip.

The delegates speak highly of the practical value of the convention and of the excellence of the papers read. The discussions were extremely good, and the report will be of great value to every printer.

The following from the National Printer-Journalist is a nice account of the opening of the convention:—

"The attendance this year is larger than at any other convention since the organization of this powerful body of employing printers. The interest in the social features of the meeting has been heightened ten fold by the presence of an unusually large number of ladies, the bright, beautiful, vivacious, intelligent wives and daughters of the members.

"The social part of the program opened most auspiciously Monday evening by an informal reception in the parlors of the

Hampden House. In fact the whole of the first and second stories of this splendid inn were put at the disposal of the ladies and gentlemen of the association, and the evening was passed with all that easy, social enjoyment known to friends and associates when gathering at an elegant, well-appointed home of an honored friend. The reception committee, headed by R. R. Donnelly, most ably led, and seconded by C. H. Blakely, chairman of the entertainment committee, were voted most admirable hosts. Most genial sociality and good fellowship reigned supreme.

"The coaching party Tuesday morning with the collation at Washington Park Club House proved the delightful feature anticipated. The ten Columbian six-horse coaches containing forty persons each, proved too few, and four more conveyances were procured, and at 10 o'clock a party of 500 men and women from Montreal, Boston, Toronto, New Orleans and intervening points, started over the most delightful drives on the American continent. The course was down Michigan Avenue through the great boulevards to Washington Park. Here at the Washington Park Club House an excellent lunch was served and the cavalcade continued to and into the World's Fair grounds, the gates being thrown wide open to admit the honored representatives of Franklin's art. The drive in the magnificent White City along the broad avenues, by state and national building, amid scenes that seemed like enchanted realms, not only delighted the honored guests, but attracted the interested attention of ten thousands of the visitors. The cavalcade became, for the time being, a not inappropriate feature of the World's Columbian Exposition."

#### FAKE ADVERTISING AGENCIES.

A MATTER that must before long be taken up by newspaper publishers is that of fake advertising agents.

Most advertising agencies get 25 per cent. commission from each newspaper in which they place an advertisement. This is a very large percentage, but when it is considered that it may take weeks of judicious educational work before the advertiser is induced to place an order, it is probably not out of the way. Newspapers count upon paying 25 per cent. for getting a portion of their business. The amount of business coming through agents is steadily increasing, but the increase does not come from the old established agents, but from new concerns. In many instances their names do not appear in any of the mercantile directories, nor in the directories of the town in which they reside. In fact the agencies have no standing as such. They are merely blinds. The agent is simply a clerk in the employ of advertiser, who use this means of getting their advertising at 25 per cent. lower than the regular rates. There are quite a number of them in the field. They are gaining experience and are getting into the ways of the old-timers in cutting rates. They offer one-fourth the price for a space. If a paper is foolish enough to accept this they offer less the next time a contract is made. If this is allowed to continue every advertiser in the country will incorporate one of his clerks into an advertising agency. As publishers we do not like the legitimate advertising agent or his ways, but we should encourage him in this instance. The advertising agents should organize. Their own interests will prevent them from accepting any but legitimate members. Let every publisher be informed who are members, and take no advertisements from any agency not so recognized.