

learning the secrets of how to business-manage a great newspaper. In another room as dark as a dungeon a staff of enthusiasts wrestled with the problem of how to circulate the kind of newspaper that Willison and Co. were getting out among the kind of people that used to take the Douglas organ for breakfast, dinner and supper—and among as many more people as possible. Out at the rear in a strange dive of unrest the foreman of the composing room felt himself in the pressure of a sea of circumstances that one of these days would land them all in a marvellous new flat on the top of a new building at the corner of Adelaide and Yonge, where they would have room to spend the money for the equipment they needed. Meanwhile the old composing room and the old stereo plant and the old wabbly presses below continued to grind out the new organ of public opinion, not knowing what to make of it. Those old lino. machines and fonts of type, those old stereo machines and presses had never been used to a peak load like this. The editorial rooms were cramful of people making copy according to the new gospel and the weight of it made the hulk of the old News groan for deliverance.

In the old Douglas bear den at the rear of the business office chief editor Willison calmly directed the business of putting new wine in old bottles, chafing at the time it took to get the new building and the new plant ready, upsetting all the old applecarts of Liberalism with the crowbar of independent journalism that intended to take a hand on both sides and never to remain neutral. A large corps of assistants drew up the daily menu of enlightenment. And what a faculty that was!

**T**HE old presses were far too small to hold them all. We get a better view of this college of experts as they took their places in the summer of 1903 in the new building at the corner of Adelaide and Yonge, the long three-storey temple of the new faith, in the rear of which at that time the greatest web press in Toronto was cheerfully taking the load of the News' run and crying aloud for more. On the second floor of that temple a visitor might behold more of the men whose brains were said to be in Toronto journalism than in any of the other newspaper offices.

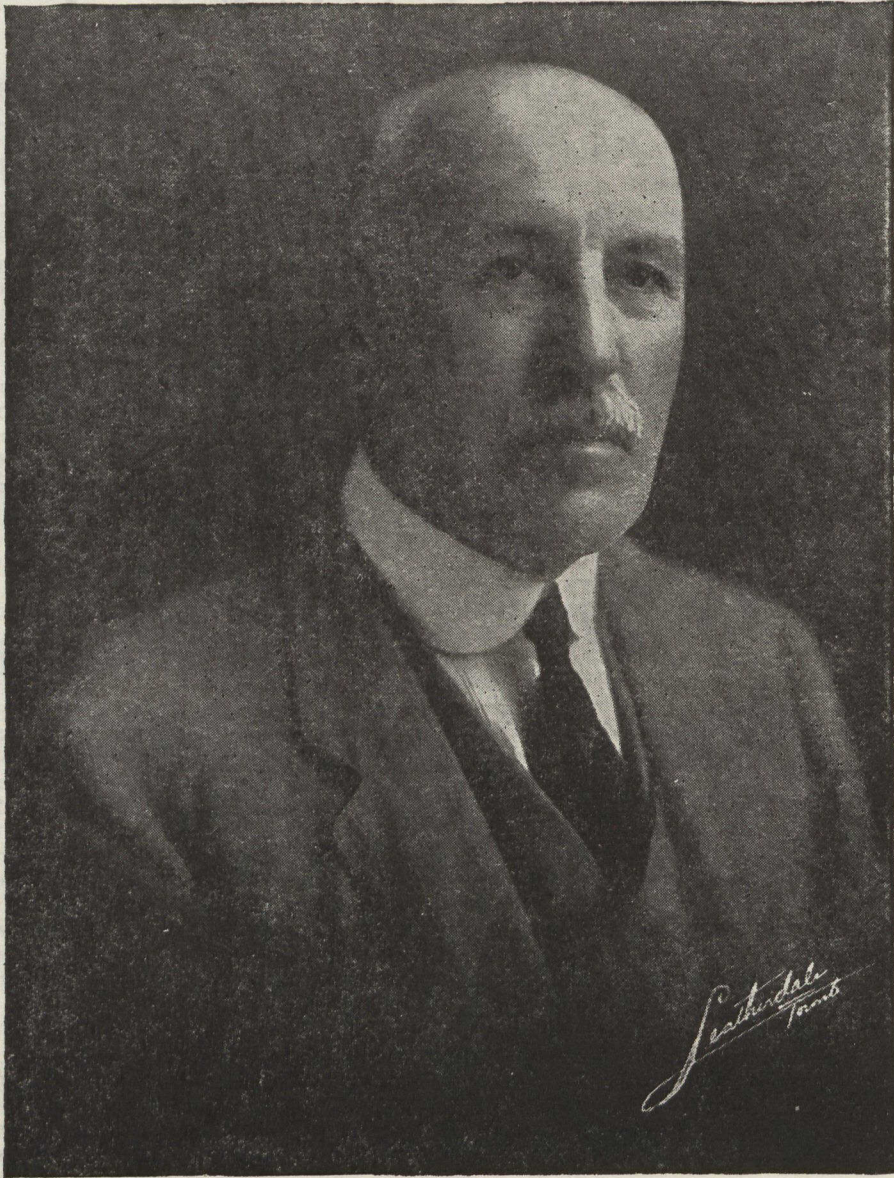
In the large front room marked Private—the editor-in-chief. Here at noon every day was held the editorial conference that determined the daily policy of the paper outside of the established programme of literature, education and the diffusion of useful information. At that conference appeared news editor A. H. U. Colquhoun, one the brainiest men in Canadian newspaperdom, experienced in both Montreal and Toronto, and a Tory of repute; Frederick Hamilton, formerly a big-assignment man on the Globe, a South African war correspondent, and a Tory if ever there was one; B. K. Sandwell, a capable college journalist and stylist with a pronounced satirical turn—now an editorial writer in Montreal; Roden Kingsmill, a former Ottawa correspondent for the Globe and the Telegram, then a special column writer on the News in the form of humoresques.

These, as I remember them, were the first cabinet; afterwards somewhat changed when Hamilton was sent to Ottawa to be the de Blowitz of gallery correspondence, when Mr. H. C. Hocken, former editor of the old News, came down from the St. Thomas Journal to be the municipal expert for Mr. Willison; and when at a later date Mr. John Lewis, who had been chief editorial writer on the Globe under Willison, went from the World to which he had gone because he knew not the Globe without Willison to become editorial writer on the News—till the Star took him, along with Joe Clark, from Saturday Night.

With such a battery of picked men there was no excuse for the News not being able to spend a large fortune in the interests of new journalism which was already found to be a very expensive institution. But these were only the editorial heads. Down in the staff room at the other end of the long vista of compartments that looked like the corridor of a large hotel were twelve reporters and assignment men, including as chief of staff, Hector Charlesworth, brought from the Mail and Empire as music and drama critic and taker of big assignments; H. C. Lawler, Ottawa correspondent; E. W. Grange, from the old News staff, assistant Ottawa correspondent

and travelling assignment man; H. C. Batten, assistant to Hocken at the City Hall, afterwards city editor, now head of the British and Colonial Press Bureau; E. M. Wilcox, university graduate and reporter, who afterwards went into motor journalism; and along with these half a dozen others who covered the regular news beats that not even a great independent organ could leave out—all under the lynx eye and sharp tongue of Tom Greenwood, the former news editor of the old News, then the puzzled vendor of yellow features on the front page and the dispenser of strange fantastic assignments to members of the staff.

Later, as men came and went, there were many changes in this staff. The departure of Mr. Charlesworth, who went to be city editor of his old paper, the Mail and Empire, made possible a swap in the person of Mr. J. E. Middleton, who came from the Mail and Empire to be music and drama critic and chief assignment man on the News. That was the first change of much importance in the news end of the paper. It was followed by a regular series of



The Chief Editor of The Toronto News—Photo by Courtesy International Press.

shiftings as the new paper began to mark out its doubtful field in town, province and country, with a most energetic rival in the Star, which now began to fight the News as never before.

**M**R. MIDDLETON is now editorial writer, and on the Side "column" conductor of the News with occasional travelling assignments. His side partner is the only one of the old guard left under Willison—Mr. Frank Smith, who at the 1903 reorganization went from the World to be head of the financial department, with Joe Hay as his assistant. Mr. Hay is now the publicity agent of the Canadian National Exhibition. Mr. Hocken went out to take over the Orange Sentinel. Greenwood, city editor, resigned and was succeeded by Mr. Batten, who afterwards left. William Findlay, energetic head of the circulation department, went to Windsor and afterwards to Ottawa as managing editor of the Free Press. Captain Hamilton went into the R. N. W. M. P. at Ottawa and afterwards into the censorship. Mr. Lewis went to the Star. Mr. Sandwell went to the Montreal Herald.

Here again in the headlong transformations that followed in the wake of the new independent journalism we are running ahead of the story. The coming and going of men is a very important item in the fortunes of a newspaper. The News has seen more men come and go for its age than any other paper

in Canada. Radical readjustments came to the News. There was a time, just when it would be hard to say, when the function of this independent moulder of public opinion underwent a very drastic change that may have been latent in the paper even in 1903. That change was marked by the withdrawal of Mr. Flavelle from the financial structure of the News. That was its most significant phase. Just what amount of money Mr. Flavelle had spent in the enterprise has never been definitely stated. But, as he himself admits, he had gained a great deal of experience and insight along with the privilege of being associated with Sir John Willison. He had also learned that the business of running a great metropolitan newspaper with no party politics is one of the most money-hungry enterprises in the world.

**T**HE change of the News from being an independent organ of public opinion to being a Conservative evening newspaper in Toronto had its second greatest phase in the withdrawal of Mr. Colquhoun who, for his services as secretary of the University Commission, was made Deputy Minister of Education by Sir James Whitney. Sir James owed much to the News, which had done more than any other paper to put the Liberals out of power in 1905. In fact he owed too much to the News not to recognize in it the virtues of a real Tory organ.

The conversion to Toryism of the most pronounced, even radical type, was accompanied by the evacuation of the new premises on the corner of Adelaide and Yonge. The old business offices became a bar-room; the press-room a cafe; the rooms upstairs and the composing room on the top flat were all converted into guest-rooms under the Whitney administration of the license law. Even this stronghold of anti-Liberalism is not to be respected by the Hearst Government. The News bar-room must close along with the others in September. Sad are the annals of change in newspaperdom.

The News established its new Tory quarters in the old emergency hospital on Bay St., next to the National Club, where it now is. Editor Willison became a knight and the Canadian correspondent of the London Times. Charles Taylor Pearce, who for ten years and more had wrestled with the business management of the News, went over as manager of the Toronto branch of the A. McKim Advertising Agency. Leslie Wilson, publisher, took his place. Changes of no end continued to occur in the news and other departments of the paper. Sir John Willison remains in the chief sanctum, the holder in trust of large blocks of stock for just whom is not stated. Long ago Conservative capital replaced philanthropy in the ledgers of the News. Just who are the holders of this Conservative stock is not for common knowledge. A few weeks ago there was a hot-weather rumour to the effect that Conservative interests in Ottawa were about to engineer an amalgamation of the News, the Mail and Empire and the World

into a Tory syndicate with the News as the evening edition. Cooler weather will probably lay the rumour to rest. To amalgamate Sir John Willison and W. F. Maclean would be a chemical impossibility, to say nothing of the feat of absorbing the Mail and Empire in any such consolidation.

Sir John Willison remains. He is now a Tory. He does not disguise the fact. He was born a Tory. He will die a Tory. With him are his two tried coadjutors, Mr. Frank Smith, who is one of the most diligent empire-builders in Canada, and Mr. Middleton, whose virtues as a "column" conductor and a critic are enough to make him indispensable to even a Tory newspaper.

In tracing somewhat at random the story of the News we have been under the influence of a great and unconquerable regard for the sincerity of some people who took part in its colourful career. At the present time the Toronto News is the buttress of the Empire, of all establishment, of things as they ought to be, largely by virtue of what they are. There is no quarter for those who oppose its internationalizing doctrines. The Round Table might very well set up its Canadian offices in the News. There at last and at least the most chameleonic newspaper in Toronto, if not in all Canada, can find the one absorbing and world-wide theme for its encyclopaedic doctrines, even to the utter extermination of Quebec

(Concluded on page 19.)