

toils, interest, wear and tear, and incidentals. His circulation has to be large, if that paper that you get for a cent, and grumble over, costs him any less than three cents. Some of the great American and English dailies of eight and twelve pages cost more than that for blank paper alone, and other charges in proportion.

Well, expenses kept increasing at a terrible rate, and the prices of advertising refused to keep pace. Proprietors of big newspapers rejoiced. There was a prospect of crushing the smaller ones out of existence. But two ideas changed the condition of affairs. By whom these were first evolved nobody knows. Yet neither is quite five years old. The first idea is the "syndicate," the second the "patent," terms which need explanation.

The Syndicate is a pool of newspapers—a hundred or two hundred combined to reduce the cost of supply of certain news, or it may be, merely of padding.

For instance, the New York *Star* publishes a most entertaining Sunday edition of copyrighted matter, all by good writers, most of whom are famous. How can they afford it? They get all that Sunday edition set up in type a week beforehand, pull twelve or fifteen proofs, and mail them to as many papers in different sections of the country, so remote that the different papers in the syndicate do not come into competition with one another.

Practically the syndicate is worked on the principle of the associated press, when it was first organized. Now, of course, the American associated press is merged into the Western Union Telegraph Company, and the Canadian associated press into the Great Northwestern Telegraph Company. Those papers which do not care to have their news coloured in the interests of these monopolies, nor yet to put up with their inefficiency, are put to immense expense in maintaining special correspondents in all the chief towns. That's a case of a syndicate gone wrong.

The existing syndicates furnish at very cheap rates serials, short stories, special articles, portraits and biographies, fashion and household departments, European, English, American and parliamentary correspondence, and special news.

There is a case on record of a syndicate which furnished editorial, and gratis too. The Tilden boom of ten years ago was engineered from New York. A corps of the most brilliant writers in the United States was hired months before the campaign began. They used to meet every morning in a building on Broadway, and, under the direction of a certain politician, supply all the village and small town papers, of the democratic persuasion, in the country with editorial, which, after being approved by the director, was mailed or, in cases of urgency, telegraphed to its destination—different articles to suit the different emergencies of the campaign in different sections of the country. That director had a level head. His name has never been given to the world, those who worked under him being sworn to secrecy. This was Syndicate number two, number one being the Associated Press.

Even the weekly papers avail themselves of the syndicate. It is a usual occurrence for a serial story to be published simultaneously by the London *Gra-*

phic, *Harper's Weekly* of New York and the *Australian* of Melbourne, Australia. Another syndicate, I know of, pays a handsome sum for British political news, and is composed of papers in the East Indies, Australia, Canada, and the United States—several newspapers in each country.

But even with such divisions of the cost of special features in a newspaper, the expenses of ordinary administration are so great that the papers in villages and small towns would be elbowed out by the city dailies, were it not that some brilliant genius conceived the idea of the patent outside.

In a paper of small circulation, the setting of type is the chief item of expense, and is much heavier than the cost of blank paper. Another heavy outlay is for wear and tear. Where the printing is done directly from type, it wears completely out in from two to three years, and before half that time is badly chipped and broken. To diminish in great part these expenses, is the object of the patent outside. This patent is merely stereotype plates, containing telegraph news, clippings, special articles, departments, etc., all stolen, but cleverly stolen, from the great dailies.

A company supplying patent for, say New York state, will only steal its news, nothing that can be identified, from the New York papers. All the rest will be filched from Boston or Chicago, or Philadelphia.

This patent can be had in any quantity. Nearly all the country papers have both outside pages patent. But is also sold in columns of any length or breadth, and with an ordinary hand-saw the ordinary country editor can always make it fit in where it will do most good. And it is sold dirt cheap. That's the way the village newspaper holds its own and keeps the city daily's circulation down.

The men who run the patent are just as clever as the city newspaper writers, which explains the transcendent ability, miraculously developed by the country editor, when he begins to use patent. His circulation increases with his fame, and his purse swells with his chest, until his prosperity attracts a rival, who purchases his patent from a different and perhaps a better agency.

Syndicate and patent both have come into being within five years, and both have attained enormous development. They have made the revolution in newspaper methods I spoke of in my opening paragraph.

W. H. T.

McGill News.

Has the Delta Sigma Society disbanded, that we hear no more of their proceedings?

In the Arts building there lately appeared a notice headed "Indignation Meeting." We understand the intention was to express indignation at the non-appearance of the *GAZETTE* during the past month. However, as the notice was not signed, no meeting was held, and the righteous indignation of the movers in the matter is probably still pent up in their swelling breasts.