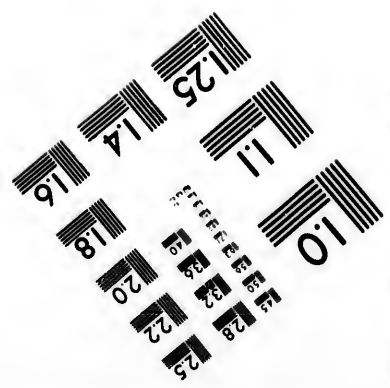
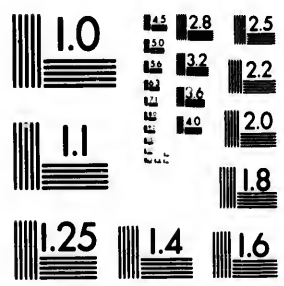


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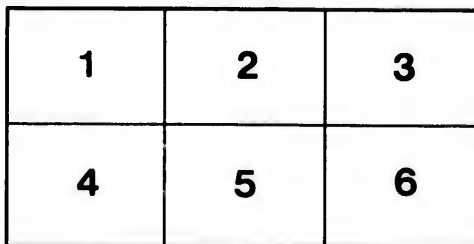
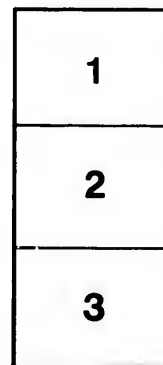
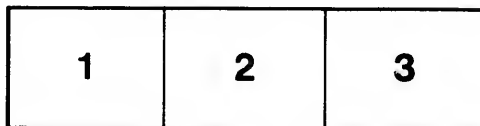
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CONSTITUTION ^{AND} BY-LAWS

: : : AND : : :

Journal of Proceedings

: : : OF THE : : :

CANADIAN PRESS ASSOCIATION

: : : AT : : :

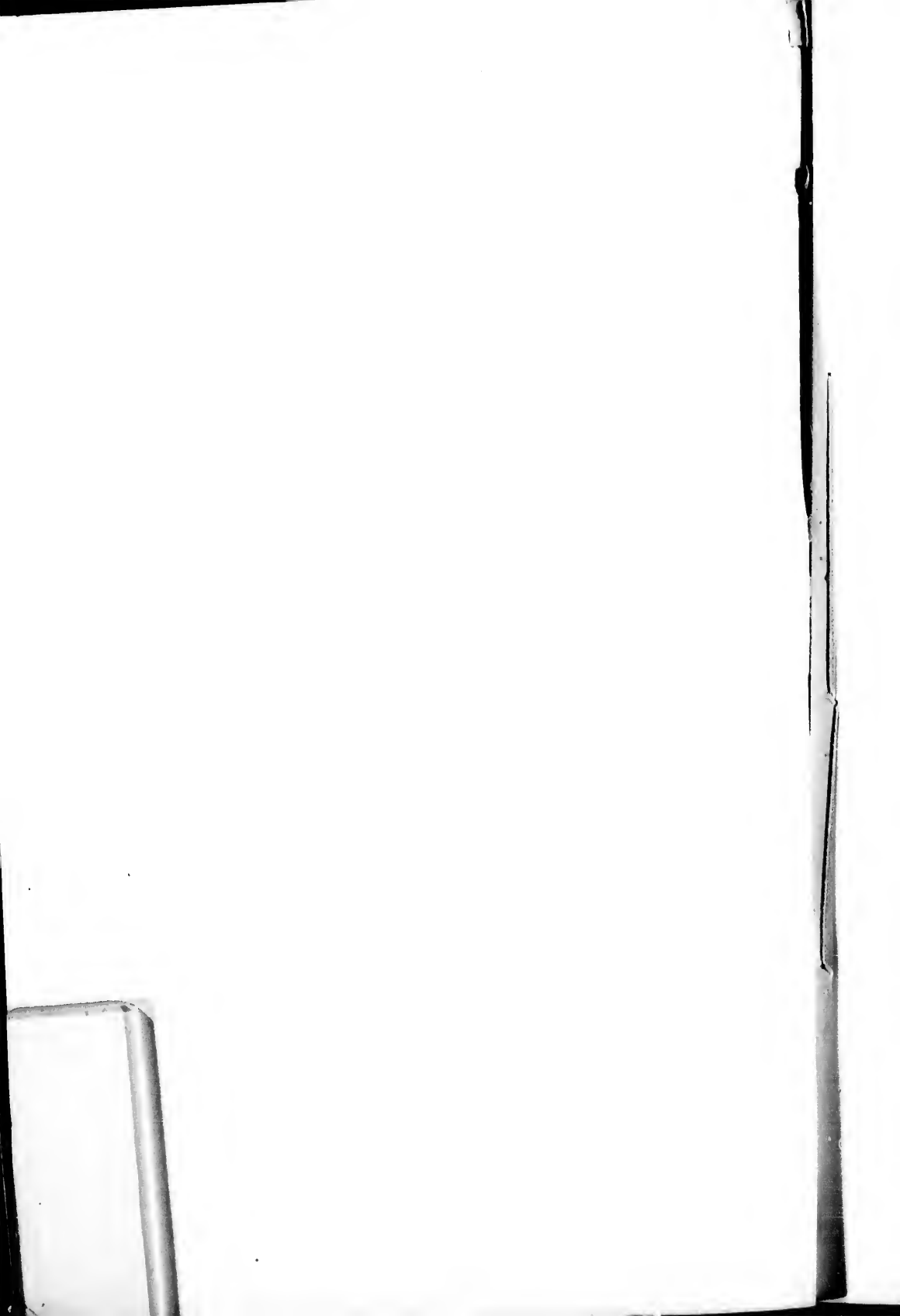
Thirty-First Annual Meeting, 1889

: : : AND : : :

Semi-Annual Session, 1890

: : : LIST : OF : OFFICERS : AND : MEMBERS : : : :

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CANADIAN PRESS ASSOCIATION

CONSTITUTION AND BY-LAWS

Journal of Proceedings

AT

THIRTY-FIRST ANNUAL MEETING, 1889,

AND

SEMI-ANNUAL SESSION, 1890

LIST OF OFFICERS AND MEMBERS

KINGSTON:
PRINTED AT THE DAILY NEWS OFFICE
1890

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The Canadian Press Association.

CONSTITUTION.

ART. I.—This Society shall be known as the Canadian Press Association.

ART. II.—The Association shall consist of contributing members, viz. : Publishers, Proprietors and Editors of newspapers, actively engaged in business as such, and of such Honorary Members as the Society may from time to time elect, but no one holding a financial interest merely, or occupying the position of a stockholder or silent partner, or of an editorial or news-contributor, shall be eligible for election to this Association.

ART. III.—The officers shall consist of a President, two Vice-Presidents, a Secretary-Treasurer, an Assistant-Secretary, an Executive Committee consisting of the office-bearers, the retiring President and five unofficial members, all of whom shall, in the event of more than one nomination for any office, be elected annually by ballot. Five of the Executive Committee to form a quorum.

ART. IV.—*Sec. 1.*—It shall be the duty of the President to preside at all meetings of the Association and Executive Committee, submit all motions in order, and otherwise discharge the duties of his office according to usage. In the absence of the President, one of the Vice-Presidents in order of seniority shall preside.

Sec. 2.—It shall be the duty of the Secretary-Treasurer (aided by the Assistant-Secretary) to keep the minutes of each meeting, have charge of the books and records and other documents belonging to the Association, conduct all correspondence connected with the affairs of the Association, notify members of the time and place of meeting, and have charge of all moneys or other property of the Association, and disburse the same upon the order of the President. He shall also report to the annual meeting the number of members and the financial position of the Association, with such remarks as he considers of advantage to the welfare of the Association.

Sec. 3.—It shall be the duty of the Executive Committee to prepare business for the Association, to report to the annual meeting upon nominations of candidates that may have been submitted, to investigate all cases of infraction of the constitution and by-laws and report the result of such examination at the first succeeding annual meeting of the Association, and transact such other business as they may deem necessary in the interests of the Association.

Sec. 4.—The actual necessary outlay of members of the Executive Committee in attending regularly convened meetings in the interest of the Association shall be defrayed out of the general funds, on the order of the President or acting chairman of such meeting.

Sec. 5.—Meetings of the Executive Committee may be convened by the President on his own motion; or the President or Secretary shall call a meeting on the requisition of three members of the Committee, of which meeting timely notice shall be forwarded to each member of the Executive Committee.

ART. V.—Ten members shall constitute a quorum of the Association for the transaction of business.

ART. VI.—The privilege of voting on all matters affecting the interests of this Association, or the business arrangements of newspaper proprietors, shall be confined to the active members of the Association. No member shall have more than one vote in such matters.

ART. VII.—Members of the Association of ten years standing upon severing their connection with the active duties of the press, may, upon application, be elected honorary members of the Association, on payment of the annual fee; but such honorary members shall not have the privilege of taking part in the active business of the Association unless upon invitation of the President so to do. It shall be the duty of members, upon withdrawing from active newspaper duties, to communicate such fact to the Secretary of the Association.

ART. VIII.—Application for membership shall be made on a blank form, prepared and approved by the Executive Committee, the applicant to sign the same, and be recommended by two members of the Association who shall also sign the application, which, with a copy of the applicant's paper or that with which he is connected shall be forwarded to the Secretary, who will submit the same to the Executive Committee; it being understood that such decision may be secured by mail.

ART. IX.—The election of members shall be by ballot at the annual meeting, and two-thirds favourable vote shall be necessary to admission.

ART. X.—The admission fee of the Association shall be four dollars, and afterwards an annual fee of one dollar shall be contributed by each member

in advance. The privileges of membership shall not be extended to any member in arrears for fees.

ART. XI.—Any member two years in arrears for dues shall be specially notified thereof by the Secretary, and if such arrears are not cancelled previous to the succeeding annual meeting, the name of such delinquent shall be erased from the books of the Association.

ART. XII.—Any member not in arrears for dues may at any time sever his connection with the Association by notifying the Secretary, in writing, of his desire to do so.

ART. XIII.—The Executive Committee shall have power, and it shall be their duty, to withdraw the privileges of the Association from any member who may, during any annual excursion, conduct himself in an unbecoming manner, calculated to bring discredit on the Association.

ART. XIV.—This Constitution may be amended by a two-thirds vote of the members present at any annual meeting of the Association, provided notice of the proposed amendment has been given in the circular calling such annual meeting.

BY-LAWS.

ART. 1.—Every member found guilty of violating the rules of the Association, or any one of them, may be reprimanded or expelled, as the nature of the offence may warrant.

ART. 11.—*Sec. 1.*—The meetings shall be held at such places as may be determined upon by vote of the members at the regular annual session.

Sec. 2.—It shall be the duty of the Secretary-Treasurer to publish a notice of the time and place of meeting, in a general manner through his own paper, at least two weeks before the time of such meeting, all members of the Association to copy the same. The Secretary-Treasurer shall also send to the members circulars with the programme of proceedings at least a fortnight before the meeting, together with a statement of the arrearages, if any, of the members to which such circulars are sent.

Sec. 3.—The Editors of the place at which the annual meeting of the Association is to be held shall be a local committee of arrangements.

Sec. 4.—Members of this Association may procure for the *bona fide* reporters engaged on their newspapers, certificates entitling them to such railway and other travelling privileges as are enjoyed by the members of the Association, upon payment of one dollar per annum for each certificate. Only one reporter from each such office is to be allowed on the annual excursion. Upon such reporter leaving the service of the member of the Association through whom his certificate was procured, such certificate shall become void, and will not be renewed except on a new application.

Sec. 5.—Any person holding a travelling certificate under the rules of this Association, either as member or reporter, who shall transfer his certificate or otherwise abuse his privileges under it, shall have such certificate recalled and his membership cancelled.

REGULATIONS.

The order of business shall be as follows :

1. Reading minutes of previous meeting.
2. Reception of communications.
3. Unfinished business.
4. Programme of business prepared by Executive Committee.
5. Election of officers for ensuing year.
6. Selection of the next place of meeting.
7. New business.



The Canadian Press Association

PROCEEDINGS OF THE THIRTY-FIRST ANNUAL MEETING

HELD IN THE CITY OF TORONTO, JULY 18TH, 1889.

The thirty-first annual meeting of the Canadian Press Association was held this date, pursuant to arrangement of the Executive Committee, and was called to order at 11 a.m., in the Rossin House; President Dewart presiding.

The minutes of the last annual and semi-annual meetings were read, and, on motion, confirmed.

The following were proposed for membership in this Association:—Robt. Woolsey, *Courier*, Trenton; W. D. Brothers, *Reformer*, Milton; W. J. Watson, *Standard*, Dundas; D. F. Burk, *Herald*, Port Arthur; W. S. Gibson, *Algoma Gossip*, Little Current; Geo. R. Northgraves, *London Record*, Ingersoll; M. W. Williams, *World*, Cobourg; W. H. Withrow, *Methodist Magazine*, Toronto; F. H. McPherson, *World*, Beeton; W. Ireland, *North Star*, Parry Sound; J. A. Ritinger, *Ontario Glocke*, Walkerton. Messrs. J. J. Crabbe, Toronto, and Geo. Young, Trenton, having retired from journalism applied to have their names transferred from active to the honorary list of members.

Moved by C. B. Robinson, seconded by H. Hough,—That these applications be referred to a Committee consisting of Messrs. Somerville, Moore and Davidson, to report thereon. Carried.

The President addressed the Association as follows:—

GENTLEMEN,—I have no idea that any words which I can say will add anything to the knowledge possessed by the members of this Association respecting the sphere and influence of the press, and the duty of faithfully using this potent agency for the promotion of truth, freedom and social progress. Were it not that it might be thought a discourteous neglect of an established

custom, I would not have inflicted any address whatever upon the Association. But, though I do not feel at liberty to wholly omit the customary address, I feel fully justified in confining my remarks within such narrow limits as shall invest them with the virtue of brevity.

There is one advantage that the President of this Association possesses in addressing a meeting of its members, which may help to deliver him from discomfort and embarrassment. He speaks to an Association that has no avowed creed, political, social, or religious. The views he expresses on any subject cannot, therefore, be said to contravene those of the Association. He simply speaks his own opinions, and involves no one else in any responsibility for his sentiments, no matter how erratic or heterodox they may be.

The experiment of holding a winter session was in a high degree successful. The papers read on the occasion were eminently practical and instructive. Mr. King's paper on the law of libel was especially able and valuable. Should it be deemed advisable to hold similar meetings in future, I think it would be well to give greater prominence to the consideration of such improved methods of conducting our public journals as shall make them more effective in the work of moulding and educating public sentiment upon all great living questions.

I have long thought that it would be an improvement if our Canadian newspapers would give simply an independent support to the political parties they prefer, without that close alliance which causes them to be regarded as the "organs" of a party. I do not mean by this any condemnation of all political parties, such as has become common of late. I believe such parties are a natural outcome of our free institutions, and serve an important purpose. But if a paper has such an intimate connection with a party that it can be known beforehand what position it will take on all questions in party politics, this must greatly lessen the influence it will exert in forming the opinions of the people.

As you have already learned the Executive Committee has arranged this year for an excursion to St. John, New Brunswick, and other points. It is hoped that this visit will prove pleasant and healthful, and conduce to bring the members of our Association into more intelligent sympathy with our fellow-countrymen in that part of the Dominion. In my opinion it is the duty of those who speak to the people through the press to give a loyal support to every measure which tends to bind our people of every race, creed and party, into one strong, united, British Canadian Commonwealth.

E. HARTLEY DEWART,

President.

Toronto, July 18th, 1889.

The Committee on propositions reported, recommending the admission of all new candidates proposed; and also that the names of J. J. Crabbe, Geo. Young and Alex. Henry, be transferred to the honorary list. The report was, on motion, adopted.

A communication from the President of the National Editorial Association of the United States, requesting that the Canadian Press Association be represented at the ensuing annual meeting of said U. S. Association to be held in Detroit, was read, and on motion of J. B. Trayes, seconded by L. G. Jackson, was laid on the table for future consideration.

Mr. C. Blackett Robinson submitted report of Auditors, shewing balance of \$47.46 at credit of Association, Dec. 31st, 1888. On motion the report was received and adopted.

Moved by C. Blackett Robinson, seconded by J. B. Trayes, that the consideration of the communications received by the Secretary from parties called upon to shew cause why their names should not be struck from the list of members, be referred to the following Special Committee:—Messrs. Hough, Somerville, Tye, Watson and the mover,—to report this afternoon. Carried.

On motion, meeting adjourned till 2 p.m.

AFTERNOON SESSION.

The Association resumed business at 2 p.m., President Dewart in the chair.

Mr. Roy V. Somerville, from Special Committee on revision of the membership roll, reported recommending that the names of F. S. Spence, Toronto; A. H. Jenkins, Brussels; J. J. Dyas, Toronto; A. Pardoe, Toronto; J. Menzies, Toronto; F. J. Chadwick, Guelph; Colin Fraser, Toronto; W. Graham, Parkhill; R. H. Holterman, Brantford; J. Miller, Brantford; W. H. McIntosh, London; be dropped from the roll as ineligible; that the names of Thos. Hilliard, Waterloo, and Prof. Goldwin Smith, Toronto, be transferred to the honorary list; and that the names of A. E. Gammage, Brantford; Fred. J. Prior and H. E. Smallpeice, Toronto, be allowed to stand for further investigation. The report was, on motion, received and adopted.

On motion of Mr. Robinson, seconded by Mr. Trayes, the election of officers was proceeded with, and resulted as follows:—

President, Roy V. Somerville, *Banner*, Dundas; 1st Vice-President, Andrew Pattullo, *Sentinel-Review*, Woodstock; 2nd Vice-President, H. P. Moore, *Free Press*, Acton; Secretary-Treasurer, W. R. Climie, *The Sun*, Bowmanville; Assistant-Secretary, J. B. Trayes, *Times*, Port Hope.

Executive Committee, H. Hough, Toronto; D. Creighton, M.P.P., *The Empire*, Toronto; L. G. Jackson, *Era*, Newmarket; J. A. Davidson, *Mercury*, Guelph; J. S. Brierly, *Journal*, St. Thomas; and the retiring President.

Mr. Roy. V. Somerville, in pursuance of notice given in the annual circular, moved to amend Art VIII. of the constitution of this Association by substituting therefor the following:—

“That all applications for membership be hereafter made on a blank form which shall be prepared and approved by the Executive Committee; the applicant to sign the same, and be recommended by two members of the Association, who shall also sign the application, which, with a copy of the applicant's paper, or that with which he is connected, shall be forwarded to the Secretary, who will submit the same to the Executive Committee; it being understood that such decision may be secured by mail.” The above motion was, after discussion, adopted.

The second notice of motion by Mr. Somerville, referring to honorary members, was withdrawn.

Mr. Crabbe's motion, of which notice had been given, to change the date of the annual meeting from mid-summer to the second Friday in February, was, after discussion, also withdrawn.

Moved by H. P. Moore, seconded by H. Hough,—That a winter meeting of this Association be held on the second Friday in February; and that the Executive Committee be instructed to prepare a programme therefor. Carried.

Moved by H. P. Moore, seconded by H. Hough,—That Messrs. C. B. Robinson and W. J. V. be elected Auditors. Carried.

Moved by Mr. Donnelly, seconded by Mr. Watson,—That copies of new applications be sent to all newspapers of which the editors or publishers are not members of this Association at the present time. Carried.

Moved by Mr. Robinson, seconded by Mr. Crabbe,—That Messrs. Dewart and Pattullo be a deputation to attend the meeting of the U. S. Association at Detroit. Carried.

A paper prepared by Mr. Dobbin, of the *Peterboro Review*, on “Advertising Contracts and the law *re* Insolvents,” was, on motion, deferred to the winter meeting for consideration.

On motion of Mr. Robinson, seconded by Mr. Moore, the President vacated the chair and Mr. P. Boyle occupied the same.

Moved by A. Pattullo, seconded by Oronhyatekha,—That a most cordial vote of thanks be tendered Dr. Dewart for the able manner in which he has conducted the duties of President. Carried.

President Dr. Dewart suitably acknowledged the vote of thanks; after which the meeting was, on motion, adjourned.

 WINTER SESSION, 1890.

MORNING SESSION.

CITY COUNCIL CHAMBER,

TORONTO, Feb. 14, 1890.

The second winter session of the Canadian Press Association was held as above.

Present,—President, Roy V. Somerville; Vice-President, A. Pattullo, *Sentinel Review*, Woodstock; J. B. Traves, Assistant-Secretary, *Times*, Port Hope; C. W. Rutledge, Ed. *Standard*, Markdale; Geo. H. Robinson, Ed. *Presbyterian Review*, Toronto; F. H. Macpherson, Ed. *Canadian Bee Journal and Poultry Weekly*; C. W. Lawton, *World*, Beeton; E. Jackson, *Newmarket Era*; H. Hough, Toronto; E. J. B. Pense, *Whig*, Kingston; P. Murray, *Times*, Orillia; Geo. Wilson, *Daily Guide*, Port Hope; C. H. Mortimer, *Electrical, Mechanical and Milling News, Canada Architect and Builder*; R. R. Elliott, *North Ontario Times*, Uxbridge; W. J. Watson, *Standard*, Dundas; A. R. Fawcett, *Review*, Streetsville; H. J. Snelgrove, *World*, Cobourg; P. E. W. Moyler, *Daily News*, Berlin; Sam. Hughes, *The Victoria Warder*, Lindsay; R. Elliott, *Times*, Wingham; R. L. Mortimer, *Free Press*, Shelburne; R. J. Corson, *Economist*, Markham; L. G. Jackson, *Era*, Newmarket; H. P. Moore, *Free Press*, Acton; Jas. S. Brierly, *Journal*, St. Thomas; C. W. Young, *Cornwall Frecholder*; J. W. London, *Intelligencer*, Belleville; W. A. Shepard, honorary member, Toronto; H. F. Gardiner, *Hamilton Times*; Wm. Watt, Jr., *Brantford Expositor*; W. S. Dingman, *Stratford Herald*; Goldwin Smith, *Bystander*, Toronto; John Motz, *Journal*, Berlin; R. D. Warren, Georgetown; A. S. Foster, *Oakville Star*; L. W. Shannon, *Kingston News*; J. B. McLean, *The Empire*, Toronto; A. F. Stevenson, *Comet*, W. T. Junction; W. W. Cliffe, *Central Canadian*, Carleton Place; W. Weld, *Farmers' Advocate*, London.

Mr. A. Pattullo, Vice-President, opened the meeting at 11 a.m., and read a telegram from the President (Mr. Roy Somerville) that the train upon which he was travelling to Toronto, owing to an accident to the locomotive, was about seven hours behind time and that he could not reach the city before 3 p.m.

Mr. J. B. Traves, Assistant-Secretary, announced, that owing to affliction in the families of old friends of Mr. W. R. Climie, Secretary, that gentleman would not be in attendance at the meeting.

The following programme had been prepared by the Executive Committee —

MORNING SESSION.

11 to 11.30—Advertising contracts, and the law *re* insolvents. Introduced by Mr. F. H. Dobbin, *Review*, Peterborough.

11.30 to 12.30—Foreign advertising and small advertisements. Introduced by Mr. J. S. Brierly, *Journal*, St. Thomas.

AFTERNOON SESSION.

2 to 2.30—Rural journalism. Introduced by Mr. A. F. Pirie, *True Banner*, Dundas.

2.30 to 3.00—Newspaper subscription premiums and kindred methods. Introduced by Mr. H. Hough, Toronto.

3 to 3.30—Newspaper subscription rates. Introduced by Mr. A. Pattullo, *Sentinel-Review*, Woodstock, and D. Creighton, M.P.P., *Empire*, Toronto.

3.30 to 4.00—Printing office equipment. Introduced by Mr. E. J. B. Pense, *Whig*, Kingston.

4.00 to 4.30—Report of delegates to National Editorial Association. Introduced by Rev. Dr. Dewart, *Christian Guardian*, Toronto.

4.30 to 5.00—The relation of Newspapers to political parties. Introduced by Mr. Roy V. Somerville, Montreal.

5.00 to 5.30—Reports of committees.

5.30 to 6.00—Question drawer.

Questions and suggestions as to pertinent topics may be handed in at any time during the day, and will be answered and discussed during the last half hour of the session.

Mr. Dobbin's paper was laid before the meeting, and in his absence Mr. H. Hough kindly consented to read it, but asked to have an opportunity of looking it over, so that he might not do the writer an injustice. This was consented to and the paper placed further down.

This brought the following able and practical paper from Mr. Jas. S. Brierly as first on the list :—

FOREIGN ADVERTISING.

BY JAS. S. BRIERLEY, OF THE ST. THOMAS " JOURNAL."

Nowhere is it more difficult to reconcile theory and practice than in the counting-room of a newspaper office. Theoretically the honest publisher believes in treating everybody alike, and he is thoroughly convinced that he should have one charge only for advertising space. Into practice, however,

he has to acknowledge with shamefacedness that he can never carry these theories, for he realizes that the man who in Canada to-day would undertake to charge local rates to foreign advertisers would to-morrow be without a foreign advertisement, and the man who would quote foreign rates to his local customers would soon be a man without a newspaper.

The necessities of the case, then, require the newspaper publisher to recognize the fact that he is selling two distinct articles of advertising space—local and foreign. The distinction is one he may be loth to draw, but it is drawn for him by the inexorable finger of circumstances. Beyond question, his first duty, is to the columns he offers for sale to his fellow-citizens. For this space he should have a fixed price, and toward the filling of it his best energies should be devoted. It is one of his most valuable properties; and on it too much attention cannot be bestowed. As the Indian says of fire-water—too much is just enough. The greater the energy devoted to filling this space the fewer columns will the publisher have for sale to the foreign advertiser and the less troublesome will become the problem of how to deal with that individual.

If a publisher can fill his advertising columns with local advertisements, he needs no foreign orders. Few of us can reach this point, but it is not as unattainable as some may imagine. I know of more than one publisher of a daily paper in this province who does not allow foreign advertising to occupy more than one or two columns. The problem with men of this class is a simple one. They have cultivated their local field so thoroughly that foreign advertising is not sought, except at figures which only a few of the leading advertisers will pay.

The space for sale to foreign advertisers should, therefore, represent the difference between the local advertising and the total space the publisher has for sale. This difference, this surplus space, deserves a better fate than to be used, as it so often is, as a potter's field, in which are buried the very dregs of foreign advertising at any price that will cover the bare cost of interment. When it comes to a question of accepting or rejecting the most absurd order from outside advertisers the clear-headed, quick-witted, determined publisher, who is always ready to direct the rest of the world how it should travel, loses his way, flounders around in uncertainty, finally concludes that anything is better than nothing, and closes a contract, from which he will perhaps realize not more than the cost of the papers he sends to agent and advertiser.

This is neither poetry nor fiction, but sober fact. The man who finds any poetry in his dealings with advertising agents and patent medicine men—who can see any fiction in the demands of these men for space at top of column next pure reading matter, e.o.d. and w., cuts alternating weekly, is

not fitted for the rugged routine of a newspaper office. He should leave the business, and become advertising manager for a railway, or in some other way get on that side of the advertising fence where the sun always shines.

It goes almost without saying, then, that the majority of publishers do not make the best use of their foreign advertising space, and the duty to-day falls on me of making such suggestions as I can as to how the existing condition of affairs may be improved.

The chief trouble, of course, is the low price received for this foreign advertising. This is the direct result of weakness on the part of the publisher, and the remedies I would suggest are:—First, backbone; second, more backbone; third, still more backbone. There is nothing so disfigures a paper as a large and varied assortment of patent medicine advertisements, and nothing that so clearly betokens a woeful weakness in the spinal vertebra. To take advertisements as "stuffing" is less excusable to-day than it was a few years ago, for now good reading matter—in plate form—can be procured so cheap that the advertisement loses half its value as a space-filler. It is far better to fill the columns with matter that interests the reader and therefore tends to increase the circulation of the paper, than to give the patent medicine man the right of way.

Fix a minimum price for foreign advertising space. Don't fix it too low, and if the foreign advertiser refuses to come into your parlor on your terms, shut the door in his face, and turn around and entertain your readers with thrilling tales told in stereotype plates at \$1.50 a page. It will pay every time. You will like your paper better and feel a greater degree of pride in it. Your circulation will grow, and, important consideration, those advertisers who do accept your rates will be well satisfied with the service. These advertisers are shrewd fellows, and recognize the value of a clean sheet that respects itself too much to give lodging and welcome to every spavined advertisement that comes along looking for entertainment at starvation rates.

Treading closely on the heels of this prime cause of the evils we deplore is the inability of publishers to determine what is a fair price for the space they have for sale. Perhaps we should term it indifference rather than inability. But, by whatever called, the fact remains unchanged that the majority of publishers are all at sea on the question of what is a fair figure to fix upon as their minimum rate. Being in this position they become the easy prey of the foreign advertiser, who is convinced he is purchasing space from men who are not very fully persuaded that it has *any* value, and whose main object is simply to get what they can for it. Armed with the knowledge of these weak spots in his adversary's armor, is it any wonder that the advertiser takes him

at a sore disadvantage, sets him also fighting his fellow-publisher—who is his natural ally—and comes out of the triangular contest with a trophy of victory in the shape of an iron-clad contract at one-quarter local rates?

The remedy I would suggest for this not very creditable state of things is the adoption, or recognition, by the members of this Association, of a certain price per line per thousand issues as a fair and reasonably remunerative rate to ask foreign advertisers. I do not suggest a combination, nor even an agreement to adhere to this price, but simply that, after a careful deliberation, we place on record our opinion of what that price should be. The advantages of possessing such a standard would be many. It would soon come to be looked on as a rate from which all other rates could be struck, much as we look on pica as a standard by which to gauge all other types. By a mere glance at the card containing it the publisher, when the advertising agent darkened his door, would find his backbone stiffening, for he would remember that the rate was a reasonable one and that scores of his fellow-publishers were honestly endeavoring to adhere to it. He would even feel a certain degree of equanimity if the agent shook the dust off his feet without also leaving a contract, for the consciousness would be strong within him that that agent would not cover the province except he raised his rates. A standard rate would make the prices asked for foreign advertising space less dependent on the state of the publisher's columns or of his digestive apparatus than they are to-day.

Again, if this Association accepted such a rate, and its members adhered to it with anything like the consistency to be expected, there would immediately be an upward tendency in the prices of foreign advertisements in Canadian papers. Perhaps the tendency might drive some of the weaker advertisers out of the field; perhaps it might cause some of the stronger ones to decrease their space, but neither result would be an unmixed evil.

Approximate uniformity in rates and courageous consistency in maintaining them, will do wonders in lifting the foreign advertising portion of our business to the level where it ought to stand. More often than we think the agent has a rigid contract behind him, and is compelled to come to our prices, unless we first come to his. Not long ago a certain agent offered me one hundred pounds of ink for an advertisement. I replied our price was 600 pounds. He increased his offer to 200. Still our price was 600, and by successive stages that agent at last reached the 600 pound notch.

I do not advance this suggestion of a standard price as original. The plan has been tried in Arkansas and other States with good results. Mr. J. R. Betts, of the State named, says that they have found that when publishers know what proper rates are they are far more likely to stick to them.

In connection with this proposition it may not be out of place to enquire, what is a fair price? In its issue of Jan. 1st, a trade journal answers by saying that in a daily paper half a cent per line per 1,000 issues is a fair price, and in weeklies one cent per line. I cannot understand why the publishers make this statement, if they are referring, as we may reasonably suppose, to foreign advertising. Most assuredly they never offer anything even approaching such figures to Canadian publishers. Half a cent a line per 1,000 issues of a weekly and one-third of a cent a line per 1,000 issues of a daily, will be found nearer the mark received by Canadian publishers, and even these rates are difficult to obtain. A weekly paper charging half a cent will get \$3.12 per inch, and a daily charging one-third will get \$12 per inch,—both, I consider, higher figures than the most of us can obtain. I mention these figures merely in the hope that they may form a basis for discussion.

While bearing testimony to many satisfactory dealings with advertising agencies, I am at the same time constrained to say that I think we pay rather too much deference to the advertising agent. In looking over my books I find that only one-third of our foreign business last year came through the agents, and it was far less remunerative than either of the other thirds. It is when dealing with these gentlemen that we have need to brace ourselves for a firm stand. They should never be given rates below the price fixed on as the minimum. Let them look out for their commission from the men who employ them. If we quote them the lowest figure that we sell space for, they should be content. Whether private firms will also be quoted these prices will depend on considerations which every publisher must take into account—such as the character of the thing advertised, the size of the proposed order, and the state of his advertising columns. Give the reputable advertising agent your best figures—don't give him anything more.

Who are the reputable agents? I think we may say those who form the Association of General Newspaper Advertising Agents. From all others, and from private advertisers, without good commercial ratings, advance payments are desirable. Better, a thousand times, to give your readers good reading matter than some unknown advertiser space on credit.

Let us bear these facts in mind :—

1. That if Canadian publishers unite upon a common price, no advertiser can reach the newspaper readers of Canada without giving that price.
2. That as we are not rivals, the one of the other—but retailers of different articles—there is not the slightest reason for cutting prices.
3. That if, through our exertions, Canadian publishers find their dealings with foreign customers more satisfactory than in the past, we will have ac-

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complished a practical result that will do much to take away the reproach from the Association that it is not of any practical benefit to its members.

Mr. Brierley concluded with a few pointed remarks on the subject of advertising agents offering wood type, ink, &c., in lieu of cash for advertising; and also on the subject of small advertisements.

A lively discussion followed. Messrs. Young, Watson and Jackson, Jr., thoroughly approved of the views expressed.

Mr. Pense, while agreeing with the main points of the paper, said in his dealings with one of the firms mentioned he had received cash in every instance. He fully agreed with Mr. Brierley that if the publisher had only backbone enough to stand out for his price, he would get it, and that in cash instead of truck and trade. He was firmly convinced that the foreign advertiser could be induced to pay cash when he found the publisher firm enough to accept nothing else.

Mr. Gardiner believed that small advertisements of "situations wanted," &c., were read with as much interest and attention by the public as births, marriages and deaths, which everybody reads. The paper with which he was connected had adopted the charge of one cent per word for such advertisements, and in that way obtained full value for its space. He rejoiced that Hamilton publishers did not have to contend with the reprehensible practice which some papers in other parts of the country had adopted of inserting this class of advertising free—a practice which he asked the Association to condemn as unbusinesslike.

Mr. Pattullo said he thought if Mr. Brierley's suggestions were carried out they would prove very beneficial to every publisher in the country. The difficulty was publishers did not know exactly what price to ask, there being no common scale. If they could all stand on one basis, publishers would receive a greatly increased rate and be able to drive out a class of advertisers who should not be encouraged.

Mr. Pense moved that a committee of five be appointed to recommend a certain fixed scale of advertising rates for the guidance of publishers at large. Carried.

The chairman appointed Messrs. Brierley, Pense, Watson, Young and Moore, to strike a rate.

Mr. Dobbin's paper was then read by Mr. Hough, and, while the title did not appear to be a very attractive one, it brought out one of the best discussions of the day.

ADVERTISING CONTRACTS AND THE LAW
RE INSOLVENTS.

BY F. H. DOBBIN, "REVIEW," PETERBOROUGH."

Here we have something worth considering. What is the position of a publisher in relation to the insolvent? Can the publisher make such a contract with an advertiser that will, in case of the customer's failure in business, secure the sum agreed to be paid? He can—and he cannot.

Take a case in point. Customer requires insertion of column advertisement, and agrees to pay for the same at yearly rates. The advertisement is taken, and contract made out. After the advertisement has appeared in the paper, for say four months, customer becomes insolvent. He has been in business for some years previous, has paid for advertising, and is looked upon as in a fairly sound position. He fails. The usual assignment is made, the estate wound up and the publisher gets the invariable dividend of 17c. on the dollar.

By inserting the advertisement at his yearly rate, the amount on which dividend is made is much smaller than had the advertisement been inserted for period of four months only at full rates.

Warned by the transaction, the publisher prints a new form of contract. He inserts a condition that, it seems to him, will remedy the evil complained of. The contract provides that should the advertiser become insolvent, the advertisement shall be charged for at regular legal rates, dating from first insertion. The amount, in the aggregate, would far exceed the yearly contract rate. Advertiser has no intention of becoming insolvent, and no immediate prospect of being, by force of circumstances, placed in such a position. He signs the contract.

Now, in view of the law relating to insolvents, will the contract hold? Is it a fact that *insolvency annuls all contracts*? Would such a contract be looked on as giving the publisher a *preferential claim* over other creditors? Is the fact that the condition is a retrospective one fatal to its efficiency? Has the combined intelligence of the Canadian Press Association any information to throw on this question? If the above condition will not stand, is there any remedy?

The publisher now prints a revised advertising contract. He decides that he will not be caught again. He stipulates that his customer, instead of contracting to pay for his advertisement at so much per year shall pay at a rate progressive. Should he only insert the advertisement for three months,

the amount shall be a fixed sum. If inserted six months an amount showing a proportionate reduction on two three months combined, and so on for the year. Customer fails after seven months of contract has expired, and publisher puts in an account for the six month's amount, with proportion for the extra month. Must the preferential claim theory cover this contract, and annul the condition, and if so is there any remedy?

The insolvent law shows some queer inconsistencies. The publisher may have executed job work and advertising for a customer to any amount. The customer may be in a line of trade, or may manufacture an article, for which the publisher has no use. He has not established a contra account with the advertiser. This customer has become involved, and the publisher, recognizing the situation, takes from the advertiser goods or articles to balance the account. This it appears is an illegal transaction. The fact that the publisher has not made a contra account is fatal to his getting value in goods for his bill, while had the advertiser been, let us say, a grocer, and had the publisher taken goods on account, at any reasonable interval, the amount of contra account so established would have been a legal set off against the advertiser's indebtedness. Is there any remedy?

In view of these facts, which have developed in actual experience, would it not be well for publishers to ascertain where they stand? When a dealer becomes insolvent, he is almost certain to multt one or more publishers in the locality in which he trades. The "thirty day" limit has been struck out of the statute, and it is now unsafe for any publisher to attempt to square an account with a shaky advertiser *from the moment the advertiser feels himself unable to pay his debts in full.*

It is, after all, not the amount of advertising at paying rates done that will remunerates the publisher, but the amount paid for.

Mr. Watson contended that in case an advertiser assigned before the expiration of the contract, the account should cover at least the quarter upon which the advertisement had entered. He thought that all advertising contracts should be in writing.

Mr. Mortimer—Is a contract in writing binding under the insolvent law?

Mr. Watson—It must be, because I always get my money. (Laughter.)

Mr. Young believed it was good policy to keep good friends with the assignees.

Mr. Jackson, Sr., said that there was really no insolvent law in force in this Province just now. He thought that advertisers ought not to be allowed to run behind more than a month.

Mr. Hough thought it was out of the question for a publisher to make a bargain that would give him an advantage in a case of insolvency, because all creditors must share and share alike.

Mr. Jackson, Jr., did not see how publishers could have any preferential claims.

The chairman (Mr. Pattullo) believed publishers lost a great deal of money through insolvency. He thought that pay should be allowed for the unexpired period of the contract.

Mr. Watt said that the publisher should claim for the full amount, and make all he could without going to law.

Mr. Watson did not think it fair to charge for advertising that the advertiser did not get the benefit of.

Mr. McLean's belief was, that in case the advertiser became insolvent, he should be charged "single insertion" rates for the time the advertisement ran.

Mr. Hough said that as the publisher stood ready to carry out his part of the contract he should get full rates from the insolvent advertiser.

Mr. Jackson spoke of the necessity of adopting a form of contract.

Mr. Routledge moved that a committee be appointed to draw up a form of contract. Carried.

The Chairman appointed Messrs. Watt, McLean and Cliffe as a committee for this purpose.

A letter was read from Mr. David Wylie, and referred to a committee composed of Messrs. Cameron, Jackson, Sr., and Gardiner.

AFTERNOON SESSION.

Business was resumed at 2 p.m.

Owing to the death of a relative, Mr. A. F. Pirie, of the *True Banner*, Dundas, was unable to attend, and his paper on "Rural Journalism" had to be dropped. This was a great disappointment to the members, as they expected something rare, racy and practical from Mr. Pirie.

Mr. Pattullo read the following comprehensive paper, which elicited frequent applause, and animated discussion:—

NEWSPAPER SUBSCRIPTION RATES.

BY ANDREW PATTULLO, WOODSTOCK "SENTINEL-REVIEW."

GENTLEMEN,—In this brief paper on the subject of "Newspaper Subscription Rates" I will confine myself chiefly to the question as it affects

Weekly papers, which was probably the expectation of your Executive Committee when they assigned a portion of the subject to me. On the subject of Daily newspaper subscription rates I am not qualified to speak, except so far as a few years' experience on one of the smaller dailies goes. I believe the ordinary price of such dailies throughout the Province is \$4 per year, a price which it is not always easy to get from subscribers who are not so liberal in encouraging local enterprise and in buying local newspapers as our neighbors in the United States. But it is doubtful if a publisher in any of the towns or small cities can produce a daily at a lower rate than this, \$4 a year. Such papers are sold on the streets by newsboys at two cents per copy, the newsboys paying the publishers one cent. Taking into account such sales and the losses on the list, the business would have to be run with very great care and collections pushed with energy to enable a publisher to net \$3 per year each on the total average number of papers printed. Perhaps \$2.75 would be a safer calculation and nearer the actual receipts of most offices. It is not easy to see how the small or local dailies can put down their subscription price below \$4, no matter what the competition is from the outside. If any have attempted to do so the result of their experiments would be interesting to the comparatively few offices that issue what are called the small dailies.

Coming to the question of Weekly newspaper subscription rates, I suppose all the members of this Association recognize that, in some directions at least, there has been a great depreciation in the profits, and consequently in the value, of newspaper properties throughout the country. Passing over auxiliary causes which have led to a result that everyone must deplore, it will be generally admitted that the chief cause of reduced profits and low subscription rates is foolish competition, both local and from the outside—that is, from the large weeklies of the great cities—for I speak here only from the standpoint of the local weeklies. When one of these large city weeklies can be procured in the country at seventy cents per year from agents who are working for some valuable premium or bonus, it is not easy for the local publishers to get double, or rather more than double, this amount from the same subscribers. And when the difficulty is increased by the rivalry of local publishers who will give their papers to some subscribers for \$1 a year when the advertised price is \$1.50, or who will offer on "trial trips" year after year at 25c. for six months, it is not easy to see how the old subscription rates can be maintained. It is such competition—foolish competition, I repeat—that has led to so general a reduction of country weeklies from \$2 and \$1.50 to \$1 per year. The effect of such reduction in some quarters must have been very disastrous. In others it may not have proved an injury or led to any reduction in the aggregate profits of the business.

In looking over the record of my own business for some years past I have collated one or two facts that may be of interest to this Association; for I believe that it is only by coming down to the facts of actual experience that our discussion of the business problems that confront us will be profitable and productive of benefit to the business interests of the press. Probably the experience of other publishers will coincide with my own in finding that while \$1.50 was the old rate, the actual amount received under it year after year fell very far short of \$1.50 for every subscriber on the list. I find, in fact, taking half a dozen years since 1880, that the total receipts for subscriptions to *The Weekly Sentinel-Review* did not greatly exceed one dollar per year on the total number of papers printed—this number including, of course, exchanges, dead-heads and waste. Two years ago we reduced from \$1.50 to \$1 a year, owing to influences such as I have already suggested. In some respects the result has not been satisfactory. It is a curious fact that we have received just about the same amount per subscriber; but it should be borne in mind that in such receipts there has been the payment of \$1.50 by a very large number of subscribers who were in arrears and who have been pressed for payment. I am inclined to think that from 80 to 90 cents is all that a publisher can expect year after year to receive per subscriber, at the dollar rate, making allowance for exchanges, etc., and loss. While our list was increased by the reduction in price to \$1 by about fifteen per cent., the actual total receipts per year on account of weekly subscriptions has not greatly varied in the office for ten years. The blank paper for the additional subscribers whom we attribute to the reduction in price will amount to, say, a couple of hundred dollars per year—which may, perhaps, be offset in advertising advantages. The result then of our reduction from \$1.50 to \$1 per year has been, that we have added a few hundred subscribers to our list, while we receive about the same amount on subscriptions as before, at least an amount not greatly increased. No doubt the step has largely killed the effect of unfair competition, such as I have referred to, and has retained, and perhaps, increased, the advertising and general business of the office. From the monetary aspect of this record I am scarcely able to say that the reduced rate has been entirely satisfactory, and then such a reduction is always attended with difficulties and irritations. It must begin at some particular date, and those who have paid ahead at the old rate are naturally displeased, and will be heard from for a year or two afterwards; while those who go on falling into arrears under the dollar cash rate will grumble if charged at the old terms. We have certainly had more trouble and dissatisfaction among our subscribers since the adoption of the one dollar rate than before. The attempt to enforce this rate as a cash rate, and only a cash rate, is certain to lead to en-

ities among a class of people who never will let an explanation through their heads, and on whom all the appeals of reason and common sense are too often lost. It is a fact that we find it quite as hard to get \$1 from our subscribers now as we did \$1.50 some years ago. For fear of exciting controversy—and of being accused of running down the country—I will not say that this is due to the hard times; but prefer to think that it is due to the demoralization of subscription rates, caused by the foolish competition which all present know has been injuring the newspaper business in the country for some years. I should like to see the time come when by co-operation every local publisher will insist upon cash, and cash only, and will send no paper out of his office, for as much as a single week, until it is paid for. But for reasons with which every country publisher is conversant, it does not seem possible at the present moment to act upon so reasonable and so apparently sound a business principle. In our own office we attend to our subscription lists pretty closely, and possibly have a well-earned reputation for dunning with more than usual vigor and persistence, and in every variety of language known in that branch of polite literature. Still, I find that on a subscription list of 4,500 there were arrears on the first of January of over \$2,000, while the amount paid ahead was less than \$1,000. It must be borne in mind, however, that a large proportion of the subscriptions begin on the first of January and consequently count neither as arrears nor as amounts paid ahead.

In giving these facts I prefer to allow members of the Association to draw their own conclusions, because the circumstances of different publishers differ so greatly that what might be a wise policy for one would be a very unwise one for another. But if I were asked for advice by the publisher of a large weekly paper, who now charges \$1.50 per year, and who thinks of reducing to \$1, my advice would be that of *Punch* to the man about to get married, "Don't!" I am as strongly opposed to premiums and to all the wretched and fakir-like devices of some publishers to float their papers irrespective of merit as anyone can be; but if sentimental objections be laid aside, it would be better business policy for such a publisher to give cash subscribers some premium that would cost, say, 25 cents by the thousand, and be worth 50 cents to the subscriber, in order to secure prompt payment and clear up the arrears on his list, rather than to attempt to do so by the offer of a dollar rate.

To those who have reduced to \$1 it is not easy to see how they can ever get back to the old rate. The attempt to do so would probably increase their troubles and greatly reduce their subscription list. An increase in rates might be brought about if publishers could act in concert through County

Associations; but even were this possible—and everyone knows the difficulties of forming such Associations for friendly and concerted action—there would still be the difficulties brought about by the policy of the big city weeklies to contend against. I fear that the reduced rate for weekly newspapers has come to stay, and that publishers must look for their profits in other directions than from their subscription lists. But this belongs to other phases of the varied problems with which newspaper publishers have to deal, and is therefore outside the scope of this paper. During the discussion of the subject I shall be very glad to answer any questions from members who desire information such as I may be able to give; for a paper of this nature cannot be exhaustive—it must leave a great deal of vital importance unsaid.

Mr. Traves believed that the country press had made a great mistake in reducing the price of local weeklies from \$1.50 to \$1.00 a year. He had been the last to yield in his section of the country, and he had only been sorry once (and that ever since) that he had ever reduced the price. He did not believe that the reduction brought him a dozen new subscribers, nor did many more pay in advance since than did before. His subscription list did not appear to have been affected in the least by the reduction, but the cash book was, to the tune of a good round number of dollars. He was strongly in favor of a return to the old price, and did not believe the city weeklies—let them place their rates as low as they please—would materially reduce the number of subscribers of the local weeklies. The local paper had a field of its own that the city paper cannot touch, and it was only necessary to have subscribers understand that they were sure of getting full particulars of everything of importance going on about them to induce them to give first place to their local paper.

Mr. Young had raised his price and increased his list. He had adopted a plan for "dunning" that brought in \$100 every time it was sent out.

Mr. Jackson said that at the beginning of the year he had dropped every delinquent subscriber who lived outside of the riding.

Mr. Brierley thought it did not pay to cut off a local subscriber the instant he fell into arrears. It was absurd, in his opinion, to keep up the price to \$1.50 when a local contemporary put it down to \$1.00.

Mr. Jackson, Sr., said that \$1.00 to-day was worth more than \$1.50 twenty-five years ago.

The Chairman's opinion was that the country paper must be a local paper, and had a constituency of its own. There was no room in a country paper for long reports of the world's news.

Mr. Moyer believed that the country press should avoid clubbing with the city papers.

Mr. Pattullo said that the country papers ought to stand on their own feet and decline to assist the city papers in extending their circulation.

Mr. McLean's experience proved that he didn't lose any subscribers by raising the rate. Why should the publisher not get a profit on his subscriptions the same as on his advertisements?

A letter was read from Rev. Dr. Dewart, ex-President, regretting his inability to be present on account of illness.

Mr. Gardiner, on behalf of the Committee, to whom Mr. Wylie's letter was referred, reported requesting the Secretary to reply that the Association deeply regretted it was deprived of the pleasure of having one of its oldest members present at this meeting, owing to the infirmities of old age and failing health. Received and adopted.

Mr. Brierley, on behalf of the Committee appointed *re* Foreign Advertising Rates, reported as follows:—

To the President and Members of the Canadian Press Association :

GENTLEMEN,—Your Committee appointed to consider the question of a minimum rate for foreign advertising space beg leave to recommend as follows:—

That one-half of a cent per line per thousand issues per insertion of weekly papers, and one-third of a cent per line per thousand issues of daily with 50% increase for resetting matter, be recognized by this Association as the minimum rates that should be charged by its members for foreign advertising space; and that the members be urgently requested to maintain at least these rates. That no discount from these rates be granted to advertising agents.

That a copy of this resolution be placed in the hands of all Canadian publishers.

JAS. S. BRIERLEY,
Chairman of Com.

As the President had not arrived, Mr. Hough asked that the reading of his paper be deferred, as he thought it likely Mr. Somerville would have something to say on the subject.

Mr. Pense read the following able and practical address on "Printing Office Equipment :"

PRINTING OFFICE EQUIPMENT.

BY EDW. J. B. PENSE, "BRITISH WHIG," KINGSTON.

GENTLEMEN,—Listening to the voice of the tempter, in the guise of your amiable Secretary, I promised to open the discussion upon Printing Office Equipment. I regret that the close application involved in the running of a double-royal daily in a double-demy town has afforded scant time to consider a pretty wide subject, and if you will bear with a succession of small ideas, borrowed from a limited experience, you will add to the pleasant burden of our mutual forbearance and esteem.

Office equipment we may assume to include the building, always the first and most resultful consideration. No place fairly able to support a paper is so small that the publisher can afford to ignore situation. He should locate upon the main street, or very near to it, and if possible in the centre of the best business section. The large cities of the United States, besides London, Toronto and Montreal, furnish object lessons upon this point, but these lessons do not always make an impression in smaller places. Yet as an evidence of benefits of position, I can point out, in one of these lesser cities in Canada, an instance of two removals of an office, several years apart, to a better position, each promptly followed by increased business that has been permanently retained. Newspaper business is obligated in an especial sense to impression made upon the public mind, and prominence is one of the best means of enforcing that impression. I will be satisfied with the answer of every publisher here, and particularly those having a job office annex (almost a necessity yet in Canada) as to whether his immediate neighbors are not to the fore front as regular customers and reliable advocates. If the neighborhood be an inferior one this support is minimized.

We are agreed, I am sure, that the model printing office has its main or public floor at least six feet above the sidewalk, as the best use of space, for ground in central location must ever be valuable. The patrons of newspapers and printing offices are not of a class to be influenced against a climb of a few steps, though probably they would kick, metaphorically speaking of course, against a grocer or a dry goods dealer taking such liberty with their convenience. Proud should the "poor printer" be that he has something, besides everybody's sage advice to be thankful for! A basement for press-room secures least possible noise and vibration from machinery; the main floor can be devoted to business office, stock room and job room; the second

floor exclusively to editorial and mechanical news-rooms, which should adjoin in all cases. If a bindery be desired a third floor can be made available, as location is not so material in that department, frequent communication being unnecessary.

The difficulties of securing a site will be many in a growing town when demand for special light reduces the range of selection and so long as owners seek a fortune out of each particular sale. Thus renting of buildings becomes largely a necessity, yet convenience can be attained if there be room, with light, for rear extension. The press-room floor may be five feet below the office or street level, the ceiling seven feet above it; job and press-rooms are thus brought within a few steps above and below the business department, and are under almost complete command. The editorial and news composing rooms fall into a similar grade. This plan of office, placed upon paper, promises well practically, and is worth a trial. Structural questions will not be entered upon further than to advise the use of wooden ceilings exclusively. The wood, in two-inch strips, may also, with advantage and economy, be substituted for plaster on the walls of work rooms. No amount of solidity or carefulness in building will prevent lime falling upon presses from plastered ceilings, through the jarring incident to the running of machinery. To kill sound the spaces between the joists should be filled in with a cheap cement; sand or sawdust is apt to contribute a shower of particles annoying to press-men. These precautions will pay the full scriptural return in comfort.

The business office should be neat and attractive, no matter how small through circumstances. The greatest enemy the publisher and printer can have is an idea outside that he is struggling under disability and needs patronage so badly as to be willing to make concessions for it. Nothing, except over-canvassing, contributes to this impression so much as a slovenly office. Nothing succeeds like success; let us make at least an appearance of it. The office may best be one large room, with all workers in ready communication, and with plenty of desk and counter room, that several visitors may be served at once, if need be, and that the irrepressible kicker may be dealt with at one side before he inoculates all the callers with an idea that you have escaped the fraud-killer at least one day too long. A small private office, partitioned off neatly, if only to a height of eight feet, is very necessary. A liberal supply of desk and fyle cabinets and labor-saving devices are undervalued essentials generally.

A stock room may or may not be provided. Cupboards can be arranged around a business office, with glass doors, to good effect, affording the greatest convenience and least sacrifice of space. But a cutting machine is

not a pleasant office companion, and because of the better security of ready locking up, the stock room has most advocates. It should be immediately accessible from the business office and reasonably convenient to the job room; have double-decked tables and side-shelves, including rolling or sliding sections for cardboard and glazed papers.

The simple great requirement of a job room is light. In these days of cabinets, rule cases, etc., a \$5,000 job office can be crowded into a 30x50 room, and be conducted all the more economically. The darkest corner will be appropriated to wood type, the brightest spot to scripts and small fancy letters. Drawers for extra sorts of body letters and sundry small conveniences, placed with advantage in the centre of double stands, afford room for three cases on deck. The average cabinet errs in having too many cases, leading to delays, as two men often seek access to it at once. No case should be lodged nearer the floor than twenty inches, for as a rule it must otherwise be drawn out and placed on a stand, a double inconvenience. Three quarter-medium jobbers are not too many for a job-room keeping four or five hands. They are comparatively inexpensive and it pays better to have a surplus of press power for small jobs than to be delayed upon one occasionally, or to be taking off jobs before their run is ended. All presses above this size, proof press excepted, should be relegated to the press room, including the half-medium Gordon. The benefits of plenty of stone and galley-room, of abundance of reglet and furniture cut to labor-saving scales, are too forcibly felt to call for argument. Regarding selection of type only general rules can be advanced in a paper of this range. The first commandment is, to buy only two-thirds of what you think you will need, and only one-half of what you would like. New and better styles appear every month, and when a call for more type arises a free choice of the latest is afforded. More money is hopelessly sunk in fonts used to only a trifling extent, because not generally useful, than in any other department of printing. Once used such type is more worthless than an old jack-knife, for you can once and a while trade the knife off. Body type, book or circular, rarely gets out of date and is a grand exception to the rule of caution; an office can scarcely err in ordering quantity or variety, always including a good surplus of leaders and quads. For endorsement of this latter note of advice I confidently refer you to the loyal Conservative press, whose struggles with the Dominion voters' lists, are, alas, a fading memory! Beyond scripts and circular letters, abundance of which is absolutely necessary in an office competing for the best paying class of fine work, fancy letters should be sparingly indulged in, unless it be (like the new Roster series, as an example) useful in many grades of work. And the last and greatest commandment is: order type in full series or

nearly so—in wood even, from 6 lines to 120 lines. Not only will a less quantity be required than when fonts are taken at random, but the work produced will be more striking in appearance.

The news-composing room requires little attention, except perhaps to advocate an improvement in the style of advertisement composition. One cannot take up the *Hamilton Times*, for instance, without a feeling of pardonable envy over the neatness of its paid announcements, an element contributing not a little, probably, to its exceptionally successful career. Woodstock, Peterborough and Lindsay offer good examples in this line also. Chicago has unmistakably taken the lead for neatness in type making and type using; some of its papers are models in advertisement treatment, sure to be copied extensively. A larger amount of grotesque letter, plain, not rimmed or shaded, will be employed in the future, let us hope, relieving the stiff look of pages under the old prim letters and equally prim display.

The press-room is the heavy cross the publisher bears for his minor sins here on earth. Appropriate, is it not, that the printer's devil infests its inky regions! But the trials and difficulties are yearly lessening, since the best and most manageable presses, in the common sizes, are now as cheap as second-hand and second-class machines were five years ago. Prices have fallen two-fifths, and every prosperous publisher can buy a first-class machine, and is losing money if he don't, though he may not think it. Toronto produces, at prices advantageous to the buyer, Gordon presses, hand presses and paper cutters as good as the average U.S. article, especially in the first named. To this extent only does the protected home market benefit the Canadian printer in the machinery line. I am not an extremist, as you know, in politics, but as probably not one of us has made a free custom entry for machinery, type or equipment for twelve years, and so little is produced here, I cannot but concede the sincerity with which one-half of the press attacks the law, or the generous disregard of fair play and self-interest of the other half which defends it.

Around the press-room centres the success of a general printing business. Clean printing will redeem in part a job inferior in composition, while the most artistic production of the compositor can be, and too often is, ruined by defective machinery or incompetent press-men. A newspaper made up with taste must have clean printing, or the time involved in the extra care is wasted, for the desired result is not attained. The newspaper publisher should be the first to discard inefficient machinery, for time, speed and effect are daily necessities to circulation as well as comfort. If possible, and especially when a daily paper is issued, there should be two press-rooms, one

for news machine, engine and heating apparatus, the other for job presses. The division of staff involved can be made without loss, since there is work enough for helpers at all times in both departments. If separate floors are not available a partition should secure the separation. Concrete floors are not advantageous in basements, as they increase dampness and are easily broken in handling pieces of machinery. For news presses all considerations give place to speed, and the drum cylinder may safely be abandoned above double-demy size in favor of the two revolution; in no case should it be purchased above double-royal, for speed will be painfully slow and such presses are found to be a drug on the market when sale or exchange is sought. A strong press is being offered, by a thorough and progressive maker, promising 2,500 an hour for 36x48 sheets. The machine can accomplish this safely and well if only some human agency can be found in ordinary offices to feed it. The press must give way to the double cylinder, for offices that need so fast a single cylinder will find profitable use for the two-feeder. Folders have rapidly come into use in provincial offices, and many have erred in purchasing hand-feed rather than attaching machines. The cost is practically the same, but there is dread that the latter is more difficult to manage. The reverse is the actual fact; the trouble of disconnecting and attaching is as nothing contrasted with the loss of time in re-feeding the paper; while the feeder's comb generally leaves a smudge across the newly printed sheet. Having had in use within the past year the latest Brown, Stonemetz & Dexter folders I accord them general satisfaction. The last named has one advantage, it is easier to get at the rollers to clean off coatings of ink that blur the paper.

The number of job presses must be regulated by the demands of each business. Towns of mere mercantile character do not call for the "heavy runs" that manufacturing, insurance or banking centres create. But a "pony" is an absolute economy in every office having power. The half medium Gordon may be in use alongside of it, yet cannot take its place profitably in one job out of ten. Aim that all cylinder job presses, except the very fastest for special work, similar to news print, be provided with plate distribution, self-delivery and high fountain (like the Babcock standard or regular, allowing the form to clear rollers and facilitating corrections or changes). The new back-up motion has all the advantage claimed for it. Job machines taking double-royal sheet, or larger, should have front delivery to avoid smutting. Every press, news or job, should be provided with a counter to ensure absolute correctness of production, and as a guarantee against complaints and inconvenience of shortages. Unless rollers can be kept in a cool basement, a cupboard should be built for them, with a water

tank in the lower section to provide moisture. Warmth is a great requirement in every room. The dry heat of hot air furnaces is injurious in press rooms; hot water or steam is equally beneficial. The great convenience of form slides, despatch boxes and speaking tubes between floors is too patent to need emphasis.

The most economical driving power is the gas engine, which, besides being uniform in speed, requires little attention, and is always ready to start. A four horse power machine consumes 55 feet of gas per hour, and I have found it about half as costly to run and twice as convenient as the steam engine. This latter is a necessity also as a reserve where daily papers are printed, but it will ever after be grudgingly used.

This dry advice is perhaps a chestnut to nearly all our members, and has been practically illustrated more intelligently than I can express it. But there are always beginners who do not read up or think before purchasing, and to one of these an occasional hint, shot at large, may be interesting. I confess myself qualified to speak on several points from dearly bought experience.

Discussion followed by Messrs. Jackson, Sr. and Jr., Watson, Brierley, Pattullo, Hughes, Moyer, Gardiner, Young, Snelgrove, Traves, Macpherson and Moore, but " motive power " seemed to be a question upon which everyone had his fixed opinion, and the discussion, while entertaining, was only productive of diverse opinions. Mr. Pense's views generally were cordially endorsed as practically excellent.

The President, Mr. Roy V. Sumerville, arrived, and was warmly greeted. He took the chair and explained the cause of his detention. Immediately after a message was received that His Worship the Mayor and a delegation of the City Council of Toronto was in attendance, and desired to extend a formal welcome to the members of the Association. The following delegation was then introduced by President Somerville, viz.: His Worship the Mayor, E. F. Clarke, Esq., editor and proprietor of the *Orange Sentinel*; Ald. E. King Doods, editor and proprietor of the *Canadian Sportsman*, chairman of the Council Reception Committee, and Aldermen Gillespie, Booth, Hallam, Carlyle, Small, Veral, McMullen, Ritchie, Lucas, Brandon, E. A. MacDonald, Allen, Irwin, Leslie, Bailey and Lindsay.

Mayor Clarke said it afforded him a great deal of pleasure to extend a most cordial welcome to the members of the Canadian Press Association, whom he was pleased to see present in such goodly numbers. He was only sorry that the unseasonable weather had interfered with a little arrangement

which had been made for the entertainment of his fellow-pressmen. It was intended to drive the members of the Association to a few principal points of the city, and a light collation had been prepared at the Horticultural Gardens. The heavy rain, of course, precluded carrying out this programme, and they were compelled reluctantly to abandon it. But he hoped on some future occasion the weather would be more propitious and that he might then be among those who would esteem it a pleasure to pay some little attention to the gentlemen present, representing the press of Ontario. He knew personally most of those present—some of them for many years—and knew the importance and influence of such a gathering, both from a social standpoint and in the public interest. He was fortunate in having with him on this occasion Ald. Dodds, the Chairman of the Reception Committee of the Council, a gentleman whom all present knew as a journalist of many years' experience; and again expressing the gratification it gave him to welcome, on behalf of the citizens, the Canadian Press Association to Toronto, His Worship called upon Ald. Dodds. Mayor Clarke was heartily applauded on resuming his seat.

Ald. Dodds, on coming forward, was greeted with applause. He said he would not detain them with any extended remarks. He was pleased to add his word of welcome to the journalists of Ontario on such an occasion as this, when so many of the really representative men of the Province were present, for that there are many able and capable men in the ranks of the newspaper men of to-day is fully demonstrated by the number and quality of the newspapers issued in Ontario. On hearing of this meeting the Reception Committee felt it their duty to extend to the members a cordial greeting and such attention as their limited stay in the city would permit. Arrangements had been made for some little entertainment, as explained by His Worship the Mayor, but there would not be much pleasure in splashing through the rain in a covered carriage, and the proposed drive had been abandoned; but if the meeting extended into to-morrow, and there was a change for the better in the weather, arrangements would be made to show those present such portions of the city as might be best worth seeing. He was pleased to see the hearty feeling of cordial friendship existing among the members, and was glad to know that the same kindly feeling existed between the city and provincial editors and publishers. That was as it should be. The newspapers and journalists of Ontario would compare favorably with those of any other Province or State in America, and they were a credit and an honor to this part of the Dominion. He would like to say more, but as he knew there was considerable business of importance before the meeting, he would content himself with again offering the Association a most cordial welcome to the City of Toronto.

After Ald. Dodds had taken his seat, and the applause had subsided, President Somerville and Messrs. Gardiner and Pattullo replied in happy terms, acknowledging the cordiality of the greeting given the Association, and thanking His Worship Mayor Clarke and the delegation of the Council for their visit. The delegation then withdrew.

Before retiring Mayor Clarke invited all the members in the city on the following day to take lunch with him, a kindness but few could participate in on account of that being Saturday, usually a busy day throughout the Province, and particularly so in the country towns.

Business was resumed by Mr. Hough reading his paper on "Newspaper Subscription Premiums and Kindred Methods."

THE PREMIUM SYSTEM WITH SUBSCRIBERS.

BY MR. H. HOUGH, TORONTO.

I am to introduce a discussion on the merits of the system of giving premiums to newspaper subscribers. It is a subject on which there is a conflict of opinion; and I presume its settlement would require more time than we can give it to-day. Certainly my first reference cannot be one of fault finding with the system, whatever one may think of some of the methods. It seems to me a thing in which each man should be allowed to do what seemeth best in his own eyes. The giving of premiums is promotive of various beneficial results. If of no other use, a premium may serve a good purpose as a token of good-will between publisher and subscriber. I have frequently known an offer of a little inducement of this kind to be of great service in the collection of arrears. Some people are not looking so much for a chance to get out of paying as for the offer of something which may be regarded as a reduction. In such cases a premium fills the bill exactly—in more senses than one. Sometimes, by a very uncommon chance, an offer of this kind may be necessary as a *balance of inducement*. Let none be disposed to take offence at this suggestion, which I feel free to make from the fact that I have myself, on more than one occasion, resorted to this method with the public. But in whatever direction the advantage may be sought, this offer of premiums will usually prove a pleasant and not very costly means of securing a beneficial effect. It is, at least, an inducement to the subscriber to pay quickly; and when it is conducted on business principles the bargain is a fair one, no good business rule is violated and nobody is hurt.

Permit me to suggest that where this system is adopted the premium be something respectable as to quality, a credit to the paper, and worth keeping by the subscriber; for it will, most assuredly, be associated in his mind with the character of the journal whose publisher supplies it. It need not be costly, but if it be poor it will injure the paper, no matter how great its journalistic merit; and it will, in so far as it does that, fail in its object.

In treating this subject, our judgment, so far, has been pronounced on those premiums which may be classed as reasonable. I refer to those cases in which the publisher is not impoverished, and the promises, not being absurd, stand a chance of being kept. I am not sure whether the same pronouncement can be delivered on the unreasonable offers in this line. When I see a man apparently anxious to clean himself out for the benefit of his subscribers, I am reluctantly driven to suspect the resort to methods by which the subscriber may possibly come off second best. As a rule nobody loses by this process, unless he has first lost his intelligence—and that cannot be supposed of anybody in this profession. Neither, as a rule, could anybody in this business stand that sort of bleeding very long. Therefore when I see a \$600 piano offered for \$1 under certain conditions, I feel very much like suggesting to the subscriber that he look well to the conditions. If a paper is sold for a dollar, and ten or twenty thousand dollars be offered at a single drawing as premiums for new subscribers, either the margin of profit on the paper at a dollar must be immense, or the premiums are not paid. Perhaps both. For the fact of the proprietor not becoming a poor man by the operation excludes the other suggested alternative that *he* pockets a loss by his generosity. But some may object that there will hardly be room for this last part of my criticism, for they as well as I have known a publisher offer (and doubtless give away) from ten to twenty-five thousand dollars worth of premiums at a single drawing, and get rich by the simple exercise of his benevolence. I cannot, indeed, doubt that all of the premiums were actually given, because they were promised to be so given in the paper itself. This method certainly has its advantages. As an illustration of this it provokes and ensures the most unwonted activity on the part of certain readers; for I have known a very valuable premium—a farm or residence—taken by a party in another country, whose stupendous “hustling” secured him the great premium by getting in his answers before the man next door to the office. How could such energy as that be induced under any other system? Moreover, this method has been known to encourage, yea, to demand, the study of the Scriptures, by the subscriber, whether by the publisher or not. And I may, say further, in commendation of this method, that it exemplifies and enforces the doctrine of absolute impartiality; for I have known an unfortunate man

who, by reason of his mails being snowed up or otherwise, was placed at a disadvantage in his despatches, but who was yet not punished on that account, because while some of the earlier arrivals received only a \$2 picture, the said unfortunate was convinced that there was no discrimination against him by being generously handed out a \$500 piano. And beyond all this, as if to show that none needs despair who does his best, I have seen a man who arrived panting at the eleventh hour "consoled" with the reward of his earnestness in the gift of a \$500 piano, as good as that awarded to the one who had borne the burden and heat of the day. No wonder, in the working of such a system, that the number of subscribers is immense. In fact, by a simple calculation of the effects of a long series of competitions of this kind, it is absolutely certain that they must have piled up a subscription list of twenty-five millions, which, as the money must always accompany the answers, would let the publisher out with a few thousands for himself.

Of a like generous character is the offer of thousands of dollars for guessing the number of peas in a pot. The philanthropic motive for this offer is manifested in its disinterested encouragement of the exercise of mathematical and philosophical power on the part of the public. For it is obvious that the decision of such a momentous question must be the result of a careful calculation based on the relative sizes of the pot and the individual pea. And it is certain that the effect of the cultivation of such powers of computation will not be visible in this direction alone, but will render the party exercising them keen in all departments of calculation, to the advantage of society, and to the promotion of scientific research—so to speak. Indeed, there are some people who, after a competition of this kind, are as well able to tell at a glance how many peas are contained in a quart preserving jar as many others, who have not had the benefit of such exercise, are to tell how many beans make five. It is this advantageous reaction upon society that repays the enterprising newspaper man, who is ready to shovel out from ten to twenty thousand dollars to these bean-guessers, and to take his pay in the approval of his own conscience. Not that any such publisher was ever known to turn up missing just before the date of the count. That phenomenon was never yet observed. Nor was the periodical of such a generous advertiser ever known to be stopped after a goodly number had exercised their guessing functions on the bean jar, and, as a mere matter of incident, had forwarded their money for a full year's subscription.

However, after rejecting all absurd premium methods, which promise ten times as much advantage to a subscriber as the proprietor is supposed to reap for himself, and in which, as a well-understood principle, no publisher who resorts to them fails to take care to come out ahead, we have to say that

the system of premiums, when reasonably and honestly conducted, is not an objectionable one, and that it can be utilized as a bond of good-fellowship between a publisher and his subscriber, as a stimulant to quick remittances and payments of arrears, as a fair inducement to continue on a subscription list, as a simple and inexpensive way of giving a faithful subscriber something which he may value as connected with his paper, and as a bond of friendship between man and man.

An animated discussion followed by Messrs. Weld, Watson, Gardiner, Pattullo, Mortimer, Moyer, Young and Pense. Some were very hard on the "premiums," while others contended they served a useful purpose in inducing subscribers to pay in advance, when they would not otherwise do so. The subject closed with the adoption, by almost a unanimous vote, of the following resolution :—

Moved by L. G. Jackson, seconded by E. J. B. Pense,—That this Association, recognizing the baneful influence of the premium system, would discountenance its use throughout the Province. Carried.

President Somerville followed with his paper on "The Relation of Newspapers to Political Parties :

THE RELATION OF NEWSPAPERS TO POLITICAL PARTIES.

BY ROY V. SOMERVILLE, "BANNER," DUNDAS.

As the subject given me for introduction is "The Relation of Newspapers to Political Parties" in the general sense, I suppose I must refer, at least, to all classes of newspapers in my remarks. There are, however, one or two kinds of newspapers whose relation to political parties is so clear and fixed that in their case there is no room for comment, and they must simply be specified.

First of these then are those journals founded, floated and published for the specific purpose of supporting certain political parties. Everyone knows just where to place them, and their relation to the party furnishing the funds which constitute the life-blood of their existence is as that of a watch dog to the master who has bought it with his coin, and needs no further comment, except that it may be said that in many such cases the dog would be the better paying property.

Then there are sectarian and trade papers which have no relation to any political party, except in the realm of criticism, as any public movement may affect the small section of the community for the benefit of which they are supposed to exist.

The papers then which seem, so far as Canada is concerned, to afford the only field for discussion, are those owned and published by private individuals and companies as legitimate business investments, and to which, by reason of their being *news* papers, must fall the duty of discussing the political questions, great and small, which from day to day make their appearance in the varied panorama of current events. Of this class, the country newspaper, the local weekly or the daily of the smaller cities form with us by far the greatest number.

In the smaller places there is not that field and freedom for independent and non-party journalism that exists in the larger cities, and which is by far the most attractive phase of editorial work to active and critical minds; and of necessity the choice must be between the two existing political parties—until a better third arises.

If there is one well run Conservative paper in a growing town, manifestly it would be absurd to start another there of the same political tint, and the second newspaper with which, sooner or later, every town is blest, must be Reform in its political professions, or *vice-versa* as the case may be. At any rate, the independent newspaper in a small town, by reason of its very professions of independence, draws upon itself the suspicion of the whole district and openly avows that it is published for revenue only—from both political camps.

But having, with the dress and plant, selected also your politics—or speaking more respectfully for the benefit of the enthusiastic and earnest political disciples present—having decided to accept the platform of a certain political party as your creed, because you conscientiously believe it is the best for your country in the main—and for yourself incidentally—then it certainly is necessary to consider just in what relation your newspaper in its editorial utterances is to stand to the party of your choice.

You can, as has too often been done, blindly follow the lead of the great party organ that loves to spread itself as the mouthpiece and mentor of your political leaders, and in such case be content to turn your editorial thumbs up when the bombastic big sheet does, and thumbs down when it reverses those useful members. You can do this, but if you are energetic, critical, interested in your country first and your party next, as every *Canadian* editor ought to be, you will most assuredly be astonished and disgusted some day

to find the daily edition of your political confession of faith gravely and elaborately setting out to demonstrate that a glaring piece of political rascality and chicanery is a noteworthy and gratifying exhibition of Christian and enlightened statesmanship, while you can with the naked eye, as a result of the sense of vision alone and without any exercise of conscience, detect the total corruptness and unworthiness of the whole move.

On that day, if never before, you must determine by the tone of your editorial comment on this question the true relation of your paper to the party of your choice.

Deciding wisely you will decline to blindly fall down and worship false gods. You will raise your voice in criticism, if you believe criticism is deserved, and while on general principles you still support the party platform, you will let it be seen clearly that to entitle it to your absolute support in all things, your party must be clean in all things.

Criticism from friends in a friendly spirit is much more likely to be received in good part, and considered worthy of adoption as to its suggestions, than when made in evident malice by the journals of the enemy.

By candid criticism, carefully made, you do your party a thousand times more good of a lasting nature, than by playing the parrot and voicing in monotonous and unvarying phrases your approval of every step and action of that party, no matter what their merit.

But while pleasant to look up and desirable withal from an elevated position which affords but a bird's-eye view of the situation, this course, if adopted, brings on the editor, who has had the temerity to show his little local world that he has a mind of his own, a host of angry remonstrances and petty troubles that are much harder to meet and sweep out of sight and mind than the ponderous indignation of the bombastic organ-in-chief, whose narrow-gauge managing editor holds the mistaken notion that the smaller journals should be merely echoes of the opinions his board of directors proclaim the best for the paper they find funds for, to declare.

Take the position of affairs in both political parties in any town or small city which is the centre of a constituency.

For years there has been in existence a clique of political workers who have grown gray in the work of organizing and canvassing and of dictating the course of the party locally. There are dozens of them, and they are all little tin-gods in their own estimation, and will cheerfully state their complete conviction that each and every individual of them can run the newspaper of the party in their town much better than the editor.

And then there are the members of Parliament themselves, sometimes progressive, active men, with whom it is a pleasure to deal, and whose course in and out of the legislative halls can be endorsed in every particular. But oftener the member of Parliament is a back number. He is some intriguing lawyer or doctor, who knows nothing but selfishness and self-interest, and has forced himself down the throats both of his party and their paper, and keeps his position because of the votes he influences by means of his past due bills for pills or interest on loans; or he is more frequently an old fossil, who, in honest hard work clearing the farm for his family to fatten on, has left his brain so long in disuse that it has but the one idea impressed on it by the universal use he puts his hands to—that of grabbling everything for himself that is not bolted down, including a seat in Parliament.

He has run through a course of municipal politics, and has perhaps risen even to the dignity of being warden of his county. Just then the seat for his riding falls vacant and, although he has been laying pipe for it for years, he is apparently made an unwilling candidate, but finally consents to sacrifice himself and a few of his hard-earned dollars on the altar of devotion to party needs. He is carried about from meeting to meeting, exhibited as a sample of the honest yeoman—a self-made man—a model of uprightness—and is carefully prevented from making a speech except, perhaps, a set one prepared for him and impressed on his memory with huge exertion. His champions in the debate are nearly always one or two bright, well-posted newspaper men of his own or an adjoining constituency, who work and speak in his behalf night and day until polling, and are rewarded by seeing the inert mass of human clay they call their candidate returned to Parliament, and now watch the gratitude of a "self-made" member of Parliament and his ward politician supporters.

Let those newspaper men who were actually the means of his securing his election venture to criticise even in the mildest terms the policy of the party they have done a million times as much for as this inflated figure-head, or worse still any action of his royal nibs, and forgetting that he owes his seat to the work done for him by the newspapers and their editors, all the means at his command and at the command of his supporters, who are all expecting to be made bailiffs or government clerks, will be brought to bear on the suffering editor, who has devoted columns of space and whole ounces of brain matter to the securing of this man's election, in order to force him to stand and deliver the columns of his paper printed with type and press his money paid for, and which has been made successful as a business investment by his own energy and ability to give one dollar's worth for 100 cents, to the censorship of "the party."

Once the editor submits to this Russian system of doing things he is owned body and soul, proof-press and ink barrel, by the local "machine," and can hardly hope ever again to secure editorial control of his own paper.

But if, having brought down the wrath of the local lights on his devoted head by his brainy criticism of his own party, he stands firm, tells them plainly that he owns and runs that paper, understands his business, and is as loyal a party man as any of them, then he has the whip hand, and the deputation that could hardly crowd its importance through the modest door of his den will retire so diminished that through the keyhole would prove a broad road to the outer air.

It is possible to elect a member of Parliament in a country constituency without the support of the party paper, but such cases are not of alarming frequency, and the party machinesters appreciate the fact as keenly as could be desired when it is laid bare to their wondering eyes.

Make the local politicians understand the real and absolute influence your paper possesses and that you alone control the direction of that influence, and then your position is assured. Your relation to your party will be more than pleasant. It will be to you personally exceedingly gratifying. You will be able to enforce political cleanliness and good order, and instead of being dictated to by every corner grocer or country doctor, who has amassed a little money and much control of votes, they will be courteous and even obsequious to you.

You can with brains, energy and independence and a conscience, run a party paper loyally, and with hearty support and confidence; and this is the true and wholesome relation of a paper properly run to its party. It should wield the most weighty of all influences in shaping the policy of the party, locally considered.

To those of my hearers who have tried a flight of independence, and have experienced the pleasure with which their remarks, keen and critical as they may have been, were received by the best men morally, socially and intellectually of their party in their own riding, has come a thrill of conscious power and newly found appreciation of their editorial influence that is as well intoxicating and dangerous. There is always a danger then of going to an extreme.

It is time to remember that, although your criticism may have been just, it was actually intended as a friendly warning, and not as a means of injury to your party, and that so long as you continue to believe that your party articles of faith have enough of saving power to warrant a belief that they will lead to political heaven, you will not be justified in factitious and uncalled

for criticism just for the selfish and personal pleasure of being patted on the back by a few and called a plucky fellow.

Don't forget your party in favor of yourself unless you have by this time become a pronounced mugwump, and are bound to adhere to a political line of your own until such time as your party sees fit to return to the fold of your advanced ideas. Of course it would be all the better for political morals if there were more mugwump papers—but of such heterodoxy this is perhaps enough.

So long then as there are parties there will be party papers. So long as the papers are the bond slaves of party cliques there will be cliques, but when the newspapers, and especially the country press, awakens to the fact that in the palms of its hands lies the political destiny of the country at large, and in each individual case of the constituency, the cliques and unclean politicians will begin to disappear as does the circulation of your rival paper under the fierce light of your bold challenge to throw open your books to the inspection of the business men of the world.

While party papers continue to exist they should give hearty support to their political leaders' opinions in such cases as honestly deserve it, kindly criticism when the occasion demands it, and firm remonstrance when the warning voice is unheeded.

It is to the country press that this ideal state is most easily attainable. Every one of my hearers who publish and own a country paper can, by the exercise of good judgment and independent thought, make at least the local politicians dependent on him, instead of being dependent on the local politicians, and, having achieved this result, his paper is a power for good to the country at large, for every vote counts.

A short but pointed discussion followed, in which it was plainly intimated that the day when political parties and politicians could dictate the course newspapers should take on public questions had passed away, never to return. Brief speeches on the subject were made by Messrs. Moyer, Hough, Pattullo, Watt and Watson.

RESOLUTIONS.

The following resolutions were then put to the meeting and unanimously adopted :—

Moved by H. P. Moore, seconded by Mr. Dingman,—That the thanks of this Association are due and are hereby extended to the members who have during this winter session favored us with essays upon the various topics attached to their names on the programme. Carried.

Moved by J. B. Trayes, seconded by A. Pattullo,—That the most cordial thanks of this Association are hereby tendered to His Worship the Mayor and members of the Council of the City of Toronto, for their kindness in placing the Council Chamber at its disposal for the present meeting, a favor very highly appreciated; and also for their kindly attentions to the members of the Association. Carried.

Moved by A. Pattullo, seconded by W. J. Watson,—That Messrs. Somerville, Brierley and Trayes be a committee to arrange for the printing of the minutes of the annual meeting and also of the present winter session. Carried.

THE QUESTION DRAWER.

The question drawer proved a hollow failure, only four questions being asked, all proving to be of a facetious nature.

A number of applications for membership in the Association were received and referred to the Executive Committee.

On motion the meeting adjourned.

At a subsequent meeting of the Committee appointed in reference to the printing of the proceedings of the Association (all the members present), it was decided to entrust the work to Mr. L. W. Shannon, of the *News*, Kingston; the same number to be printed and distributed as last year, and the work to be done at the same price; the style, type and paper to be as closely followed as possible.

J. B. TRAYES,
Asst.-Sec., C.P.A.

Membership Roll of the Canadian Press Association, 1890.

Andrew Denholm.....	News	Blenheim.
Auld, W. H.	Free Press.....	Forest.
Acton, Jas.....	Journal	Toronto.
Allen, W. H.....	Herald	Carleton Place.
Barr, C. D	Post.....	Lindsay.
Bengough, J. W.....	Grip	Toronto.
Boyle, P.....	Irish Canadian.....	Toronto.
Beeman, Geo. M.....	Beaver	Napanee.
Briggs, Rev. W.....	Guardian	Toronto.
Biggings, E.	Algoma Pioneer	Sault Ste. Marie.
Brierly, Jas. S.....	Journal	St. Thomas.
Brothers, W. D.	Reformer	Milton.
Burk, D. F.....	Herald	Port Arthur.
Cameron, John.....	Globe	Toronto.
Climie, W. R.	The Sun.....	Bowmanville.
Carman, T. S.....	Ontario (Daily)	Belleville.
Creighton, D., M.P.P.....	Empire	Toronto.
Cary, G. T.....	Mercury	Quebec.
Campbell, E. C.....	Advocate	Cayuga.
Cliff, W. W.	Central Canadian.....	Carleton Place.
Colcock, N. B.....	Times	Brockville.
Corson, R. J.....	Economist	Markham.
Coffey, Thos.....	Catholic Record	London.
Campbell, W. B.....	Budget	Toronto.
Collie, John	Reformer	Galt.
Carswell, John A.....	Vindicator	Oshawa.
Cave, J. J.	Express	Beaverton.
Currie, J. A.	Bulletin ...	Collingwood.
Cameron, L. K.....	Advertiser	London.
Campbell, A. F.....	Conservator	Brampton.
Climie, W.....	Banner	Listowel.
Davis, J. E.....	Advocate	Mitchell.
Dewart, Rev. E. H.....	Guardian	Toronto.
Davidson, J. A.....	Mercury.....	Guelph.
Dickinson, Jas.....	Algoma Miner	Port Arthur.
Dingman, W. S.....	Herald	Stratford.
Davis, W. R.....	Advocate	Mitchell.
Drewry, J. C.....	Express	Toronto.
Donly, Hal. B.....	Reformer	Simcoe.

Dyas, W. J.	Canadian Druggist	Toronto.
Eakins, W. G.	Mail	Toronto.
Elliott, R. R.	North Ontario Times	Uxbridge.
Elliott, R.	Times	Wingham.
Fawcett, A. R.	Advance	Flesherton.
Fullerton, J.	Review	Strathroy.
Fairbairn, Thos.	News	Teeswater.
Forster, A. S.	Star	Oakville.
Gibson, W. S.	Algoma Gossip	Little Current.
Gallagher, W. J.	Standard	Pembroke.
Gurnett, G. F.	Chronicle	Ingersoll.
Gardiner, H. F.	Times	Hamilton.
Gammage, A. E.	Forester	Brantford.
Gummer, H.	Herald	Guelph.
Hough, H.	Toronto.
Hawkins, A. St. Geo.	Standard	Listowel.
Hawke, J. T.	Free Press	Moncton.
Henderson, A. G.	Chronicle	Whitby.
Howard, John A.	Star	Hastings.
Howard, Robt.	"	"
Howard, P. M.	"	"
Hughes, Sam	Warder	Lindsay.
Hall, Theo.	Herald	Dundalk.
Innes, Jas., M.P.	Mercury	Guelph.
Ireland, W.	North Star	Parry Sound.
Jamieson, J. C.	Intelligencer	Belleville.
Johnston, J.	Citizen	Ottawa.
James, M. A.	Statesman	Bowmanville.
Jackson, L. G.	Era	Newmarket.
Jewell, F. J.	Sun	Stayner.
King, N.	Gazette	Barrie.
Kerr, W. H.	Post	Brussels.
London, J. W.	Intelligencer	Belleville.
Lawler, Jas. R.	Telegram	Brantford.
Little J. H.	Advertiser	Owen Sound.
Laidlaw, A.	Sentinel-Review	Woodstock.
Matheson, A.	Beacon	Stratford.
Moyer, P. E. W.	News	Berlin.
McNeil, J. C.	Times	Lancaster.
Matheson, A. J.	Expositor	Perth.
Morgan, L. G.	Maple Leaf	Port Dover.

Moore, H. P.	Free Press	Acton.
Maclean, W. F.	World	Toronto.
Macdonald, John A.	Chronicle	Arnprior.
Miller, Robert C.	Observer	Pembroke.
McEwan, W. P.	Gazette	Almonte.
Murray, P.	Times	Orillia.
Motz, John.	Journal	Berlin.
McMurphy, A.	Educational Monthly	Toronto.
Mortimer, R. L.	Free Press	Shelburne.
McLean, J. B.	Canadian Grocer	Toronto.
Mortimer, C. L.	Dom. M. & M. News	Toronto.
Mortimer, A. G.	Canada Lumberman	Peterboro.
McLeod, Jas.	Gazette	Almonte.
McPierson, F. H.	World	Beeton.
Munro, Geo.	Ontario Evangelist	
Nicholls, F.	Canadian Manufacturer	Toronto.
Northgraves, Rev. G. R.	Catholic Record	Ingersoll.
O'Beirne, W. M.	Standard	Woodstock.
Oronhyatekha	Independent Forester	London.
Orr, John R.	Review	Hastings.
Pense, E. J. B.	Whig	Kingston.
Pattullo, Andrew	Sentinel Review	Woodstock.
Pirie, A. J.	Banner	Dundas.
Pollard, John.	Watchman	Tiverton.
Ritinger, J. A.	Ont. Glocke	Walkerton.
Robinson, C. B.	Canada Presbyterian	Toronto.
Rose, Geo. M.	The Bookseller	"
Rose, Daniel	Good Templar	"
Robertson, J. Ross	Telegram	"
Russell, S.	Tribune	Deseronto.
Ross, P. D.	Evening Journal	Ottawa.
Robertson, W. H.	Times	Peterboro.
Rutledge, C. W.	Standard	Markdale.
Robinson, G. H.	Presbyterian Review	Toronto.
Snelgrove, H. J.	World	Cobourg.
Smith, Rev. W. W.	Independent	Newmarket.
Smith, Prof. Goldwin	The Week	Toronto.
Stevenson, A. F.	Comet	West Toronto.
Smallfield, A.	Mercury	Renfrew.
Scott, W. C.	Beaver	Napanee.
Stewart, C. R.	Independent	Bobcaygeon.

Shannon, L. W.	News	Kingston.
Smallpiece, H. E.	World	Torontò.
Southworth, Thos.	Recorder	Brockville.
Sheppard, E. E.	Saturday Night	Toronto.
Somerville, R. V.	True Banner	Dundas.
Scripture, T. N.	News (Weekly)	Toronto.
Smallfield, W. E.	Mercury	Renfrew.
Shaw, T.	Stock Journal	Hamilton.
Stephens, J.	Telescope	Walkerton.
Smith, R. Wilson	Insurance Chronicle	Montreal.
Spurr, J. B.	Herald	Dundalk.
Trayes, J. B.	Times	Port Hope.
Tye, Geo.	Times	Brampton.
Templeman, W.	Gazette	Almonte.
Trout, E.	Monetary Times	Toronto.
Templeton, Wm.	Beaver	Napanee.
Thompson, John H.	Post	Thorold.
Vosper, J. T.	Herald	Campbellford.
Von Pirch, Rev. R.	Libenshote	Berlin.
Warren, R. D.	Herald	Georgetown.
Watt, W., Jr.	Expositor	Brantford.
Williams, M. W.	World	Cobourg.
Wilson, Geo.	Guide	Port Hope.
Wilson, S. Frank	Truth	Toronto.
Weld, W.	Farmers' Advocate	London.
Walker, Jas. M.	Courier	Perth.
White, John.	Times	Exeter.
White, T. M.	Review	Windsor.
Watson, W. J.	Standard	Dundas.
Wood, C. E. D.	Gazette	Fort Macleod.
Wright, A. W.	Can. Labor Reformer	Toronto.
Yeigh, E.	Advance	Toronto.
Young, Geo.	Courier	Trenton.
Young, C. W.	Freeholder	Cornwall.

HONORARY MEMBERS.

Buckingham, Wm., Stratford.	Mathison, R., Belleville.
Boyle, Robt., Picton.	Meek, Wm., Kingston.
Blue, A., Toronto.	MacLean, John, Toronto.
Clarke, Dr. D. Toronto.	Patterson, R. L., Toronto.
Clarke, Rev. W. F., Guelph.	Preston, W. T. R., Toronto.
Crabbe, J. J., Toronto.	Sheppard, W. A., Toronto.
Gwatkin, R. L., Toronto.	Shannon, J., P. M., Kingston.
Horton, E. E., Toronto.	Smith, John, Guelph.
Houston, Wm., Toronto.	Somerville, J., M. P., Dundas.
Higgins, W. H., Whitby.	St. Germain, A. H., York Mills.
Hilliard, Thos., Waterloo.	Wylie, D., Brockville.
Jackson, E., Newmarket.	Way, B., Hamilton.
Johnston, J. T., Toronto.	Young, Jas., M. P. P., Galt.

