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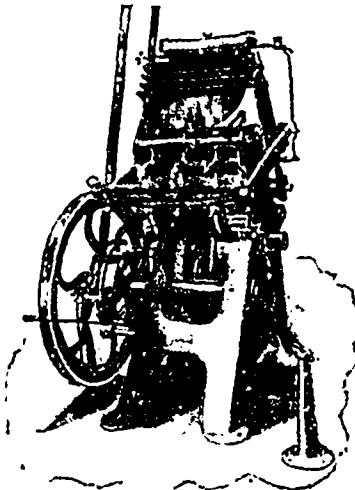
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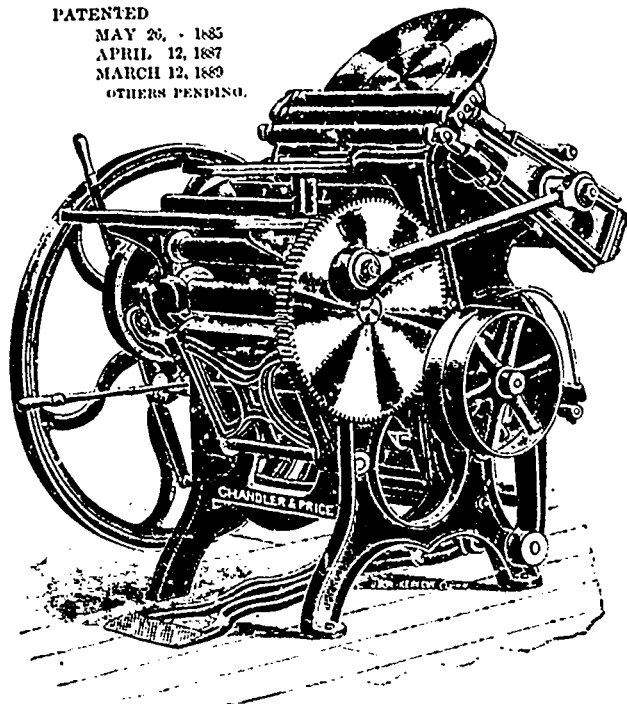
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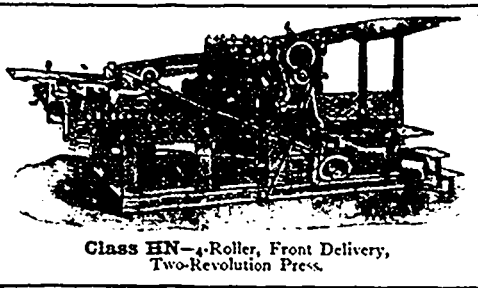
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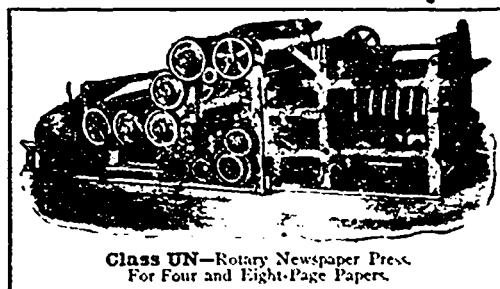


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VOL V.—No. 2

TORONTO, FEBRUARY, 1896.

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J. B. MACLEAN,
President

HUGH C. MACLEAN,
Sec.-Treas.

EDITORIAL COMMENTS.

THE meeting of the Press Association this year was decidedly helpful to the members from the practical point of view. Socially, it was likewise a distinct success. The greater part of this issue of *PRINTER AND PUBLISHER* is taken up with a full report of the proceedings.

Each department of the printing and newspaper business will find in the report something of special interest. The job printer will read Mr. Fleming's paper with profit. The weekly press will derive benefit from the papers relating to canvassers, machines in the office, etc., etc. The daily press will find its own particular subjects well represented. Mr. Nichol's valuable contribution on indecent advertisements concerns all who desire to maintain the good name of the press. In variety and utility the programme of the meeting was creditable to the Executive.

For 1896 another capable committee has been secured. Mr. Shannon has made an efficient and energetic president during the past year, and by his dignity and courtesy has worthily represented the association. The new president, Mr. Brierley, begins his year with the good-will of all. Every member will cordially endorse the following comment by Mr. Andrew Pattullo in *The Woodstock Sentinel-Review*: "In electing Brer. Brierley, proprietor of *The St. Thomas Journal*, to be their president for 1896, the members of the Canadian Press Association have selected one of the ablest of Canadian newspaper men. Mr. Brierley is one of the journalistic stars of Ontario. He knows his business thoroughly from top to bottom. He is

energetic and wide-awake and abreast of the times always. He has taken a very active interest in the work of the Press Association, and with him in the chair the usefulness of that organization may be expected to expand."

So far as *PRINTER AND PUBLISHER* is concerned, it asks no pleasanter task than to promote the association's welfare in every possible way during the coming year, and its services are always at the disposal of the Executive in any useful work.

Many members observed with regret the absence of Mr. H. P. Moore, of *The Acton Free Press*, from the meeting. This was unavoidable, as Mr. Moore explains in a note *PRINTER AND PUBLISHER* has just received: "Owing to the serious illness of a friend I was unable to be present. This is the first time I have been absent from the annual meeting in 16 years."

Owing to the pressure on space this month several valuable matters have to be delayed until the next issue. The intention was to deal at some length with the notable victory won by Mr. P. D. Ross, of *The Ottawa Journal*, in the libel suit brought against him by the city auditors. The result was noted by newspaper men generally with great satisfaction. A highly interesting paper by Mr. Eedy, of *St. Mary's*, on "the Bulletin Board in the *Weekly Press*" is also postponed.

Apropos of Mr. Clark's contention that there should be a conscience in editorial management, it is gratifying to note the independence of the leading Canadian papers. Some of the Ontario papers in the last few months have shown that they have honorable principles which neither the old-time fat advertising contracts payable in advance nor party straits could induce them to desert. All honor to them. May the men now at the helm long remain there. Some papers carry their principles to what others may think extremes. The *Montreal Witness*, for example, not only refuses to insert liquor or amusement or similar advertisements, but goes further. It has a large and fully-equipped job department, where magazines, periodicals, etc., for other concerns are printed. They have a rule that nothing is allowed to be printed in this department in which there is the smallest possible liquor or similar advertisement. They refused to tender on the printing of a weekly paper, the other day, because the proprietor would not guarantee that under no circumstances would a liquor advertisement ever appear. Mr. Kittredge, editor of *New York Business*, had a stenographer who resigned rather than answer to letters written on Sunday.

NEWS OF THE MONTH IN BRIEF.

ONTARIO.—The Galt Reporter has been sold to Thomas Sears, of Preston, and C. E. Knowles, proprietors of The Preston Progress.—W. A. Myers, of the Gladstone, Man., Age, has been visiting Stratford.—The Windsor Conservatives want a new daily.—Col. Matheson, M.P.P., of Perth, has sold The Expositor to Chas. F. Stone, who has been publishing it for some years.—The Aylmer Express has a new folding machine.—Application to incorporate The Hamilton Templar is being made by F. W. Watkins, merchant; W. W. Buchanan, journalist; G. H. Lees, manufacturer; J. H. Land, accountant; W. Southam, publisher; J. H. Tilder, manufacturer, and T. W. Watkins, merchant.—The Bowmanville Statesman has moved into its new offices, which are efficiently fitted up.—James Dickinson, formerly of The Port Arthur Sentinel, succeeds H. Burrows as telegraph editor of The Ottawa Citizen.—The Wallaceburg News has begun publication.—The Acton Free Press has had in force for three years the pay-in-advance system for subscriptions and reports it working well.—The plant of The Amherstburg Leader has been purchased by F. H. Macpherson, of The Windsor Review.

MANITOBA AND THE WEST.—The Patrons' Advocate, Rapid City, has ceased publication.—The Vernon, B. C., News Publishing Co. was dissolved on the 1st inst., W. J. Harber retiring. The business will be carried on by Messrs. J. A. McKelvie, G. G. Henderson and Price Ellison, all of whom were former partners. Mr. Harber, who founded The News in 1891, is commencing the publication of a farmers' and fruit-growers' organ on the Coast.—M. Whitney, proprietor of The Union, B. C., News, was married at Tacoma, U.S., to Mrs. Rena Macdonald, a lady journalist.—The Patrons' Western Sentinel has been issued at Portage la Prairie.—Amos Rowe, formerly of The Winnipeg Times, is the new Collector of Customs at Calgary.

MARITIME PROVINCES.—R. S. McCormack, editor of The Bridgetown Monitor and Digby Courier, was married at Digby to Miss Mary Smith.—The Maritime Grocer has changed its name to The Maritime Merchant and Commercial Review.—Harry B. Woodworth has resigned the position of assistant editor of The Charlottetown Morning Guardian. J. E. B. McCready, of St. John, takes the place. The editor, B. D. Higgs, passes most of his time in California for his health.—The New Glasgow Enterprise will shortly appear semi-weekly, and the name will be changed to The Leader. It will be given the first year for 60c.—An Act to incorporate the Empire Printing and Publishing Co. has been introduced in the Nova Scotia Legislature. The names mentioned in the Act are: Wm. Dennis, Journalist, Halifax; A. C. Bertram, North Sydney, C. B.; W. E. Newcombe, Canso, N. S.; A. J. Phillips, Toronto, and Alex. Miller, Truro. It is understood that a morning and evening Liberal-Conservative paper will be published.—Will Dunn, formerly of The Halifax Daily Echo, who has been in the United States for several years, has returned to Halifax and will again assume editorial control of The Echo, which will be made an eight-page paper and otherwise improved.—The St. John Telegraph is insuring its readers for \$500 with the Ocean Company.—A. C. Mills, of The Truro Times-Guardian, has emerged successfully from the charge of criminal libel brought against

him by A. L. Burke, of Hamilton, Ont., a vendor of washing machines. The magistrate threw out the case.—The Patron of Industry is a new eight-page weekly printed at Charlottetown, P.E.I., in The Guardian office. David Marshall, of Ontario, is editor.—The Westville, N.S., Press has been purchased by A. P. Douglas, of The New Glasgow Enterprise, who, it is said, will start a daily in New Glasgow in connection with Mr. O'Brien, editor of The Press, and Clarence Spooner, of Sackville, N.B.

TORONTO.—The Star has been made an incorporated company, with a capital stock of \$75,000. The members of the company are: Edmund E. Sheppard, Frederic Nicholls, R. Butchart, W. S. Andrews and Geo. F. Madden.—Herbert Burrows, of The Ottawa Citizen, has become news editor of The World.—The Globe has moved into its new offices, which are handsomely fitted up and fireproof.—George Coleman, advertising agent of The Orange Sentinel, died suddenly last month.—James Carruthers, well known to Toronto printers and formerly with Bell and R. G. McLean, is now with Walter Scott & Co., printing machinery, New York.—Members and ex-members of The World staff talk of holding a reunion.—H. J. P. Good is editing The Sunday World.—Clifford Smith, of The Montreal Witness, was here recently. His new book of short stories is being published by Wm. Briggs.

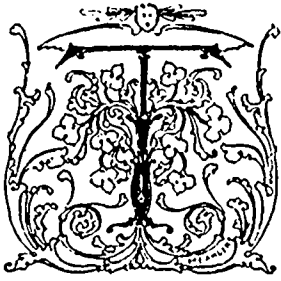
MONTREAL.—John Reade, F.R.S.C., literary editor of The Gazette, has been elected a Fellow of the Royal Society of Literature of Great Britain.—Mr. Sabiston has left the Sabiston Lithographing Co., and will do work for the British Empire Exhibition.—A fund of \$4,000 is being formed to carry the case of Archbishop Fabre vs. the Canada Revue to the Privy Council.—Arthur Burns has been made assistant editor of The Herald, and Duncan MacLean becomes sporting editor.—On the 14th Guy de Kerene, of La Miaerve, was married to Miss Alma Trudeau.—W. A. Desbarats, of Desbarats & Co., engravers and printers, Montreal, was in New York last week looking over several of the leading establishments with a view to purchasing some additional machinery and a press. They are now running a couple of Cottrells, which have given them every satisfaction. Besides the latest Cottrell make he has been looking over the work of the Miehle and the newest Scott, which have been doing good work. The Desbarats Co. have leased another flat in the present building.—There have been a number of American builders of fast presses here recently trying to get the order from a French daily. One of them sold a job press to Corneil & Co., Craig street.—John J. Barker, Cowansville, P. Q., Observer, has ordered a cylinder press from J. M. Poole, representing Palmer's Printing Machinery Depot, Toronto. The Observer, which is now an eight-column folio, will be changed to a six-column quarto. Mr. Barker has a nice job printing business, and has also, it is said, a big catalogue order in hand.—L. N. C. de Courville, 35 St. Gabriel street, Montreal, has bought a printing press from Palmer's Printing Machinery Depot, Toronto. Mr. de Courville is said to be doing a good deal of book work.

One of the Canadian mills is working on an order for sulphite for one of the European Governments, to be used for making powder. They have hitherto bought their sulphite from Norway and Sweden.

JOURNAL OF PROCEEDINGS

OF THE

THIRTY-EIGHTH ANNUAL MEETING OF THE CANADIAN PRESS ASSOCIATION.



THE thirty-eighth annual meeting of the Canadian Press Association was convened in the smoking room of the Ontario Legislative building on Thursday morning, February 6, at 11 o'clock. The president, Mr. L. W. Shannon, of Ottawa, occupied the chair. The following members, representing both

the daily and weekly press, were present during the convention:

ROLL PRESENT.

L. W. Shannon, Ottawa; Jas. S. Brierley, St. Thomas; Andrew Pattullo, Woodstock; J. S. Willison, Toronto; R. D. Warren, Georgetown; C. W. Young, Cornwall; W. S. Dingman, Stratford; A. F. Pirie, Dundas; D. McGillicuddy, Goderich; E. H. Dewart, Toronto; J. F. Mackay, Chatham, Ont.; Andrew Laidlaw, Galt; J. J. Bell, Toronto; A. G. F. Macdonald, Alexandria; S. Stephenson, Chatham; W. Ireland, Parry Sound; L. G. Jackson, Newmarket; Arch. McNee, Windsor; D. F. Burk, Port Arthur; H. T. Blackstone, Orillia; Robt. Holmes, Clinton; S. H. St. German, St. German Park; C. W. Rutledge, Markdale; R. L. Mortimer, Shelburne; William Wallace, Orangeville; J. W. London, Belleville; T. A. Bellamy, Ingersoll; C. A. Wilson, Toronto; G. H. Wilson, Lindsay; A. S. Forster, Oakville; John Motz, Berlin; Jos. J. Cave, Beaverton; C. Lanton, Paris; W. Chmie, Listowel; A. H. U. Colquhoun, Toronto; John W. Eedy, St. Mary's, Ont.; A. E. Bradwin, Blyth; W. McGuire, Tilsonburg; H. B. Donly, Simcoe; E. C. Campbell, Cayuga; John Bayne MacLean, Toronto; W. H. Keller, Uxbridge; A. F. Rutter, Toronto; C. H. Mortimer, Toronto; W. J. Watson, Toronto; George Wrigley, Toronto; Arthur F. Wallis, Toronto; E. C. Campbell, Cayuga; W. B. Campbell, Toronto; Joe. T. Clark, Toronto; John A. Cooper, Toronto; H. W. Laird, Cobourg; Attwood Fleming, Toronto; S. Frank Wilson, Toronto; R. S. Mortley, Toronto; W. C. Nichol, Hamilton; Norman Phelps, North Bay; T. H. Preston, Brantford; E. E. Sheppard, Toronto; J. B. Stephens, Niagara Falls; W. F. Traves, Port Hope; Carter Troop, Toronto; F. W. Wilson, Port Hope; Geo. Wrigley, Toronto; A. Blue, Toronto; John King, Q.C., Toronto; Daniel Rose, Toronto; Prof. Goldwin Smith, Toronto.

REPORT OF EXECUTIVE COMMITTEE.

The report of the Executive Committee was then read, as follows:

To the members of the Canadian Press Association:

Your Executive Committee for 1895 beg leave to report as follows:

The membership in the association has been well maintained and numerically and financially the association is in a most satisfactory condition. The prospects are for a considerable increase in membership this year, and already several leading journalists who have hitherto stood aloof from the association have forwarded their applications. The influence of the organization was never greater nor its public status more encouraging. Within the ranks there is a growing esprit de corps which is elevating the tone of both the business and editorial de-

ments of the papers of the province. This is encouraging at a time when competition is steadily growing keener and is producing sterner rivalry in all branches of business.

The question of the libel law has been allowed to rest this year lest our friends the legislators should be wearied. Yet some progress has been made. At the Executive meeting, on June 7th, it was decided to endorse the proposition that a solicitor be employed to defend all actions brought against members of the association, and nominated Mr. John King as that solicitor. It is desirable that every newspaper proprietor who is a member of the association should arrange with Mr. King, as a considerable number have already done. There are battles to be fought in the future, and a united front and concerted action will be needed.

At the June meeting of the Executive the following resolution was passed: "That the Canadian Press Association views with alarm the decision recently given by the Quebec courts in the case of Pelland versus Graham, in which the principle is laid down that newspaper publishers are legally responsible for libellous matter that may be contained in admittedly fair reports of public meetings; that it regards such a decision as a serious menace to the liberties of the press and to the public interests, and also as a check upon the exposure of wrong-doing; and that it heartily endorses the decision of the defendant in this case, the publisher of The Montreal Star, to carry an appeal, if necessary, to the highest court in the realm."

The copyright question, which has been discussed so much during the past year, was considered at a meeting of your Executive, on November 22, when the compromise bill agreed to by Hall Caine and the Canadian Copyright Association was endorsed and the president was appointed to represent the association in the final meeting with the Government.

We would recommend the association to consider the advisability of holding an excursion this year, and that if such be decided upon, full and final arrangements be made before the meetings are over. Early and decided action is imperative, if success is to be ensured.

At the last meeting of the Executive it was decided to make a double programme on the afternoon of the first day of the meeting, so as to suit the papers read to the needs of both weeklies and dailies, while maintaining the rule of one meeting for the discussion of all general business and for papers and discussions of general interest.

JOHN A. COOPER,

Secretary.

L. W. SHANNON,

President.

On motion of Mr. J. A. Laidlaw, seconded by Mr. C. W. Young, the report was adopted.

SECRETARY-TREASURER'S REPORT.

The secretary-treasurer then presented his report, as follows: Mr. President and Members: The report of your secretary-treasurer for 1895 is given herewith. The receipts from fees have shown a steady decline during the past four years. In 1892 they were \$451; in 1893, \$395; in 1894, \$412; and last year the amount was only \$365.

The association began 1895 with a debt of \$260 and with an insignificant balance on hand. It was thus necessary to

practise the strictest economy, and the secretary acknowledges the careful oversight of the president in this connection. By means of this economy the statement shows about the same balance as last year, while the outstanding liabilities have been reduced from \$260 to \$168; or nearly \$100 less than they were a year ago. But when it is considered that the amount received from fees was less than the previous year by \$47, it will be seen that the Executive have made a total saving during 1895 of nearly \$150. A similar course of conduct during 1896 would make the association a capitalist.

The detailed statement for the year is as follows :

Receipts.		
Balance on hand 1894	\$ 3 58
Fees	365 00
Receipts from banquet	239 00
		<u>\$607 58</u>
Disbursements.		
Secretary's salary 1894	\$100 00
A. Speer's & Co., printing	13 25
J. B. MacLean & Co., copies annual report	19 05
A. F. Pirie, Michigan Press Association	2 90
Apted Bros., printing	8 90
Executive meetings	55 30
Banquet	250 00
T. H. Preston, printing, etc	22 25
L. W. Shannon, printing	12 50
W. L. Edmonds, reporting	15 00
J. Dickson Patterson, portrait	75 00
Postage	27 89
Sundries	4 00
		<u>\$599 04</u>
Balance on hand	8 54

JOHN A. COOPER,

Sec.-Treas.

This was then referred to the auditors.

PRESIDENT'S ADDRESS.

The president then read his address as follows :

Gentlemen,—“In the rapid flight of time the season has once more arrived when we are called upon to meet together and complete the business of the year.

“During the twelve-month now closing an important work has been accomplished in bringing into agreement British and Canadian views and interests upon the subject of Canadian copyright legislation. For over fifty years this has been a subject of dispute and controversy between the Imperial and the Canadian Governments respectively. The former contended that the exercise of its undoubted constitutional powers by the latter would seriously interfere with the arrangements entered into with foreign countries; and, holding that Canadian literature was of so trifling extent as to be practically non-existent, withheld assent from Canadian legislation in the avowed interest of Canadian publishers. In Canada this action was resented as an unwarranted infringement of the terms of confederation, and in 1889 an Act was passed for the purpose of once more asserting our strong views in the matter. The statute was not approved, and a correspondence ensued between Ottawa and Downing Street somewhat acrid in its terms, while the feelings of Canadians were by no means softened by the indiscreet expressions indulged in by certain English writers. Last fall, however, Mr. Hall Caine came to our shores as a representative of British authors, and in November he had a conference with members of the Government, at which Mr. Daldy, representing the British publishers, and members of the Canadian Copyright League were present. At the request of your Executive Committee I also attended in support of the legislation proposed by the Can-

adian Copyright League. The outcome of this conference was an agreement upon a modified bill which is to be brought before Parliament this session and which embodies the result of compromises made by all the parties interested.

“The twenty-eight years for which copyright was granted by the Act of 1889 have been extended to forty two years. The month allowed authors or copyright owners within which to register at Ottawa has been extended to sixty days, after which a license may be issued to any applicant. On application for license the author or copyright owner is to be notified and to have seven days within which to elect, to retain the copyright and for that purpose to register. There is a clause prohibiting importation after registration which promises to provoke the opposition of the book-selling trade when the bill comes before Parliament. On the whole, however, the measure contains a fair solution of a vexed problem in which this association and its members are interested.

“It would be regrettable if the protest entered by France within the past few days should prevent the settlement arrived at from being carried out.

“The arrangement made with Mr. John King, Q.C., by which that gentleman agrees to act as permanent counsel for such papers as choose to retain him on certain favorable terms, has been taken advantage of by a fair proportion of the press, but not by so great a number outside of Toronto as might have been anticipated. I am sure it would be a great advantage to the fraternity at large to join in the arrangement. Libel suits are numerous, many of them coming into court involving heavy costs and many more being settled in their early stages by payments more or less onerous on the part of publishers. Mr. King stands in the position of a specialist whose advice and assistance are of special value, and are well worth the small expenditure called for. There may be an idea prevalent that his residence in Toronto makes him less available for outside publishers, and would be attended with inconvenience in their dealings with him; but this, I am certain, is an error.

“The annual trip which it was proposed to take last summer through the Maritime Provinces fell through, a very small number only having signified their intention of participating. Excursion rates are now so low on both land and water, and transportation is to be had so cheaply and easily that a trip of the kind no longer possesses the attractions that it once did. Nevertheless, I believe that it would be a good thing for pressmen, their wives and families, to travel together occasionally during the holidays, and become better acquainted with each other. The result of intimacy would be to strengthen esprit de corps, and fraternal feeling has every kind of good effect.

“I would suggest that the members of the association take every opportunity of disseminating information about Canada, our own country, in their various publications. This I say in no jingo spirit, for jingoism in presence of a neighboring republic with seventy million people would be absurd and ridiculous. But in the desire to promote a rational love and intelligent interest in our native land it would, it appears to me, be wise to familiarise the public with the course of its history, the extent of its resources, the marks of its development, the striking and beautiful features of its scenery. This would be a wise means of cultivating a true national spirit, and the information so conveyed would be copied and republished elsewhere, and tend to attract capital

and immigration from Britain, the continent of Europe and the United States. At the last meeting the subject of the free carriage of newspapers through the mails was discussed. The privilege was originally granted to relieve bona fide newspapers of a heavy charge which weighed upon their resources. The concession has, however, been taken advantage of by merchants and others who send circulars and advertising sheets of all kinds through the mails, giving them names for the purpose of being able to classify them as newspapers. The consequence is that the Post-office Department is overcrowded with the burden thrown upon it by these illegitimate publications, and the annual deficiency in the funds is largely due to this cause. On the other hand, merchants have withdrawn to a large extent the money formerly devoted to advertising in the regular press and have expended it in the manner mentioned. The subject forms a serious problem both for the Government and for the newspaper fraternity, and demands thorough consideration at your hands. It will be brought before you, with specific suggestions for reform, by Mr. J. B. MacLean.

"I am glad to be able to say that the association has made excellent progress during the year, having added a number of new members. I sincerely hope that it will continue to prosper, and that as a result of its labors, both at these annual meetings and throughout the year, the newspaper business of the country may grow in excellence and usefulness, and may bring increased rewards to the laborious and deserving men who carry it on."

A short discussion followed the president's address. Mr. Willison wished enlightenment on the financial side. He did not see clearly why there should be a decline in the receipts, when, as he understood, the president's address stated that quite a number of new members had been received.

The secretary explained that a number of new members had been received, but not as many as in the year before, so that instead of having a great many \$5 bills for admission fees, the receipts had been made up largely of the annual membership fee.

COMMITTEE ON RESOLUTIONS.

The following Committee on Resolutions was then appointed: Messrs. R. Holmes, A. F. Pirie, J. F. Mackay, A. Laidlaw, A. H. U. Colquhoun.

NOMINATION OF OFFICERS.

The nomination of officers resulted in nearly all being chosen without opposition. The following are the nominees:

President—J. S. Brierley, Journal, St. Thomas.

First vice-president—J. B. MacLean, Toronto.

Second vice-presidents—C. W. Young, Freeholder, Cornwall; R. Holmes, New Era, Clinton.

Secretary—J. A. Cooper, Canadian Magazine, Toronto.

Assistant secretary—J. E. Atkinson, Globe, Toronto.

Executive Committee—J. S. Willison, Toronto; S. Stephenson, Chatham; W. Ireland, Parry Sound; A. G. F. Macdonald, Alexandria; D. McGillicuddy, Goderich; R. L. Mortimer, Shelburne; A. Laidlaw, Galt; W. S. Dingman, Stratford; H. T. Blackstone, Orillia.

Mr. Willison was of the opinion that it would be better to make a greater change in the members of the Executive Committee. He did not think it was a good system to keep each old member on the Executive until he got at last to be president, and so withdrew his name.

One advantage spoken of was that in this way the members

get considerable experience, and by the time they become president they are much better fitted to occupy that position than they otherwise would be.

Messrs. T. A. Bellamy and J. F. Mackay were elected auditors.

The discussion on Serial Copyright was postponed at Mr. Willison's suggestion, owing to the uncertainty which prevails as to future legislation by Parliament.

PRESS EXCURSION.

The president and Mr. J. B. MacLean having been appointed a committee to gather information in regard to an excursion, Mr. MacLean was called upon to address the meeting.

Mr. MacLean had written to all the principal transportation companies, endeavoring to get information on trips that would be new to the majority of the association. He read extracts from letters received from the North Shore Navigation Company and the Quebec Steamship Company, both of which offered reduced rates and attractive outings. Proposals had been received from the C. P. R. for a trip to the Pacific Coast, which were favorably commented upon by several; but it was feared the expense would stand in the way of a great many. The trip specially suggested by the C. P. R., though, was to the new district opened up in Northern Ontario, in the neighborhood of Lake Temiscaming.

A Voice—"I would like to go down to Cape Breton and look for that Grit majority."

Mr. W. Ireland, of Parry Sound, thought the Temiscaming trip would be very much enjoyed by those who would be unable to afford the excursion to the Pacific Coast, and promised plenty of good fishing to any who would visit Parry Sound.

Mr. MacLean stated that Mr. Armstrong, of the C.P.R., wished to address the meeting on the benefits to be derived from a visit to the Temiscaming district, and made a motion that he be allowed an opportunity of doing so at two o'clock in the afternoon. The motion was seconded by Mr. T. A. Bellamy, and carried.

The convention then adjourned for lunch.

AFTERNOON SESSION.

The programme for the afternoon had been prepared with the intention of having two separate conferences, but the attendance not being sufficiently large to warrant the success of this plan, the members remained together.

The president called on Mr. F. H. Dobbin, of Peterboro', for a paper on "Demoralization of Advertising Rates," but as Mr. Dobbin was not present Mr. W. F. Nichol, of Hamilton, led off with the following vigorous paper on "Advertising as Isn't."

OBJECTIONABLE ADVERTISING.

"For a number of years past it has been a matter of surprise to me, and doubtless to many others, that newspaper publishers who are known to be well to do, and therefore removed from want, and not subject to the temptations which beset poverty stricken people, should, for the sake of a few paltry dollars, open the columns of their newspapers to advertising matter of a vile and shameful character. It would seem to be a fact so apparent as to hardly require the saying, that the advertising columns of a newspaper should be edited as carefully as its news columns. They are part of the same publication. Hand in hand they go into the family circle, and are read there

by young and old alike. It can hardly be pretended that the advertising columns are not scanned as closely as the news columns, for if that position is taken it is obvious that newspaper advertising is worthless, and that the newspaper publisher is obtaining money from the advertiser under false pretences. My own experience is that when advertisements are properly prepared and attractively printed they are read regularly by the great majority of newspaper readers, and for that reason they should never be permitted to be of an indecent or suggestive character.

"It is a matter for regret that in almost every newspaper office in Canada the rule is to take anything as long as there is a dollar in it. Happily, there are some exceptions. In one newspaper office, with the inner workings of which I am somewhat familiar, thousands of dollars worth of advertising of this class has been refused, and I am happy to say that since the publication of the paper in question not one line has appeared in its advertising columns of which the proprietors have the slightest reason to feel ashamed. There are some other papers—possibly a dozen—throughout the country which make a

habit of refusing the black-lettered innocencies which are sent out by unscrupulous vendors of alleged remedies for nameless ailments, but the great majority of Canadian papers, including the prominent Toronto dailies, open their columns freely to this objectionable matter. It is a shameful fact that there is hardly one Canadian daily or weekly that one can pick up without finding that it contains advertisement after advertisement of quack

medicines designed, we are told, to restore the impaired vitality of victims of certain excesses with which every physician is familiar, and suggesting to silly women and infamous men a means whereby licentious intercourse may be indulged in without the legitimate—or illegitimate—consequences. It is possibly unnecessary to add that these nostrums are for the one part usually worthless, and are only bought by the ignorant, while for the rest they are a direct incentive to a form of vice for the prevention of which laws are passed in every civilized country under the sun.

"Now, these advertisements are generally worded in such a suggestive manner that it is quite unsafe to let them reach the eyes of young people. No father of a family will care to have his children asking him what Big D is used for, or why ladies should be enamored of Snook's Annel root compound. And yet so-called family journals containing this infamous advertising matter, printed conspicuously on almost every page, go into the homes of our people day after day, week after week, and month after month, to be read and discussed on all sides. Surely, the fact that better pay can, as a rule, be exacted for questionable and nefarious advertising than for decent commer-

cial matter does not excuse the offence, because upon such ground any crime against society may be committed by a newspaper. On the contrary, it is surely the duty of publishers to protect their readers from imposition, from probably fraudulent inducements to immorality, and from advertisements generally that are an offence to every sense of decency. Why should they pretend to cull, select and edit news, and then, for purely mercenary reasons, fill up their advertising columns with matter which defrauds, degrades and corrupts?

"It may be said that Canadian newspapers are no worse in this regard than the newspapers of other countries, if they are as bad, but that is not an effective answer. The fact that one newspaper does wrong is no excuse for another newspaper erring also. As a matter of fact, the newspapers in the United States are infinitely greater offenders in this respect than the newspapers of our own country. In Chicago, for instance, there is one evening journal which prints not only column after column of the class of advertising to which I have already referred, but also contains a daily directory of houses of ill-repute under regular contracts with the keepers of these places.

A few weeks ago the proprietor of this sheet was obliged to defend himself in a criminal action brought to put a stop to this blazoning of infamy, but he made the successful plea that he was not breaking any law in printing the names and addresses of people. And this pretence was held to be a good one.

"I trust that the time may never come in Canada when Canadian newspapers will degrade themselves in this fashion; and I could hope


for the sake of Canadian journalism, that those of you who have permitted the nostrum vendors to have access to your columns in the past, will go from this meeting determined to edit your advertising columns in the future with the same nice discrimination that you have edited your news columns. Set a better—a higher—standard, and live up to it. Respectability pays. It is the right thing, and there is money in it. A newspaper which has nothing to blush for is the paper that lasts the longest, and has the warmest friends."

In the discussion which followed, the association were a unit in condemning this class of advertisements. Some thought it required considerable discrimination on the part of editors to tell always just which advertisements would be objectionable to their patrons, but Mr. Brierley's apt expression fitted the matter exactly: "We must draw the line somewhere; draw it high instead of low." (Hear, hear.)

MACHINES AND THE COUNTRY WEEKLY.

Mr. W. E. Smallfield, of Renfrew, was unable to be present, but had forwarded his paper, which was read by the secretary: "If you can get apprentices for next to nothing, don't care what becomes of them, and have no regard for the future gen-

THE EVENING JOURNAL.
 VOLUME XV ST. THOMAS ONTARIO MONDAY FEBRUARY 18 1896 NO 12
 LITTLE LEGISLATION. ST. THOMAS. STAPLE DEPARTMENT.
 Sparkles With Newness
 We show up the cut, and
 brush out of black, and
 get rid of a lot of
 goods of value, so save
 money and make room
 for what's left.



eral interests of the business, as a country newspaper man you need not consider the machine at all. The 'devils' can stick type cheaper than the machine will do it, as yet. But if you don't believe it fair play to the boys to turn out a rapid crop into a trade in which there is a future—a livelihood, in fact—for only a few of them; if from the view of self interest alone, you do not believe it good policy to hoist into the trade an army who will some day have to make a living out of it, and can only try to do it by demoralizing prices; if, in fact, you believe it good business policy in the long run to seek to pay a fair price for given work, whether done by man or machine, why then the machine may be taken into reckoning.

"It was partly from this standpoint; partly because we were changing from ready-print to all-at-home print and thought we could suit ourselves better in selections than plate dealers; partly because we thought that though there might be no economy in the move there would be an indirect advantage in the advertising of being the first in the district to introduce the modern method, and partly because we like to experiment, anyway, that we opened up communication with the Typograph Company, of Windsor, Ont.

"The first obstacle was found in the fact that ours was an electric light, and not a gas town. With no town service to draw gas from, it became necessary either to put in a gas-making plant on our own account or else burn gasoline for melting the lead. Here, the insurance companies stepped in. One after another of the companies in which we held policies refused to continue the risk if gasoline were introduced into our building. This narrowed the matter to

the putting in of the private gas plant or erecting an isolated building for the machine and using gasoline. Isolation had its advantages—in the seclusion of the compositor from attention-distracting companions—so we decided to try the gasoline and the shed. We were informed, that in using gasoline the machine was tried under its worst conditions.

"However, the die was cast—the shed was up, and the machine came. Having spent a few hours under instruction in an Ottawa office, I was able to erect the machine without the aid of an expert. Of the gasoline attachment I knew nothing. A local tinsmith, with some gasoline-stove experience, undertook to attend to that matter. There were structural defects in his plan, however, which, unknown to us, gave us much trouble for many months. As a matter of fact, the Typograph itself has given us no great amount of trouble, and, having recently located what we believe was the difficulty, we have changed the gasoline feeding apparatus, and are having less trouble with that and a more satisfactory service.

"Of course, we only rented the machine. That was \$5 a

week. It takes nearly a gallon of gasoline a ten hours' day. Some gasoline cost us as high as 30c. a gallon. We now get 76-grade, laid down in Renfrew, at 21c. a gallon. We had reckoned at the outset that the machine, gasoline, oil, repairs, waste, etc., would run the expense up to \$7 a week. Taking fuel for the extra building into account as well, it has cost us at least that sum. We have not employed an expert. We first put on a journeyman who had a fair education and was anxious to learn the Typograph, paying him \$7 a week. In the course of a month he averaged three columns a day. Ours was a minion machine, and the column, 20 inches, ranked 4,400 ems. But we found by actual test—the minion being a fatter face—the column really contained only exactly the same amount of reading matter as a column of Miller & Richard's No. 23 brevier, containing 3,600 ems. By special push, afterwards, and when the gasoline attachment was not giving trouble, the compositor sometimes ran up to four columns in the ten hours (or nine hours' actual setting). After the first two months he averaged 3½ columns. He ran the machine by hand. This, at the minion measurement, brought the cost (man, \$7; machine, \$7;)

to a trifle over 15c. per thousand ems; or about 18c. per thousand if we had had the same amount of matter set in brevier by hand. Our compositor proved a good machine hand, and an opportunity coming to him to take charge of several machines, we let him go. Lately, we have been teaching a third-year apprentice to run the machine. He is now getting up twelve to fourteen columns in the week. While we pay him less, the composition costs us a trifle more this way per 1,000 ems than with the



R. HOLMES, and Vice-President for 1896.

journeyman who got up more matter.

"We find the Typograph matter handier for make-up than type; but, against this, is the offset that if care is not taken, the casts are not always good. The 'new face every day' sounds well, and looks well, too; but it is a question if the heavier lines of a slightly worn face are not easier on the readers' eyes.

"By employing two hands who can manipulate the Typograph, and working the machine longer hours, the output can be considerably increased, and the cost per 1,000 ems reduced.

"In the foregoing I have given such facts as occur to me will be of interest to any country publisher, and upon which he can form a fair idea whether his circumstances are such that it will be wise for him to adopt the machine.

"Of the economy of the Typograph in an office requiring more than 100,000 ems a week, I have no doubt."

MR. CLIMIE'S EXPERIENCE.

Mr. W. Climie, of Listowel, gave his experience on the subject. He said: "I have had a machine for a year and a

half—the Rogers Typograph. I publish an eight-page, seven-column paper. I set on the machine from 125,000 to 130,000 weekly. I have no patent inside, and the balance is filled with advertisements. I sometimes use three or four columns of plate. Since the first three or four weeks I have had my work done by an apprentice. This would not be advisable unless you have someone around who understands machinery pretty thoroughly. It costs me \$250 a year for rent, and \$10 a week for gas and wages. The cost of setting the matter is about 9c. a thousand. I do not think I save a dollar in my expenses over what I did before I had a machine, but I get up more matter. Before, I set brevier and primer leaded; now it is all solid. The machine has never failed me. I have never had to stop or delay an issue; have never had a stoppage of over half an hour at any time. The purchase of a machine, I think, would be cheaper in the long run, if you can get one at all reasonable. The price now is \$1,200 or \$1,500; rent is \$260 a year. The cost for repairs is trifling; I have had none to speak of. The spacer is, perhaps, the part that will get out of order the most, but if carefully managed, one will last a year. The chief expense is in matrices. Running eight hours a day, a font will last about four months; but as soon as one is noticed to be at all played out it should be discarded, as it will not only get worse itself, but also ruin the others. I am satisfied with the machine. It has increased the value of my paper; but I do not think you can make the paper appear to as good advantage as you can with new type."

In answer to several questions asked, Mr. Climie said he was not troubled with the column rules coming up; he had them run along with the cylinder. He continued: "I think the machine is a good thing to liven up a lazy editor. He knows he must keep the machine in copy, and so will not leave everything off till publication day. I don't have any more matter set on the day of publication than on any other day. I don't use the machine for anything outside of the paper. I sometimes set advertisements. It is not satisfactory for voters' lists. I would not pay 25c. a day for power for one machine; I would if I had more."

At the conclusion of these remarks, Mr. C. W. Young expressed his thanks and the thanks of those present for the interesting information Mr. Climie had given.



Mr. W. S. Dingman's cost of operating was about 15c. He used to set the headings by hand, but now does it by the machine. He thought the Typograph could be handled by anyone who was conversant with machinery.

Mr. Climie had found there were a great many small points about the machine that would get out of order, but he was fortunate in having a friend near at hand who helped him out when he was in trouble. He would not advise the introduction of a

machine unless there was a gas plant in the town. He uses the machine for setting "bargain day" advertisements, and has tried it on County Council minutes.

Mr. A. Laidlaw: "I have had a machine in use since February 9, and have not been troubled with any expense outside of a new spacer and matrices. My operator is paid \$7.50, and sets from thirty to thirty-two columns per week. I had an expert at first. I would not recommend the machine on anything outside of newspaper work, and do not think it would pay to buy one at the present prices. My composition costs about 11c. a thousand."

Mr. Holmes thought Mr. Climie's experience in having no trouble with the machine was exceptional. He did not think the Typograph could be used to advantage on a country weekly.

Mr. Blackstone has used the machine for six months, but has a young lady operator. She can set 10,000 or 12,000 a day easily. The disadvantage, however, was that there was no gas plant in the town. The insurance company kicked about using gasoline, so he had to give it up.

"Mr. McGillicuddy: "The machine is no earthly use in a country office if it does not decrease the number of hands. If you lessen the number of hands you will be in a hole on publication days. I need every one of my men then. I couldn't get along without them. I would have to work myself. (Laughter). I have no friend I could call in, as Mr. Climie has, if the machine should go wrong. I have had no personal experience with one; but the opposition man has. My contemporary tried one for a year, and he is out \$200, besides a suit with the company—total \$500. If you have only one machine in the office and anything goes wrong with it you will have trouble.

Mr. Dingman did not think the Typograph would work in every office. He knew of two instances where it had been tried, and failed.

Mr. Stephenson had had considerable experience along this line. He thought it was a mistake to condemn the machines altogether. Without doubt the first ones were defective, but they are being improved. Six months ago he bought two machines, and his composition now costs him about 15c. He thinks it reduces the cost of composition.

THIS YEAR'S EXCURSION.

Mr. Armstrong, of the C. P. R., then addressed the meeting at some length upon the matter of the excursion. He thought a very enjoyable vacation would be spent by taking the trip to the Temiscaming district. He said: "In 1884 I was told the place was not worth visiting, but I went, and had a most pleasant outing." Mr. Armstrong then enlarged upon the pleasures of the trip, and spoke of the educational advantages which would result therefrom, giving also an interesting word-picture of the route covered.

Mr. Willison spoke of his impressions of the Pacific Coast trip. He thought it most desirable for as many as possible to avail themselves of this opportunity for seeing the country.

Mr. Brierley thought the suggestion of incorporating a short journey with the long one a good idea. It is impossible to understand and appreciate our country unless we have been over it; and every effort possible should be made to visit the Pacific Coast. Mr. Brierley made a motion to appoint a committee on the subject, but it was laid over till the morning.

Mr. D. F. Burk, of Port Arthur, commented at some length upon the beautiful scenery in connection with various summer

resorts in the vicinity of Port Arthur, and gave accounts of several interesting trips that might be taken.

RAILWAY ADVERTISING.

Then followed a paper on "Railway Advertising," by Mr. W. S. Dingman, of Stratford :

"The day when every newspaper man looked for a free pass over the railway, whenever tempted to trust his valuable existence to the perils of travel, threatens to be succeeded by an impression among the profession that railways have a valid claim for free advertising from the papers, notwithstanding that the free pass is now rarely extended. But it is not my purpose to champion the free pass system, whether editors or legislators are the beneficiaries; simply to glance at the subject of railway advertising. No doubt there will be thorough unanimity in favor of the proposition that not only railways but everybody else ought to advertise and pay full card rates, without a word about position; but if the railway won't advertise, shall we then make them a present of their advertising? Is it the duty of the newspaper, failing to persuade the railway to agree to some fair exchange, to still advertise the big corporation by a comfortable space devoted to the elucidation of its time table, on the plea that the good of the public—whose slave the paper is—requires it? I beg to contend that no such obligation rests upon the newspaper, and furthermore believe that the railways are prepared to use the newspapers fairly if the matter is properly represented to them. The railway exists in the interests of its owners, and the same commercial principles that govern everything else govern it. If railway stockholders seldom make money, there is still money in it for somebody, and bankruptcies among railways are not so frequent, as compared with other enterprises, as to entitle them to special preference on the score that the business is one of self-sacrifice. The incidental advertising that the railway already receives is by no means inconsiderable. Items about fast runs, handsome new cars or engines, leading officials, the bridal couple that embarked on "the evening train," etc., etc., to say nothing of accidents of the usual blood-curdling nature, frequently occur in the press, and serve to keep the railway prominently before the public. Though a welcome class of news to the enterprising journalist, this is nevertheless incidental advertising to the railway. Why should more than this incidental benefit be tendered? The railway has no claim such as the church may perhaps be allowed

(though it is by no means clear that it has a truly valid claim), for the latter exists solely for beneficent purposes, the fact that clergymen and others obtain their living from it being only incidental. The main object is moral and generally beneficent. Not so with the railway, whose objects are hard and matter of fact.

"As to the contention advanced by some, that the train schedule should be published free for the benefit of the readers, I fail to see any justification for it. If the people look for the publication of the schedule, that is rather an argument that the railway should advertise it than that the newspaper should do this also gratis. It is a peculiarly insidious claim, that the interests of the public require this, and the other thing, and I am firmly convinced that through the use of such specious pleas the newspaper has become the most imposed-upon institution in the land. I have practical knowledge of the case of a butter-woman from whom a certain very agreeable lady purchased well on to a dollar's worth weekly, who when remonstrated with upon her attempted exaction of a cent or two a pound more than the market price, answered with profound assurance, 'Oh, but we take The Herald.' Thus the good nature of the average editor, and his well-known desire to make his paper answer every possible requirement that may be imagined, however far-fetched, has bred the notion among the people that not only can they have their papers for next to nothing, but that the privilege goes with it of fleecing the complacent publisher in the simplest private transactions. I beg to modestly suggest that some of us should wake up to realize that publishers have a few rights, and that we should be less keen to surrender the few remaining remnants to the often imaginary demands of a merciless public.

"I have already said I believed the railways would use the papers fairly in this matter, and from experience I can say that the free use of the newspaper's space is not stipulated for by the railways. Of course, there is room for the usual negotiations, and every paper may not get exactly what it thinks itself entitled to. But bearing in mind that much of the editor's reward comes in another and a better world, he will find the railways prepared to extend some return, which, if it may not satisfy him, will still be an acknowledgment of value received."

Mr. I. G. Jackson, of Newmarket, asked if any of the country weeklies were receiving anything from the railway companies for publishing the time table.

THE

CANADIAN MAGAZINE

PUBLISHED BY
THE
ONTARIO PUBLISHING CO. (LTD)
TORONTO

J. A. COOPER, Secretary-Treasurer.

There were several who responded "Yes," and Messrs. Young, Ireland and McNee each spoke briefly.

TELEGRAPHIC AND CABLE SERVICES.

A brief address was then given by Mr. A. H. U. Colquhoun, of Toronto, on the subject of "Telegraphic and Cable Services."



1—Our Canvasser Secures an Advertiser.

He said that while during the past twenty years the department of Canadian home news had greatly increased and improved in the daily press, there had been no corresponding improvement in cable news, and practically all the cable news appearing in Canadian papers comes through the two American cable services. In the main, the reports are made up for the United States market. While the stan-

dard of accuracy among Canadian papers for home news is high, the standard of accuracy of the cable service is much lower. We have had instances of this in the recent international events, when exaggerated and inaccurate and often anti-British statements had been sent out, while little attention was paid to matters of interest to Canada alone.

Mr. J. S. Willison took a strong stand on the opposite side to Mr. Colquhoun. After very careful examination of the subject he had come to the conclusion that the service of the two American companies was to be relied on as accurate. These services sent out fair and unpartisan reports, and the comments of the leading British papers upon all subjects of importance on this side of the ocean were cabled over. The special despatches to the New York papers were, of course, the American view of the situation, but if these were used by Canadian papers they should be credited, so as to show the author and the paper to whom they were sent. He had been surprised at the attention which had been given to Canadian affairs in Great Britain by these services. He thought no Canadian service could be established at a cost within reach which would be as good as that which is already given.

THE COUNTRY WEEKLY.

A paper, by Mr. J. H. Thompson, of Thorold, on "The Country Weekly: Its Field, Work and Management," was then read:

"Before commencing, I begin to realize that my subject is all too vast to be treated fairly in the time that can be spared to-day.

"Our craft is one that is prolific in many things, even in organizations and in classes, and of all classes—or castes, if you please—the Pariah, the class of no caste in nearly all its deliberative and legislative gatherings up to this date, has been the genuine country weekly, of which, and for which, it is my work to speak.

"What is the country weekly? For years back I have been seeking, amid all our sources of light, for an authoritative answer to the question—have sought it diligently, and have

found it not. Amid all the learned and practical treatises—and many of them are more learned than practical—purporting to treat of 'the country weekly,' are found many references to that term; but when the article is carefully analysed it is found to apply to another class altogether. Seldom is it that the most distant reference is made to that class of papers which properly comes under the heading of my effort. In nine cases out of ten, if not forty nine out of fifty, the writer or speaker, while ostensibly treating of 'the country paper,' lays down rules, and utters precepts, and recites experiences, all applicable, not to the genuine rural publication, but to the county weekly, or the town weekly, or the city weekly, or the weekly which is nourished by a daily, or possibly the trade weekly, the true country weekly being all the while virtually and practically (I do not say purposely) ignored.

"Of all the papers of all kinds published in Canada, about four hundred different ones are published neither in cities nor in county towns, and have no dailies in connection from which to draw sustenance. This select 'four hundred' have on an average a circulation of about 700 each, which gives the splendid aggregate of a circulation, by this much neglected section of the Canadian press, of no less than 280,000 copies weekly. A circulation of over a quarter of a million weekly, and yet it has been so far virtually without recognition in the counsels of this and most kindred associations.

"These papers are published mostly in incorporated villages—occasionally in small towns—and have usually for a field the town or village of publication and two or three townships or parts of townships, with sometimes an additional village or two. They are generally ready-prints of D. D. or D. R. size, and many of them are printed in a style which some more pretentious papers would do well to emulate. Others, again, do not deserve solicitude, being turned out in a slovenly 'that will do' style which evidences at once ignorance of the art, lack of ambition, and an easily-pleased constituency—a combination fatal to the creditable conduct and appearance of any paper. The latter, happily, are in the vast minority, and for my purposes will not be considered.

"As I am not preparing a sermon, but a practical paper on a practical topic, permit me to dispense with 'fourthlies' and 'fifthlies,' and treat the subject as it comes to mind.

"We hear and read of many plans for booming and keeping circulation, and many schemes to this end have had their day and have been forgotten. Notable among them was the Coupon and Portfolio scheme, or fake, for fake it is now declared by all to be. Then there is the reduced-rate plan, the 'balance of the year free' plan, the premium plan, the free-trial-trip plan, the special solicitor plan, and others whose name is legion. But all signally fail when applied to the country weekly. They are not adapted. You cannot run a country paper at high pressure. You cannot ape the airs or assume to fill the place and do the work of the city daily or the provincial weekly. Each has its specific field and work to perform, and each must keep to its function or confusion will overtake it.

"The editor of the country paper is almost invariably its publisher and proprietor, and not infrequently is foreman and half the staff. He is personally known to every one of his readers; at least, if he is wise he will make it a point to be so, for, while all the schemes before mentioned are of little or no value to him, his personality is of immense value in a business

sense. He is a constituent, and a recognized and acknowledged part of the community in which he lives. His best thoughts would, and usually do, go into his paper, and, while he comes into close personal touch with his constituency, and succeeds by so doing in enlisting all in the interest of his enterprise, he must so shrewdly use his personal influence as to make people think of his paper rather than of himself. Let it not be that any one is permitted to say that he advertises in the local sheet 'just to patronize' the publisher, for that reduces him at once to the position of one dependent on the public bounty. He is simply the subject of charity—nothing more. Let him guide his paper carefully and with prudence through all local differences, avoiding coming in contact with opponents (for no man ever yet moved independently without raising opponents); give reasonably full and thoroughly impartial reports of local meetings of public interest, mention, as far as possible, incidents or goings and comings in the families of the community; let church and society quarrels carefully alone, except occasionally a calm advice in the direction of peace; and seek in every way to link your paper with the best interests of your town or village; then refuse to allow your position to be regarded as that of a beneficiary in any way. Sacrifice an order, occasionally, if need be, to correct this humiliating idea, which you will find is easily encouraged by want of a strong self-respect on your own part.

"The country publisher walks the streets, not as a citizen, like other men, but as the one man who is alone responsible for every and any word that is printed in his paper, and as such he is regarded by all he meets. It is this knowledge that causes us to envy the city editor, whose sharply defined personality in this respect is at least partially concealed among a dozen or a score of helpers, or in the fastnesses of the larger place, and who is not so often buttonholed and required to explain a paragraph which, innocent in reality, is yet unsatisfactory to someone who deems that he has not received enough justice—or that he has received too much.

"Having so far treated my subject generally, let me be specific on a few points:

"The country weekly, then, is a paper which is purely local in its scope, not interfering with, nor being interfered with by, the larger papers. It has a work peculiarly its own, and this work cannot, in its very nature, be done by the paper from the adjoining town, much less by the city weekly or daily, however much they may, as they do, over-run all fields. There is sufficient live local news in every village of 800 population or more, with its surrounding territory, to fill the columns of a reasonably sized paper, if the editor has the instinct which his position calls for.

"He should record all the little local happenings, and give judicious space to the affairs of greater moment, leaving the recording of the doings of the great world at large to the daily press, except, perhaps, the most important events of passing history. He should not consider it necessary to air his editorial opinions on everything that passes, but should not be afraid to express himself when occasion demands it. He should be an advocate of local progress and moral reform, and always stand loyally by his town, as he expects it to stand loyally by him. He should make his paper respected and relied upon, rather than popular, as popularity is sometimes evanescent. By making much of matters that concern the young he will make

fast friends of them, and through them will gain and keep the sympathies of the elders. I reckon as one of my greatest triumphs that my paper is used as reading matter in the public school on Friday morning.

"Then, as for business methods: There is no possible reason why advertising in a country village should be regarded as commodities which shall only be paid for in truck, in anything from cordwood to potato-tops and pumpkin-vines. It is just as the publisher educates his customers. One farmer offered to subscribe if I would take the pay out of his wagon of goods that no one would buy. The offer was promptly declined without thanks. Yet it is wise to trade as much as possible with customers, without any understanding that you are obliged to do so. Insist that all contracts are on a cash basis, then encourage trade as much as possible, always collecting and paying balances in cash strictly.

"As to the advertising tariff, let it be, like your job tariff, a fixed and unalterable quantity. Better lose every fourth prospective order than to allow advertisers to learn that your space is a drug, and that you will take just what you can get for it. In 1879 I founded The Stirling News-Argus, fixing the rates at 7c. per inch per week for one column one year, and sliding from that to 12c. per inch per week for one quarter column one quarter year. A few thought it was high, and I did without their 'ads.,' but, in time, the community came to learn that space was not an indefinable something in which the customer could be both buyer and seller, but an article with a fixed value, as much so as tea or cotton. In 1885 I purchased The Post, then established nine years, and found the tariff almost hopelessly disorganized. It had been, too, conducted on a sliding scale, but the scale was made to slide up or down, according as the customer was easy or hard to deal with. It took years of care to restore it, and the loss of many orders. Peculiar firmness is required to patch up a tariff once demoralized. The card I am using commences with 25c. for one inch one week, and reduces one cent per inch as the space increases, and also one cent per inch per week until the regular quarterly rate is struck. I find this very satisfactory, especially facilitating short term 'ads.' Let there be no secret about your tariff. Let it be so conducted that every advertiser may know what figure every other one is paying without embarrassment. Print your rate-card, and hand it out everywhere and anywhere.

"Above all things, do not be the tool of the foreign advertiser. He is skilled in terms calculated to seduce you from your position, and is always reminding you of the volume of trade that he is going to turn your way if you will only accept 'this order' at especially low rates, as there are especial reasons for asking it. This ignis fatuus has lured many a rural publisher into the morass of a demoralized tariff, in which he has



2—The Advertiser Becomes Rich.

floundered hopelessly, there being none to rescue him. Full well does the skilled advertiser know two things: First, that the most valuable of all advertising is that in the country press; and second, that nowhere can he so bear down the prices as there. Many of you, country publishers, if you figure it out carefully, will be surprised to learn that you are actually selling your space to foreign advertisers for from 20 to 50 per cent. less than it costs you to produce it.

"The ideal of the purely country paper is that it is a household necessity in the homes of its field; and the publisher should rest satisfied with nothing short of the accomplishment of this ideal. He must be careful to remember, too, that his paper, above all others, is a paper for the home. It is not for the counting house, the street car nor the reading room, but for the home, where it is read eagerly by every member of the family. It is even subscribed for by the thoughtful mother, to be sent to her boy in the distant city. Beautifully has some unknown writer put into verse the picture of the business man enjoying that which is as dear to him as a letter from home—the weekly visit of 'the old home paper:—"

I on every line that it offers,
Each item brings something to view,
Through the vista of years—of youth's pleasures and fears,
And serves their keen touch to renew.
The death of the girl I once courted,
The growth of the firm I once jeered,
The rise of a friend whom I loved to commend,
The fall of a man I revered.
As I read I drift dreamily backward
To days when to live was but joy;
I think and I pore, till the city's dull roar
Grows faint—and again I'm a boy.
Rare perfumes of green country by-ways,
Far music of wickets and bees,
And the quaint little town with its streets leading down
To the creek, and the low bending trees,
Around me the forms of my comrades;
About us earth's glories untried,
Each breast undefiled, with the faith of a child
Looking forth to a place in the world.
And the paper tells how all have prospered;
I follow their lines as they flow,
Applauding each gain, and regretting each pain
For the sake of the days long ago.
Alas! all the huge city dailies,
With ponderous utterance wise,
This scant page has power to spread out for an hour
A fairy-land sweet to mine eyes.

MISCELLANEOUS QUESTIONS.

Mr. L. G. Jackson read an extract from a letter he had received from a collecting agency, and inquired if any of the members had had any experience along that line.

Mr. A. Pattullo was of the opinion that they were a fraud.

Mr. C. W. Young considered that clubbing with the city weeklies had a demoralizing effect.

"Is there anyone here who advertises for a person called 'Hood?'" asked Mr. D. McGillicuddy. "I received a circular enclosing an advertisement for six-inch preferred space, top of column, next reading matter, and all the rest of it, for which they offered me \$15 per year. Have any of you heard from them? How many of you have accepted it?" (Laughter.)

One member responded that he was receiving \$26 for the same space.

Mr. McGillicuddy asserted that he was getting better rates than any paper in Canada from some leading advertising firms, because he stuck to his rates. "No firm," said he, "is good enough for me if they won't pay my price." If a firm makes him an offer he sends them his rates; if they don't want to accept what he offers he doesn't waste any more postage.

Mr. W. Climie alluded to the fact that the advertisers for proprietary medicines knew that their only successful medium for reaching the people was the country weekly, and, therefore, if the publishers would take nothing but a reasonable price there would be far less trouble from the cut-rate advertising agent.

ESTIMATING FOR JOB WORK.

The following paper on "Estimating for Job Work" was then read by Mr. Attwood Fleming, of Toronto:

"Mr. Chairman and Gentlemen,—I have to thank most cordially the gentlemen who have charge of your programme for the honor they have done me in asking me to read a paper before this association. I can assure you that I had not the slightest intention of attempting anything of the kind but for the fact that the paper was announced through the columns of THE PRINTER AND PUBLISHER, and I simply do not like anything with which my name has been connected to go by default. It is for this reason, and from a desire to assist in any way that I can, that I appear before you at the present time, and not because of any special fitness which I may have for the task more than is possessed by many of your own members whom I see before me.

"I see by the programme, as published, that the title of this paper is to be 'How to Estimate on Job Work.' I think it is rather an unfortunate title. My impression is, that the printers of this province, and in the cities particularly, do altogether too much estimating. I would rather try to impress you with the idea of 'How Not to Estimate.' It does seem as if we, as printers, are educating the public to the fact that we consider our time and our samples of no value whatever. There is scarcely an edition of a pamphlet which will amount to \$50 but half a dozen printers will be after it, and will submit dummies and estimates in two or three different styles. I will guarantee that the printing fraternity, as a whole, will have spent more in time, samples and postage, in connection with submitting estimates for a large number of the catalogues and pamphlets which are gotten up, than will be made out of the job by the successful tenderer. I do not see how a new system could be organized, but I am strongly of the opinion that so far as the cities, at least, are concerned, a charge should be exacted for making estimates, when the job exceeds a certain amount. This would reduce the number of estimates asked for, and be an effectual check on houses who will send in work to be figured on, whether the same is required or not. I do not pretend to say that this system can be inaugurated, but simply throw out the idea for your consideration.

"The principal point to be considered in making an intelli-



Proofs in White and Black

gent estimate is the element of cost. My own experience as superintendent of a printing office for a period of 17 years (and I might say, in passing, that other offices have had a similar experience) was, that the various charges for rent, light, heat, power, etc., would invariably figure out, year after year, at 50 per cent. of the actual wages paid; so that, if a workman is being paid \$1.50 per day, the actual cost of his time to the office, as near as can be ascertained, is \$2.25 per day; and if the rate for composition is 25c. per thousand ems, the cost of setting type, by the time the form is on the machine (even after allowing for a certain portion set by apprentices) will be 40c. per thousand ems, and, unless the circumstances under which the job is done are very favorable, will more often be over than under the figure.

"One of the most deceiving things in estimating is the cost of composition on a job which contains a number of cuts or advertisements. If the main pages of a job are set in small pica, or long primer, with several pages of ads., the printer will, in nine cases out of ten, measure the ads. at the same rate. Unless the ads. are in large type and very open, they should be measured, in making the estimate, as brevier. Experience, I think, also teaches that it is a great mistake to imagine that type can be juggled all around cuts for less money than it would cost to fill the space with solid type. A printer's mind gets too much accustomed to estimating merely the time it will take to set a job, without giving due weight to the fact that the type will have to be put back into the cases.

"As to press work, a fair basis to work on, I think, is as follows, supposing that the machines are running on an ordinary class of work, with a fair quality of black ink:

Double Royal machine.....	\$4 00 per day.
Pony machine.....	3 00 "
No. 3 Gordon.....	2 00 "
No. 2 Gordon.....	1 75 "
No. 1 Gordon.....	1 50 "

When expensive inks are used, the extra cost of the ink should be added to these figures. I am not so sure in regard to these figures as I am regarding the cost of composition. I can readily believe that in an office where the machines are kept hustling continually, these figures may be reduced somewhat, but I want to make a fair basis for figuring for the general run of offices, where there is bound to be a certain amount of time when the presses will stand idle. It is true there are presses and presses, and a printer with a low-priced machine may think he can work more cheaply than his opponent who has paid a high price. There are those with an agricultural implement motion, and those that run like a thoroughbred. The latter are the best in the long run if you can at all manage to secure them. There is a wide difference in the first cost, but after the machines have been run for a few years, the printer who has a cheap machine realizes more thoroughly

than anyone else, I think, the truth of the old axiom, 'The best is the cheapest.'

"The other item of cost is the paper. A few years ago, when our mills were turning out only Nos. 1, 2 and 3, the lines of demarcation were very decided, and there was no trouble whatever in determining what paper to use for a particular job. Now, however, this is all changed. There are a dozen different grades of each of the so-called Nos. 1, 2 and 3 papers, and with 'coated' and 'semi-coated' in addition, the printer must be expert indeed who can size them all up accurately. It sometimes happens, when we are prone to blame a competitor for taking a job at a price which we could not touch, that he has obtained some close cut on the paper, which, in all probability, owing to having other standing contracts, no one else could get; or he has hit it simply by chance. I will give a case in point: An office in this city had a contract to print a job every few months which would use 100 reams of a certain paper. The regular price of the paper was 5½c. per lb. (I have never bought it myself for less than 5c.) The mill, through their agent here, quoted the printer 5½c. per lb. The paper was made by this same mill for a jobbing house, and by them sold to the printer at 3¼c., delivered, four months, or 3 per cent. for cash in 30 days. This, of course, is an isolated case, but it shows what can often be done by houses who are in a position to shake the cash at the paper mill. The printers, as a whole, however, have nothing to complain of in regard to the treatment they receive from the paper makers. They are like all manufacturers who have to face keen competition. They are doing the best they can, and, as a rule, the printers of the country are buying their paper pretty much at the same figures, for the similar quantities. We all have abundance of evidence which will go to show that in many cases a party has his mind made up



MR. E. B. OSLER—President Toronto Board of Trade.

as to whom he intends to place his order with, and the other estimates procured are simply to be used as a check on the so-called favored party. This works fairly well, if things would go as the customer intended, but though he may ask only one other office to figure, inside of 24 hours he will have all the printers within reach of him after the job. How they get onto it I would not like to say. It seems to break out like the measles.

A PRACTICAL ILLUSTRATION.

"Now, with the data at hand, we will endeavor to apply it to the practical illustration of an estimate. I have a small catalogue here which almost any printing office is capable of executing—just a plain every-day job."

Mr. Fleming, whose calculations were closely followed by all the members present, and whose paper was evidently being

"taken in" with much profit, here produced a catalogue, of which the following schedule would be his estimate for the job :

1,000 COPIES, 32 PP. AND COVER, OCTAVO DEMY.	
Composition, 1 P., 32x5 equals 1,600 to a page: 1,600x32 equals \$4.80 at 35c	\$27.00
Paper, 2 20-20ths R. 70 lbs., No. 1. at 7c, \$10.00, 15 per cent profit	11.85
Press-work, 2 forms, 16 pp. each, black ink	6.00
Cover—	
Composition, 2 pp.	\$ 2.00
Paper, 11-20ths R. 50 lb. cover, cost \$2.50	2.50
Press work	1.50
	6.40
Binding	2.50
Total	\$52.75

"Is there a reasonable man here who will say that the estimate is not a fair one? I thought not. That just goes to show what a lot of human nature there is about people. I remember when the Printers' Association of my native city was in semi-running order. We would meet occasionally for the awarding of some job of more than ordinary importance; then there would be a week or two of cutting, until some member would get ruffled and insist upon a meeting and an explanation. When we would meet to figure up a job, there would always be the very greatest amount of unanimity amongst us as to the cost of the different items in the estimate, the figures being usually based on the recognized standards of cost, etc., which obtained amongst us. No one would ever hint that he thought the figures were too high, or give any reasons why the same could be done for less money and still leave a fair margin of profit for the printer. One day I blurted out: 'I wish you fellows would figure like this when you are in your dens.' We looked at one another and laughed. Does it not seem funny that we can agree so well here, and be such hail-fellows-well-met when together, and then go home and immediately use our grindstones.

to be above the average in intelligence and common sense, yet allow ourselves and one another to be treated in this manner right along.

"So much for the regular estimate. Now for the customer who comes along with the copy of his letter head, bill head, dodger or poster. Ask to see his copy, and, when you get it, don't let it go back, except as a last resort. Don't be in too big a hurry to give him a price, or ask how many copies he wants. Interest yourself in his job and give him taffy. Say you will get his job together at once and send him a proof. He can mark on proof how many he wants. Talk about anything but price; get him out without quoting it if possible. You will find it pays to spend a little time in this way with a customer. Treat him so as to make him feel that his job is going to have your particular attention, and then see to it that what you promise him is attended to promptly. Above all try to remember that it is a very easy thing to cut a price, but almost impossible to raise it after it has once been cut. Now and again you will catch a tartar, a man who is after the lowest price and will tramp an hour for 25c. To a man like this you will have to make a cut, if you wish to do his work; but, for goodness sake, don't do the job just for the pleasure of doing the thing. Be sure you see a reasonable profit in it, or let it go. I have had a theatrical agent fall down on the floor when I quoted him a price, and then get up and say it was a good job he hadn't heart disease or he would have died. He will bully and talk about the prices he got his work for in the United States, but our duty is so high he could not bring it over. Ask him if he ever tried to get any printing into the United States. You'll nearly always find that it is something new for him to be told that it costs more to take printing into the United States than to bring it into Canada. He is generally a little more reasonable after he is told this. You won't get all you ask from him, but stay with him and don't let him get you down too tight. Make out your bill and have him O.K. it before he leaves, and see that it is presented at the box office on the night of the show.



Montreal Offices PRINTER AND PUBLISHER, Board of Trade Building

"Now, we will just see how the estimate is made when the knife has been sharpened.

1,000 COPIES, 32 PP. AND COVER, OCTAVO DEMY.	
Composition, 32 pp., inside, at 65c	\$20.80
Paper, 2 20-20ths R. 70 lbs., No. 1. at 7c, \$2.82	9.00
Press-work, 2 forms, 16 pp. each	3.00
Cover—	
Composition, 2 pp. at 75c	\$1.50
Paper, 11-20ths R. 50 lb. cover, cost \$2.50	2.75
Press work	1.25
	5.50
Binding	2.00
Total	\$40.30

And so the farce goes on. And we are printers, and supposed

"Then there are the men whom we used to call 'rounders'; they don't go with their copy in their hand; they send a boy to every office in town whenever they want a job, if it only amounts to \$2. You know you quoted \$6 on a job the last time, and didn't get it, so you go \$5 this time. Others work in a similar way. In the course of three or four rounds the little job has been cut to pieces, and there is nothing in it for anybody but the time they have wasted in giving the price. Try and discourage this kind of thing as much as possible; even go so far as to decline to give a price, when you know the job has been done too close before, but do it politely and kindly; the man will admire you, at least, for having some manliness and backbone.

"A gentleman who gets considerable printing done was talking of this very thing to me the other afternoon, and said he could not understand why printers should vary so much in their prices. He said, on a job of labels, he gave the first order to The Mail for 2,500; the next time he sent a boy to a smaller office, and he got 5,000 labels for 25c. less than he had paid The Mail for 2,500. How can you wonder, he says, that men will be what you call 'rounders?' The printers themselves breed the 'rounders.'

"Every office should have some system of getting at the cost of work as it goes through, whether it shows a profit or a loss. If

it shows a loss, then the next time it comes around the price should be raised, or the job refused. Most of the large offices have such a system, and it should be adopted more generally throughout the country. Nearly all the systems I have seen exemplified in the trade journals have been too elaborate, it seems to me, for the smaller newspaper and job offices. Most of the printers who have looked at them at all, I think, feel that it is a waste of time to figure out all the details on every note, circular, dodger and quarter-sheet poster which they print, particularly when the work may be done from a scale which is known to give a fair working profit, and their time is more than taken up with matters which, to them, appear to be of more importance. I would urge upon you, however, to adopt some simple form whereby the time spent on the composition, at least of work not covered by the regular scale, would be accurately kept. This can be done with very little trouble and practically no extra expense, and will be found of very great assistance for reference when estimating on similar work."

Mr. Thompson asked Mr. Fleming if that catalogue job wasn't done for \$22 in Toronto.

Mr. Fleming said he didn't think Toronto could beat that price, although he had seen estimates even lower than he had spoken of.

Mr. D. McGillicuddy spoke of an instance where he had been asked for an estimate on a sixty-page catalogue. He figured at \$228, and thought it cheap, but a firm from Toronto said \$118, and got the job. He said: "I don't know where they stole their paper." (Laughter.)

Mr. Young was of the opinion that some of the Toronto firms cut prices because they had a large number of hands employed and wanted the work to keep them going.

NEWSPAPERS AND THE MAIL

The important subject of "Newspapers and Mail Privileges" was next opened by Mr. J. B. MacLean.

The privilege of sending papers through the mails post free had been grossly abused, he said, by concerns which were styled newspapers, but which in reality were advertising circulars. The Post-office Department was carrying thousands of tons of these annually, and the large deficiency in the Post-office Department was largely due to this fact. There were suggestions made that the postage should be reimposed, or that these illegitimate papers be compelled to pay at the rate of circulars. He had found there were two sides to the question: The daily papers, with few exceptions, were in favor of the reimposition of the duties, and almost all of the weeklies wished to retain the privilege. He referred briefly to the trouble experienced in the United States on the same question, and read an extract from a resolution introduced into the House of Representatives, in which the character of a real newspaper was defined. So great was the opposition to the reimposition of the postage

rates by the country publishers that he did not feel disposed to make any recommendation on the subject. He moved, however, that the question be submitted to a committee, composed of Messrs. Brierley, Dingman, Young, Holmes and himself, to be considered and reported on in the morning.

The question was then very vigorously discussed, a large number of the members taking part.

Mr. McGillicuddy saw no reason for laying the matter over till morning. He asserted that it could be "killed" in fifteen minutes. He styled the postage as "a relic of barbarism," and strongly objected to the proposition to impose a tax on knowledge. The question seemed to him on a parallel with that of the taxation of church property. Several city churches did not wish to be relieved from paying taxes and so voluntarily remitted the cash to the authorities. The same thing could work here. If any wanted to pay he didn't know of anyone who would object to their doing so.

Mr. Holmes was not in favor of "killing" it right off, but objected to the proposition of reimposing the postage. He thought, with Mr. Bellamy, that there would be a reluctance shown by subscribers to pay any additional sum for postage. He did not see how the country newspaper would gain at all.

Mr. Pattullo had no desire to go back to the old system of an extra five cents per quarter for postage, but wished to have the postage reimposed, because newspaper publishing is a business, like any other, and there was no principle upon which the remission of postage could be justified. Some way to obviate the gross frauds perpetrated on the Department by fake papers must be found.

Mr. Willison observed that unless these frauds could be prevented the remission of postage worked to the disadvantage of the legitimate publisher.

Mr. Laidlaw was in favor of a scale card, imposing higher rates on society papers.

Mr. MacLean stated that the Deputy Postmaster-General had been trying to get the Government to tax papers, and that the Postmaster-General had recently told a Montreal newspaper proprietor that the reimposition of postage would have to come.

Mr. Rutledge could see no reason why newspapers should be carried free.

Mr. Thompson signed the petition to have the postage removed, and was now sorry for doing so.

Mr. Jackson considered that the newspaper did more good to a community than anything else, and was therefore entitled to some acknowledgment. He did not think the reimposition of postage would affect fake advertising a bit.

Mr. Stephenson urged that the publishers of the weeklies would be reimbursed without having to charge more for their



MR. ROBT BICKFORD—President Montreal Board of Trade, 1876

papers by the working of the change. He did not think it right to ask the Government to carry newspapers free.

Mr. Brierley agreed that there should be different rates charged in the postage, and thought publishers had no right to receive state aid.

After further discussion the matter was referred to the committee before named for a report.

A LOYAL RESOLUTION.

The afternoon's proceedings being brought to a close, Mr. A. Pattullo moved the following resolution :

"That we, the members of the Canadian Press Association at this, our annual meeting, representing both the great political parties of the Dominion, and those also who recognize no party allegiance, as well as the commercial, social and denominational interests of the country, in view of recent international incidents affecting the interests of Canada, desire to place on record our devotion to the British Empire to which we belong, and our united and intangible determination as Britons and Canadians to stand by the Mother Land in her hour of danger, when threatened by war in this or other quarters of the globe.

"Feeling, as the whole people of Canada always have, the most sincere friendship for our neighbors and brethren, the people of the United States—a feeling, too, which has constantly been shown throughout the British Isles—we regret that foreign interests in South America, which do not, as it seems to us, in any way affect those of the United States, should have been allowed to disturb the cordial relations which have existed, and always should exist, between the two great English-speaking nations of the world.

"Secure and fearless, as part of a mighty empire from which we have inherited our institutions and liberties, which we prize above all commercial considerations, and enjoying complete self-government without any burden of imperial taxation, we desire only to maintain and to work out our own separate destiny on this continent, while we wish for our neighbors in the great Republic the same blessings of peace, prosperity and liberty as we ourselves enjoy.

"As members of the press, we are proud to acknowledge the noble and brilliant services rendered during this international crisis, known as the Venezuelan dispute, by many of the leading journalists of the United States, as well as by some of her statesmen, who recognize the British Empire and the American Republic as the two greatest powers for good, for the spread and preservation of human liberty, that the world has ever seen; and who have bravely spoken for peace when other voices have been appealing to the base passions of national hatred and strife.

"We appeal to all our brother journalists of the United States to secure and disseminate fuller and more accurate information about the institutions, the resources and the public opinion of Canada among their readers, believing, as we do, that popular ignorance in this, as in other spheres, is the fruitful parent of evil, and that the press of these two countries has the power, against all evil influences, to promote and maintain perpetual peace."

Mr. Pattullo supported this in a brief but vigorous speech. He was not a jingo, but he thought that at the present time it was necessary for them to make known their feelings. There were two reasons for taking this course—first, because there was a great amount of misapprehension and misrepresentation of Canadian sentiment in the United States; and, secondly, because they should express their gratification at the noble stand taken by many of the United States journals. When they saw men like Chauncey Depew, believing that Canada was like a ripe plum ready to drop into the capacious maw of the United States, they should let them know more of the resources, population and feeling of Canada. When the people of the United States once understood the perfect unanimity with which Canadian public sentiment regards such propositions the present feeling would disappear.

Mr. W. S. Dingman seconded the resolution, alluding to the splendid object lesson which had been afforded by the Canadian Parliament.

The motion was then carried unanimously amid loud applause. The convention then adjourned.

SMOKING CONCERT.

Perhaps the most enjoyable part of the day's proceedings was the smoking concert at Webb's in the evening. About a hundred members of the association were present. An informal

concert was given, which opened with a very laughable farce, entitled "Judge McGinty's Court." Prominent members of the association were put on trial for serious offences, which gave the performers a good opportunity of introducing many local hits. The cast of characters was as follows: Judge, Mr. D. C. Ross, Crown Attorney, Mr. W. Gilchrist; Lawyer Bumm, Mr. J. Hughes, Policeman Duffy, Mr. R. K. Barker, also many prominent journalists.

At the conclusion of the farce, which was very laughable throughout, Mr. R. K. Baker gave a couple of songs, the other performers being W. T. Traves, recitation; V. Gianelli, cornet solo; Fred Fenton, trombone solo; T. A. Bellamy, recitation. Mr. Charles Musgrave rendered good service as accompanist.

Shortly before 11 o'clock the members of the association sat down to a splendid supper, after which short speeches were given by many of the gentlemen present. There were only three toasts on the list, the first, that of "Our Queen," being proposed by Mr. L. W. Shannon (Ottawa Citizen), ex-president of the association, and received with the singing of the National Anthem. The second toast, "Canada, Our Home," was also proposed by Mr. Shannon, and called forth three rousing cheers and the "Maple Leaf" chorus. It was replied to by Mr. D. Creighton and Mr. Andrew Pattullo, both of whom gave loyal and patriotic addresses. Mr. Creighton spoke of the union of both political parties on the question of Canadian loyalty, which had been well exemplified by the recent resolution of the House of Commons at Ottawa and the resolution passed in the afternoon by the association. All had reason to be proud of the British Empire, and especially of that part which constituted the Dominion of Canada. There were possibilities in this country which should make it at some time in the future the most important part of Greater Britain. In conclusion, he said that there was no other institution in the community to which Canada owed so much as to her press.

Mr. Pattullo was greeted on rising with cheers and the old chorus, "For He's a Jolly Good Fellow." He, too, thought that Canada was a country of which all might well be proud. It was not necessary for Canadians to speak of their loyalty at home. Speaking of the resolution which was passed in the afternoon, he wished to pay a deserved tribute to the journalists in the United States who during the past little while had had courage enough to speak out for peace. It was for peace that the resolution had been brought forward and passed. Every man should have a right to speak freely his own convictions, and there was no need for a craven spirit being shown. The highest duty of Canadian citizenship was to create and preserve friendly relations with the United States, but, at the same time, this latter country should understand that there were and should continue to be two destinies on this continent which were not likely ever to become one.

Mr. J. S. Brierley, of The St. Thomas Journal, proposed the toast of the "Canadian Press Association." He spoke for some minutes on the influence of the association in the past and of its possibilities in the future. Such gatherings as the present had a tendency to strengthen that influence and aid in elevating the tone of the press. He referred to the proposed excursion to British Columbia in the summer of this year, and expressed a wish that members would do all they could towards making it a success. A number of gentlemen spoke in reply to this toast, among others Mr. H. B. Donly (Simcoe Reformer) and Mr. D.



A Colored Supplement.

McGillicuddy (Goderich Signal). The speeches of these gentlemen were marked by an abundance of humor, which was much appreciated. Mr. A. F. Pirie, of The Dundas Banner, made an excellent speech, in which he referred to the present relations between Canada and the United States, and the attitude of the Canadian press and the Canadian people under the inspiration of President Cleveland's message. He spoke in eloquent terms of the freedom, traditions and glories of the British Empire and the vastness of Canada's resources and possibilities. At the conclusion of his address Mr. Pirie was greeted with prolonged applause. Mr. E. E. Sheppard made one of his characteristic speeches. Mr. J. S. Willison also spoke. Mr. Goldwin Smith, who has always been a friend of the association, was present during the early part of the evening. Unfortunately he was obliged to leave before the time for speaking had arrived.

SECOND DAY.

President Shannon again called the meeting to order about 10 a.m.

AN EIGHT-PAGE PAPER IN A FOUR-PAGE TOWN.

Mr. C. A. Abraham, of Woodstock, was unable to be present, but his interesting paper on "An Eight-page Paper in a Four-page Town" was read by Mr. Brierley:

"The publication of daily newspapers in Canadian towns of less than ten thousand population has been in many instances a treacherous venture. Some have succeeded, but there have been many and notable failures. Those who have survived what might be called the 'teething' process could tell, doubtless, touching tales of the capital necessary to achieve success, and of the years of earnest and persistent effort necessary to get the balance on the right side of the ledger. But this paper, although given in the programme in a paradoxical phrase, may lift the curtain, and, I trust, furnish 'food for thought' to those who are looking with envious eyes over the fence from the weekly into the daily field. I will, however, only deal, and that in the briefest possible manner, with the business end of the subject.

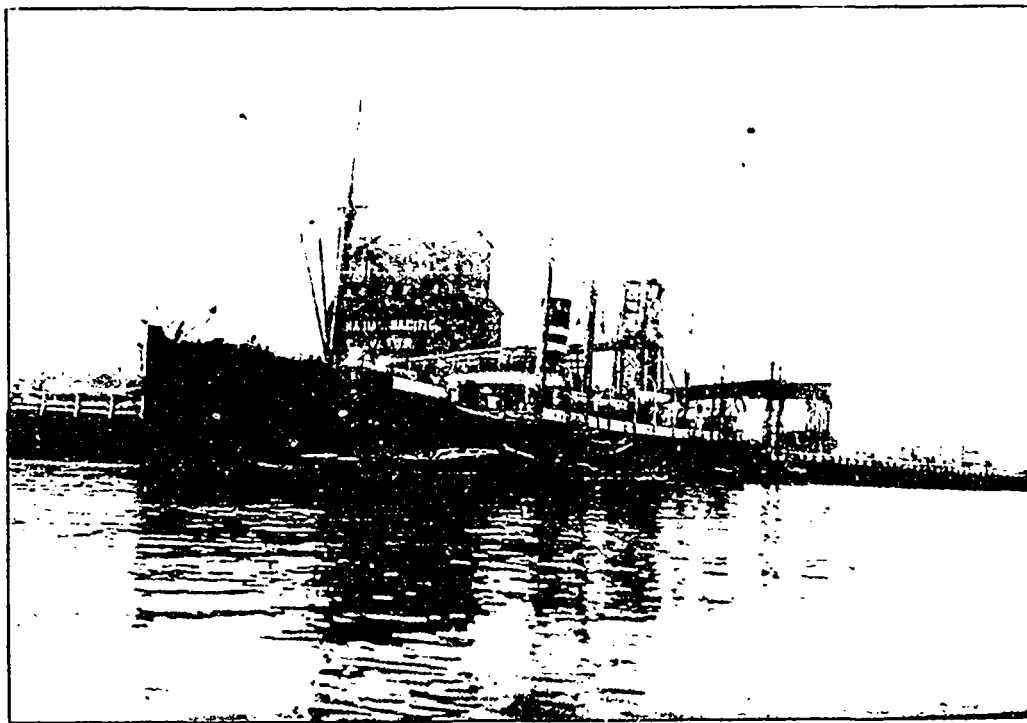
"My first proposition is that an eight-page daily is only a possibility in offices having modern and up-to-date mechanical appliances. Secondly, it cannot be made a financial success unless it is conducted on thorough business principles—dispos-

ing of what you have to sell on the same commercial lines as a merchant does his wares. The manager should know something of the cost of production—what it costs to turn out each issue of his paper and what advertising space is worth per inch to the publisher and what constitutes a fair rate of profit. The daily newspaper that is launched nowadays 'to fill a long felt want,' that expects 'patronage' and 'support,' whether it deserves it or not, will soon pass from this 'vale of tears' to the already overcrowded journalistic boneyard. Newspaper publishing, and especially that branch of business to which I refer, has long ceased to be conducted on lines of sentiment or philanthropy. The wages bill of a live daily is not a small item, and if the newspaper with which you are connected has a large circulation—using, say, a hundred tons of white paper annually—these bills cannot be met as of yore if you cannot accept payment for your wares in 'truck.' You must have cash for what the publisher has to sell.

"Woodstock has a population of about 9,000. It is one of two towns in the province that enjoys the luxury of an eight-page daily. The Sentinel-Review, population considered, publishes more reading matter, and I might with equal accuracy say more display advertisements, than any other daily in Ontario. It is essentially a newspaper with the emphasis on the 'news.' The average number of col-

umns of reading matter daily is twenty, with the aid of a live corps of county correspondents, two reporters to cover Woodstock, one the sister town of Ingersoll and the section which is known as the Oxford dairy district. Such a journal secures liberal patronage on its merits. It seeks to make itself the best paper for the money to be had. Everyone connected with the office aims to make it a journal that will reflect credit on the publisher and staff. The character of its news matter makes The Sentinel-Review pre-eminently a home paper. It has a constituency distinctly its own, and aims to hold it. Outside papers, after years of effort, ordinary and special, are unable to acquire anything like a general circulation on this ground.

"The system of delivery in Woodstock is not new, but it is the best. There are over forty carrier boys. Every lad has his own route. He buys the papers at a cent each, and supplies his patrons at eight cents a week.



The Harbour of St. John, N.B.—The New Canadian Winter Port.

He thus nets two cents on each customer. In this way the carrier earns double what he did under the old system, and the service of delivery is much better. In fact, this and the old system in vogue here and elsewhere will not bear comparison. The boys buy checks in the business office. They are dated and stamped in such a manner that it is impossible to duplicate them. These are accepted for papers in the newsboys' quarters



FIGURE 1

in the rear of the press room, and the checks must compare with the money received at the counting room. Here is a double check; its many advantages will be apparent to those who adopt it. Originally the publisher employed a corps of carrier boys. The system of delivery under these conditions was poor, and very often vexatious to the subscribers and publisher alike. In September, 1893, a change was decided upon. The cash system was adopted, and it has been a pronounced success. The town was divided into squares, each boy, as nearly as possible, being given a route of about thirty-five papers in his own neighborhood. A duplicate of this route was kept in the office, in case the new venture should not prove a success. But the publisher has had no occasion to revert to the old system. The carriers were not long in securing many new subscribers. In a short time each route became a valuable franchise, one changing hands within six months at a premium of eight dollars, and another at five. One boy ran his list up to one hundred and twenty-five. Under this plan each lad became an active canvasser, his parents, their friends and neighbors assisting him in a material way. The boys in this way went over the town like a drag net in a very short time. While at first each boy was confined to certain limits, in time they were allowed to canvass anywhere. This created a healthy rivalry among them, and was a decided advantage in stirring up the drones and ensuring the best possible service. Under this system the publisher receives cash for his papers; the daily subscription books were closed, in time the collector was 'cashiered' and in less than two years the circulation was nearly doubled. Much headway was made along these lines in offering prizes for competition among the carriers. The last and a very successful effort to secure subs was that inaugurated in November last. Cards were circulated among the newsboys which read:

"The publisher of The Sentinel-Review offers the following prizes to the newsboys who secure the largest number of signatures to the agreement on the reverse side of this card. The competition opens Monday, November 18th, 1895, and continues eight weeks. The prizes will be awarded in the order named to the boys getting the largest list of names:"

"The list of prizes (aggregating in value \$16) were here appended. On the reverse side of the ticket was this agreement for the signature of the prospective new sub.: 'I hereby agree to subscribe for The Daily Sentinel-Review for eight (8) weeks at 5c. a week. I also certify that I am not a subscriber now to this journal.

"Name _____

"Street _____

"Certified correct _____ Newsboy."

"Yes, these and other schemes have boomed circulation in Woodstock, but unless you are publishing a newspaper don't

make the venture of delivery in this way. You may lose your circulation. It is the paper after all that sells. And it sells on its merits alone every day of the year.

"The advertising patronage of The Sentinel-Review, as many members of the association know, is large—greater, as already stated, than that enjoyed by any daily published in a town of less than ten thousand population in this or any other province or probably any state. But this clientage was not established in a day or in a year. It was built up after many years of persistent work. As a writer in a trade journal has stated, 'Communities differ in their appreciation of the value of advertising. Some communities are more liberal advertisers than others, as some publishers are more efficient than others; and it is fair to suppose that when the publisher has succeeded in making advertising profitable to his customers, it has been largely through showing these advertisers how to advertise; he has educated them.' And so it has been in Woodstock.

"The business and editorial departments are entirely separate, the head of each being responsible to the publisher, who is over both, and who, in the case of The Sentinel-Review, is the proprietor and editor-in-chief. The business announcements of the merchants are changed frequently, very often the preparation of the 'copy' being entrusted to the advertising solicitor. The theory that a publisher's duty ends when a signature is obtained to a contract has long since been exploded in this office. Our rates are firm, but never high; advertisers know what the circulation has been in the past and what it is now. The books and press room are always open. No employe is allowed to overstate the circulation; it therefore does not include among its staff what has been forcibly termed 'the circulation liar.' Advertisers get full value for their money. The rates adopted for 1892 are still in use, although the circulation of the daily since then has increased nearly 100 per cent. A system, as nearly perfect as possible, avoids interruptions or errors in the business office. Every advertisement is entered in a book specially made for the purpose. Then the copy is sent to the news room in a yellow envelope, containing full particulars on the outside as to number of lines, dates of insertion, position, etc. Each evening the foreman marks with a blue pencil every new advertisement in that issue, and the paper is checked over in the counting room, thus avoiding the possibility of errors.

In case of omissions or advertisements which call for special position and are not so inserted, allowance in the account, if any, must be made good by the foreman. The envelopes containing the advertisements are returned weekly to the counting room, where they are preserved in cabinets for future reference. As a rule, local advertisers change their announcements frequently—some weekly—others tri-weekly; if oftener than that a charge is made for extra composition.



FIGURE 2

All contracts are made in writing, and provide for payments monthly when the amounts are not small. No advertisement is discontinued except on the written order of the business manager. Casual advertising, like job printing, is cash. The field for legitimate advertising is thoroughly canvassed in various ways. But this paper is already too lengthy to admit of further reference to the methods employed in securing local or foreign business. In a word, a

newspaper should be a business institution, and conducted accordingly. Its columns are the stock-in-trade of the publisher; anything, therefore, that is published for the benefit of an individual or corporation should be paid for. And even politicians should become familiar with this cardinal principle in newspaper publishing. But we have not begun to educate them yet. Foreign advertisers have been interested in this field by means of letters, circulars and occasional marked copies. A map of the district makes at once a convenient and effective reminder to the advertiser not familiar with your constituency—and very often secures an order.

"In conclusion, permit me to state that there are no special secrets involved in the publication of a daily under the conditions mentioned. It means, however, hard, persistent work, extending very often long into the night. But keeping constantly at it has brought a fair measure of success in one case at least. Those who have a profitable business in publishing a weekly, and their readers are not clamoring for a change—don't imitate the example of *The Sentinel-Review*. The capital necessary to reach any standing, much less the last rung of the ladder, the long years of ceaseless energy necessary to achieve success, perhaps can, if employed in many other directions, bring far greater returns. During the past two years the publisher has put over \$8,000 into the plant and improvements on the office building, not into a new building, partly used for other purposes. And no one can tell a year ahead what heavy expenditure will be needed. It is only when you are launched in the publication of a live daily that the capital and annual expense are fully realized. The income must be certain and very large to leave any balance on the right side.

"*The Sentinel-Review* goes to press at 3 o'clock, and with a two-feeder press and rapid folder is able to catch the outgoing mails, thus securing quite a large outside circulation—the total average for last year being nearly 2,000 copies. *The Weekly Sentinel-Review* and *Dominion Dairyman*, 12 pages, has had an average circulation of from 4,500 to 5,000 for some years, and is not decreasing, although many subscribers are changing to the daily edition. How it got this circulation and its present standing would be the story of about twenty years of hard work, such as members of this association know something of."

THE CIRCULATION CANVASSER.

Mr. J. F. Mackay, of Chatham, then contributed the following paper on "The Circulation Canvasser:"

"I have been asked to say something on the circulation canvasser, and I have taken for granted that all those to whom I am to speak publish papers in fairly large centres of population. We all know something about this individual, at least we know him by his fruits—very frequently by his lack of fruits. It is he who turns things upside down with the startling information that in our paper yesterday Miss VanZant's name was spelt with a small 'z' and that she is highly indignant about it, or that Mrs. Perkins visited at Brownsville for two weeks and there wasn't a word in our paper about it, although she has been taking the paper ever since it was started, while our rival paper has something about her pretty near every day. With these and many similar stories the aforesaid individual makes our lives miserable from day to day. Let us beware lest we value too lightly even this branch of his work.

"In the description which I will give of what I consider to

be the model canvasser, I fear some will be inclined to say that I will have to seek in another world to find him. Not so. The man who embodies all these essentials in his make up is employed on *The Chatham Banner*. I am free to make this public because the C. P. A. has not money enough to induce him to sever his allegiance. Having decided that a canvasser, collector, agent—in fact, an all round man—is a necessity on your staff, first and foremost get an honest man; don't be content even with what passes as 'a decent fellow,' but get a man who is scrupulous about every word that he utters and every cent that he handles. If experience with canvassers—and during the past few years I have had considerable of it—has taught me one thing more than another, it is this: that the community at large, the constituency from which we expect our future support, very largely form their opinions of the trustworthiness—that corner-stone of all true newspaper success—by the appearance, the remarks and the general tone of the representative the paper sends out to meet people. During this past year one canvasser for *The Banner* brought in one hundred subscribers in the same length of time that another brought in less than twenty, yet after events proved that the latter man made the most successful trip of the two, for when we came to cover the ground of the first man again, we met everywhere with dissatisfied people who had been assured that the paper was going to be doubled in size, to be published at noon every day instead of at 4 o'clock, in fact all manner of ridiculous promises had been made. anything to make a show of success to the boss on his return. On the other hand, the seed had been well sown through the territory covered by man No. 2, and the harvest has been equally as satisfactory as the other had been disappointing. At the start, therefore, be sure you have a man that will live up to the letter of every promise he may make either to his employer or to his customer. In short, get a man who will wear well and keep a high moral tone.

"Another very desirable qualification in this handy man is an ability to do occasional reporting, so that if he happens to be in a section of the country when a fire or a fight takes place he will not allow you to be scooped. We also make use of him in reporting county council and high court proceedings, thereby avoiding the expense of keeping another regular reporter on the staff, and serving the additional purpose of bringing your outside representative into direct touch with the prominent men of the county, which frequently proves a source of strength to him in his visits through the country.

"A very useful feature of this man's business is that it enables the publisher to keep in touch with this sentiment of his constituents, many of whom he seldom, if ever, sees personally. By this means he can tell—if his canvasser is an observing



"Watch Now and See What Brierley's Gwin' to Do."

man—what departments of his paper are appreciated, and to gather in suggestions as to where it should be strengthened.

"A very undesirable characteristic in an agent is extreme partyism. I firmly believe that one speech from a blatant politician to a crowd, such as generally gathers in a country store, can lower the respect and influence of the newspaper he represents to an extent that will take months or years of honest and fair editorial work to regain in the opinion of his hearers. The loud-mouthed fellow is a good fellow for your opposition to have.

"As in every other branch of business, so in this, the cost must be considered. But a cheap man is almost sure to be a poor man. I have learned to be wary of a man who comes to you pleading for a sit on the grounds that he is out of a job. Far rather get hold of a man who has the necessary qualifications, even if he is holding a good position at the time and you have to pay him a liberal wage. I know from experience that your cash book and subscription list will show more than the difference of the few dollars a week. But it is not alone in the matter of a man's wages that expense must be considered; there are his expenses from day to day in going through the country, and just here a good smart fellow can save the extra amount he costs by a little head work. Three dollars per day is about the least a man and horse and rig can go through the country for, and to make this pay he should secure at least twelve paid-in-advance subscribers per day. In other words, unless an agent can turn in about 75 cash subscribers (not straw men) per week, I don't think he is a profitable investment for the publisher.

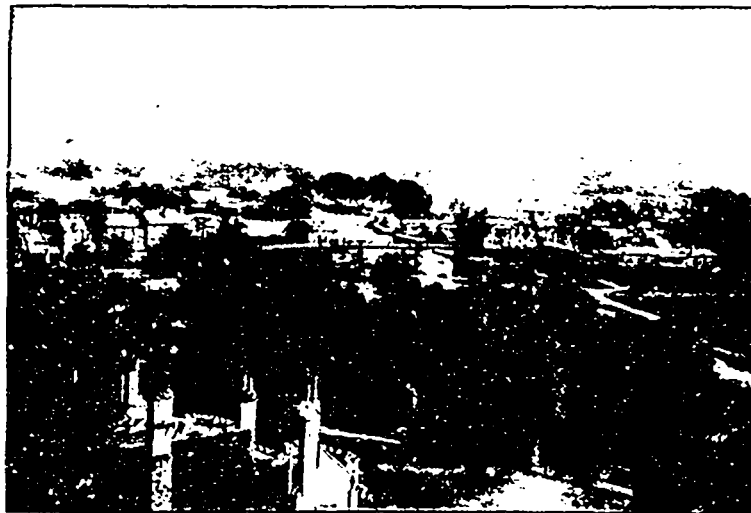
"Having got hold of the right man, then throw lots of responsibility on his shoulders; let him realize to the fullest possible extent that his department is the basis of the whole newspaper structure, that just as the circulation is flourishing or otherwise so the whole business is prosperous or unprosperous.

"As one who has rigorously lived up to cash-in-advance or off-comes-your-name policy for two years, I may say that the canvasser is an absolutely essential part of the policy. Farmers are so unaccustomed to writing letters of any description that it is next to impossible to get them to sit down and fill in that little pink slip you were good enough to send them along with a self-addressed envelope. Various schemes have been resorted to to overcome this diffidence on the part of our dearly beloved subscribers, such, for instance, as presenting them each with a short piece of lead pencil, attached to which were the instructions "to take this pencil at once, fill in the accompanying blank and send it with one dollar to ————." But the farmer as a rule refuses to take, unless his fondness for visitors is taken advantage of. Another scheme which met with only a meagre degree of success was that of sending our representative during the fall season to the more central post offices of the district

after having made prominent announcements in the paper that on a certain Saturday he would be at a certain place to receive money. One would think that being thus brought into direct contact with the subscriber at the very time when the paper is on his mind—having just received it from the post-master—he would have no objections to pay over his dollar. However, the scheme may work more satisfactorily another season. Of one thing, however, there can be no doubt, viz. that if a paper is to be kept in the front rank a canvasser is a necessary member of the staff, more particularly if the cash-in-advance system is lived up to. A good, live canvasser, as a publisher's lieutenant, going from door step to door-step, will enable the publisher to possess his soul in peace while his rival is bending his energies in the direction of clubbing offers, gifts of chromos, coupon fakes, and kindred delusions."

Mr. Young rose to express his admiration of the paper just read. He had heard of one man who kept "open house" at the village hotel, and was very successful in securing his renewals. But, seriously, his experience was that subscriptions obtained by a canvasser cost him the full dollar.

Mr. Laidlaw wanted Mr. Mackay to furnish him with the address of one of those "seventy two subscriptions a week" men.



Birdseye View of Reading, England.

THE PRESS AND THE RELIGIOUS AND CHARITABLE INSTITUTIONS.

Mr. D. McGillicuddy then gave an address on "The Press and the Religious and Charitable Institutions."

He remembered, when a young man, reading an article in which it was stated that the press and the religious and charitable institutions were the great civilizing features of the age. It was so to-day. It was so in the age when St. Paul lived.

Paul was an editor in every sense of the term. He could write long articles or short paragraphs, and his idea on this subject is summed up in the verse he penned: "And now abideth faith, hope and charity." The newspaper man must have these three combined in his character if he will be successful. He must have faith, or he would never go into the business at all. He must have hope if he ever expects to reach the "sweet by-and-bye. He must have charity if he intends to make his name remembered. The press and religion have always gone hand in hand. There is a fraternity between the press and the pulpit in the town where Mr. McGillicuddy resides which, he thinks, is not found in Toronto. In country districts generally he found the press and the pulpit worked in great harmony, and it was only when a ministerial association was formed that friction occurred. When they feel any reform is needed in Goderich the ministers and editors get together and commence working for it, and they make a good team, always being successful. He gave instances of several reforms that had been secured in this way. Earnestness was necessary, and, if results are to be seen, you must be aggressive. He quoted the drummer boy at

Marengo as an instance where the courage and decision of one man was the means of victory and glory for many. A newspaper man's motto should be "Charity to all; malice towards none," and then he should labor for the good of others, recognizing all men as brothers. The press and the charitable institutions, by working in closer touch, could do much for the advancement of both. As an instance of what the press could do for charity, he briefly reviewed the successful fight made in Goderich and Huron County by the newspapers for a county house of refuge. It had taken many years, but finally had proved successful.

THE PRESS AND POLITICS.

Mr. J. T. Clark, of Toronto, next spoke on "The Press and Politics."

Mr. Clark thought that an association such as the Canadian Press Association should have an influence, but if benefits are to come to us we should not indulge in flattery. Keeping this idea in mind he intended to deal with his subject.

He first divided newspapers into party and independent papers. The partisan paper is one which supports the party and endeavors to do all it possibly can in its behalf. The independent paper opposes both parties, and, at the time of an election, generally wheels on to the side of the winning party. He expressed his opinion that the thoroughness of the character of the latter paper was very likely to rise from considerations of the counting-house. Mr. Clark was inclined to doubt whether the influence of the press was as great as had been asserted.

Party papers were necessary, and they could be run, and frequently run, to gain for themselves a full measure of respect. To do this conscience is necessary, and no editor should write what he would not say; nor should he allow any party to induce his paper to do anything for the party which he would not do in his own business. He was afraid there was a disposition among Canadian writers to follow the style of the American rather than the English journalists. The reason the English papers have weight with the people is because their writers believe what they say. It is no uncommon thing here for one paper to ascertain the position of another journal on a subject and then take exactly the opposite view. The respect for newspapers is injured, Mr. Clark thought, by the fact that newspaper men write first on one side and then on the other, as occasion requires. He viewed the newspaper man as a more influential person than the member of Parliament, and was sorry that editors should allow themselves to become the mere servants of those to whom they should really dictate. If ever he had control of a paper he thought he would have as a motto: "This is a newspaper with a conscience," and would endeavor to edit it as though he believed what he wrote. This is the only way an impression can be made upon the nation.

The president then called for the report of the Committee on Resolutions. The committee had been unable to meet, consequently there was no report.

Mr. Young thought he voiced the sentiments of all when he said he was very much delighted with the speech of Mr. Pirie at the concert on the previous evening. It was a pity that the speech was not reported. He hoped it might find a place in the minutes, and moved that Mr. Pirie be requested to furnish a synopsis for that purpose.

Mr. Holm as rose to second the motion.

Mr. Pattullo was highly pleased with the remarks made by Mr. Pirie, and hoped they might be repeated on some occasion when there would be a greater number present. The association should be proud that they had a member who was capable of making such a speech. However, he thought it rather too much to ask Mr. Pirie to furnish a copy.

At this Mr. Pirie arose, and after heartily thanking the members for their kind expressions, commented upon the paper read by Mr. Clark. He was of the opinion that there never was a

time in the history of Canadian journalism when newspapers were more free than at present. The majority of party papers, he said, are not slaves to their party, and there is now no such thing as an organ in the province. He thought party was a good thing. It is a necessary part of the machinery of government, and it is the duty of every man to attach himself to one party. We have our wives, he said, and while we may see better looking women elsewhere, may perhaps find more accomplished persons, yet we do not hasten off and apply for a divorce.

We are satisfied that we each have the best, though the best may not be perfect. So with the party. No party is perfect, but we should attach ourselves to the one we think the most of. The party press owed a debt of gratitude to the independent papers for softening the tone of discussion, and endeavoring to keep down hostilities, but the independent papers should not assume that party papers were necessarily partisan.

On motion of Mr. Dingman, seconded by Mr. Traves, the secretary was instructed to tender the hearty thanks of the association to Hon. Mr. Hardy, for the use of the building during the convention.

POSTAL REGULATIONS.

Mr. Brierley brought up the report of the committee appointed on the postal matter. In view of the opinions expressed the previous day, the committee felt it would not be desirable to bring in any emphatic resolution. They presented a series of recommendations, however, which, when finally passed, read as follows:

Your Committee on Postal Regulations beg to recommend the following resolution for the consideration of the association:



Ruins of Reading Abbey, England.

(1) That in view of the gross abuses to which the regulations respecting the transmission of newspapers through the mails are subjected, this association expresses the hope that the Post Office Department will take steps to prevent the continuance of these abuses ;

(2) That a committee, composed of Messrs. L. W. Shannon, J. B. MacLean and C. W. Young, be appointed to make such representations to the Post Office Department, as occasion may arise, as will tend to further this desired result ;

(3) That in the opinion of this association the following amendments to the present regulations would be in the interests of the public and of newspaper publishers :

(a) That every newspaper be required to be registered, as is now done in Great Britain and the United States ;

(b) That no publication shall be entitled to registration as a newspaper that is supplied free to its readers, directly or indirectly ;

(c) That papers commencing publication after a certain date shall pay a nominal rate per lb. for six months. If at the end of that time it is held to be a legitimate newspaper, then the amount paid shall be refunded.

The adoption of this report was moved by Mr. Brierley, and seconded by Mr. Young.

An interesting discussion followed.

In reply to some comments, Mr. J. B. MacLean read extracts from a letter he had received during the morning from the Deputy Postmaster General, which stated that some steps to change the present state of affairs would very likely be taken. The imposition of a postage rate of four cents a pound, and the printing of the name of the paper on its wrapper, were some of the changes suggested. It also added that the increased cost to the country is caused not only by the non-receipt of revenue, but also by the large additional sums paid to railways for carrying the tons of papers sent out.

Mr. Jackson considered that if postage was to be reimposed, papers should be circulated in the county in which they were printed free of charge.

Section "C" of the third clause originally read: "That

papers commencing publication after a certain date shall pay a rate of four cents per lb."

Mr. Stephenson thought four cents too high.

Mr. Pirie warned the members that if postage should be enforced, care should be exercised as to what amount was stated in the recommendation. Said he: "We might seal our doom."



Mr. McGillicuddy could not see the object in taxing a new man, and then refunding him his money at the end of six months. It would be a sort of savings bank for him.

Mr. Preston thought it would place the regular publisher at a disadvantage. "We pay one cent a pound now for sending sample copies, and by this arrangement the new publisher will

send his for six months (when they are actually but sample copies) and then get his money refunded."

Mr. Dingman was in favor of abandoning that part of the report about price. He would like to see it adopted with that clause omitted.

Mr. Mackay was afraid it would be a serious drawback to some offices where small church papers were published in the job department, and cited his own office as an instance.

Mr. J. B. MacLean would stand by the resolution as it was. Its object was to apply to the numerous publications all over Canada for nothing else than advertising.

Mr. G. Wrigley made a proposition to extend the time to a year.

The report was finally adopted as worded above.

ELECTION OF OFFICERS.

The election of officers was then proceeded with, Messrs. Mackay and Traves acting as scrutineers.

For the second vice-president the poll stood as follows :

Mr. C. W. Young.....	17
Mr. R. Holmes.....	18

Mr. Holmes was declared elected.

For the Executive Committee the vote stood :

Stephenson	14
Ireland	27
Macdonald	21
McGillicuddy	26
Mortimer.....	25
Laidlaw	15
Dingman	26
Blackstone.....	16

The committee for the ensuing year will therefore be composed of the following: Messrs. W. Ireland, Parry Sound; D. McGillicuddy, Goderich; W. S. Dingman, Stratford; R. L. Mortimer, Shelburne, and A. G. F. Macdonald, Alexandria.

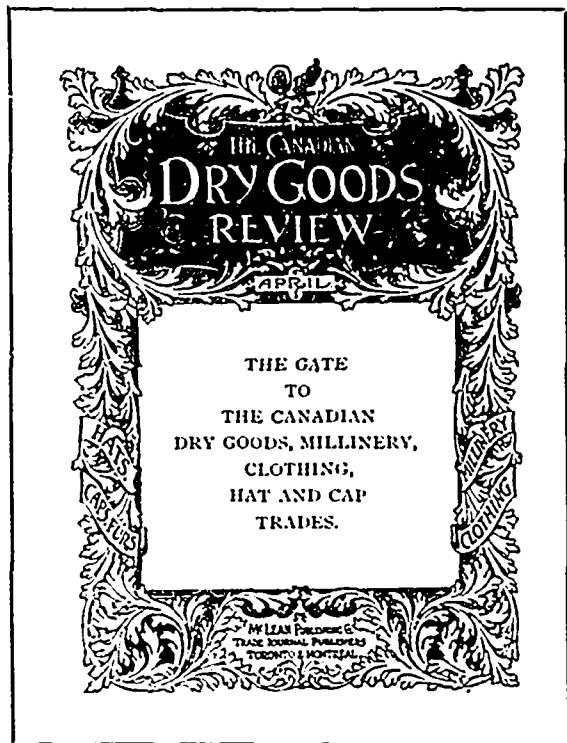
The new president, Mr. Brierley, of St. Thomas, was then escorted to the chair and heartily welcomed. He appreciated the honor conferred upon him, and assured the members he would do all in his power to further the interests of the association. He also referred to Mr. Clark's paper, and spoke of the late war scare as an instance in which the Canadian press had risen to the emergency and had exercised no small influence. In conclusion he asked the hearty co-operation of each member, that the interests of the association might thereby be advanced.

COUNTRY CORRESPONDENTS.

Mr. A. G. F. Macdonald, of Alexandria, was then called upon for his paper on "Country Correspondents."

"While thanking the Executive of this association for having honored me with an invitation to read a paper on 'Country Correspondents,' I must say it was with reluctance I accepted, fearing my inability of presenting my case in a manner worthy of the importance to which this particular branch of a country weekly is entitled.

"What largely prompted me to accept the invitation was that at the several sessions of this association that I have in the past attended, I invariably noticed that one or more of the gentlemen who had been entrusted with the preparation for presentation of subjects had, when the fatal hour arrived, shirked



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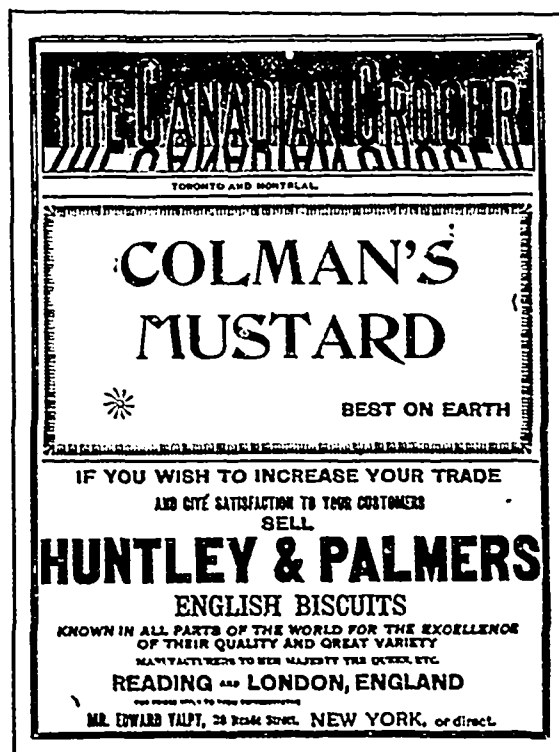
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their duties, much to the disappointment of interested members, and, at the same time, to a certain degree unconsciously lessening the usefulness of these meetings.

"In the treatment of the subject of 'Country Correspondents' I have endeavored as far as possible to condense the matter and give the few points gained by a two years' study of the subject in a terse manner.

"The fact that the average reader of a country weekly takes also his city weekly and a favorite agricultural journal, thus being kept in touch with the happenings of the outside world in general on the one hand, and receiving the benefits of the valuable experience of scientific men of his chosen profession on the other, leaves the course open for the publisher of a country weekly to furnish his readers with local material of interest, one, requiring great diligence, energy and never-ceasing application.

"Personal experience has taught me that the devotion of much time to the development and improvement of local news is time well spent and labor well repaid. Two years ago The Gleaner had but from five to six correspondents. To-day it boasts of having twenty-six. Not a week passes but that from sixteen to twenty of these are represented by budgets of news, which, if not of great interest to the politician or the literary man, yet prove of individual interest to those of our readers resident in the sections represented

"The securing of correspondents was in many cases no light task, the majority of persons approached at the outset being dubious of being the possessors of the supposed necessary qualifications required to satisfactorily fill the bill, and imbued with the fear of unenviable notoriety by neighbors learning of the personality of the writer. These two seeming drawbacks being overcome by the promise of assistance, on the one hand, and secrecy as to the identity of the writer, on the other, in but a few months our country correspondence grew to such proportions that we found it necessary to discard the patent back and assume control of the entire paper, thus ensuring ample room for all material received weekly. Of our twenty-six correspondents, the majority are school teachers, and nine belong to the fair persuasion, the latter undoubtedly making the better correspondents, as the matter is freer from personalities and put together in a more gossipy manner.

"Once secured, with a little personal attention it is an easy matter to hold correspondents. Such as, making it a rule when in their particular locality to visit them: to pay them some attention when they visit one's town, and drop in to pay a friendly call and to learn how 'our paper' is progressing. Let them see that they are considered in a sense part and parcel of the paper, and that they are materially assisting towards its success; allow those correspondents resident in the larger villages, whose connection with the paper is known, to act as collectors, solicit job-work and advertisements on commission; if a school teacher, when publishing the monthly report, the occasional addition of a few words of praise as to the close attention and interest displayed in the pupils by said teacher will ensure renewed diligence and regularity in the forwarding of contributions. Correspondents who weekly furnish budgets of news of superior quality, taking in regard the variety of ground covered and the crisp manner of preparation, should at all times be encouraged, even if such encouragement entailed recompense of a pecuniary nature, for the reason that such correspondents actually fill the position of teachers to the others and are thus

bringing the standard above the level of ordinary barn-yard gate gossip. If at all possible, avoid carrying over till another issue any correspondence, as it is apt to cause much disappointment to the writer, who perchance has devoted much time and labor in the preparation of his contribution. To avoid causing jealousy, when making up give no particular display to any writer, that the others may not think that you appreciate one man's efforts more than those of another.

"So much for securing and holding of correspondents.

"The raising of the standard of the material used, the leading of the writer's ideas into an intellectual channel free from petty corner gossip in a number of cases, so far as the 'news' is concerned, is yet to come, but my desire and aim is, that now having established correspondents in every quarter of the territory the paper covers, to assist them in launching out into a wider field, that not satisfied with giving weekly in stereotype form the doings of Mr. Smith and the Misses Jones, they will assist in the discussion and promotion of subjects of a beneficent nature to all. Meanwhile the establishment of these correspondents and their working in unison with me has been the means of my attaining the desired end, which I started out to gain, namely, a largely increased subscription list and a greater display of interest in the paper by readers generally."

In the discussion following this paper, Mr. Dingman said he had found it a good policy to encourage the country correspondent as much as possible. If the territory was once worked up well, it was an easy matter to keep it so.

INSURANCE RATES.

Mr. Preston gave two reasons for not reading a paper on "Writers and Underwriters." First, there wasn't time, and secondly, there was no paper prepared. (Laughter.) He spoke briefly, however, on the discrimination made by the underwriters against newspaper offices. He considered it was high time to take action on the subject. Newspaper offices were paying a far greater proportion than ordinary establishments. He did not think newspaper offices were any more subject to fire than any others. They were placed under iron-bound restrictions, besides having to pay a heavier rate. Only one day's supply of benzoin was allowed to be kept on hand, and even that had to be secured in a self-closing can. In spite of the assertions of the insurance companies that they were a greater risk, actual facts proved that very few printing offices had suffered from fire during the year, and the few fires there had been were not caused by the things for which they were taxed extra.

Mr. Preston seemed to have spoken the mind of the association on the subject. Quite a number of the members gave their personal experience with the insurance companies. The rates have been increased to an exorbitant degree during the last few years.

A committee was appointed, composed of Messrs. Taylor, of The Globe; Douglas, of The Mail; T. H. Preston, and J. B. MacLean, to investigate the matter and see if something could not be done to reduce the rates.

A CANADIAN CABLE SERVICE.

The following resolution was then put to the meeting and carried:

Moved by Mr. A. H. U. Colquhoun, seconded by Mr. A. Pattullo, "That this association favors the principle of a direct and independent cable news service between Canada and

Money Saved

is money earned. Add to your income by buying your machinery from me. You run no risk in doing so, for I expect every sale to be the forerunner of many more, and therefore I send out no machines that are not absolutely reliable. Each one is thoroughly overhauled before it is put upon the market and it carries with it my guarantee when it leaves my establishment. I have for sale this month the following list:

Babcock "Standard" Drum Cylinder Press.

Two rollers; bed 22x26; rack and cam distribution; tapeless delivery; air springs. Fine order.

Campbell "Economic" Two-Revolution Press.

(Late build.) Four rollers; bed 47x64; table distribution; tapeless delivery. Good as new.

Campbell Two-Revolution Press.

Four rollers; bed 41x56; double ender inking apparatus; table distribution; tapeless delivery. As good as new.

Campbell Two-Roller Book and Job Two-Revolution Press.

Size of bed 33x46 in.; table distribution. In first-class condition.

Campbell 23x28 Pony Two-Revolution Press.

Bed 23x28 in. In first-class order. Good as new.

Campbell Complete.

Bed 32x50 in.; tapeless delivery. Will print a 6-column quarto.

Campbell Four-Roller Oscillator.

Bed 33x48. Good condition.

Campbell Country Cylinder.

Bed 31x46 in., with fine distribution. Press as good as new.

Cottrell Two-Roller, Two-Revolution Press.

Rack and cam distribution and tapeless delivery; bed 41x60 in. Rebuilt by Cottrell. This is a good press for book or newspaper work.

Cottrell Two-Revolution Press.

Four rollers; bed 38x55; table distribution; tapeless delivery; air springs. Good order.

Cottrell Drum Cylinder Press.

Two rollers; bed 28x40; tapeless delivery. In good order.

Cottrell & Babcock Four-Roller, Two-Revolution.

Bed 35x52 in.; table and rack and cam distribution and tapeless delivery. This press will do fine book work.

Cottrell & Babcock Four-Roller, Two-Revolution.

Bed 33x46 in.; table distribution; tapeless delivery. This press will do fine book work.

Cottrell & Babcock Drum Cylinder Press.

Bed 25x40; 2 rollers; rack and cam distribution; air springs; tape delivery. In good order.

Hoe Double Cylinder.

Latest box frame pattern, with patent sliding fountains. Will print a 7-column quarto sheet. Press has been used very little, and is as good as new.

Hoe Drum Cylinder Press.

Bed 36x52; rack and cam distribution; tape delivery. In good order.

Hoe Railway Cylinder Press.

Bed 31x46, will print 6-column quarto. In good order.

Payne Wharfedale.

Bed 29x29. With patent flyers. Press as good as new.

Potter Drum Cylinder.

Four rollers; size of bed 46x52 in.; table and rack and cam distribution; tapeless delivery; back-up; good register. Good as new. Will print a 7-column quarto.

Potter Two-Roller Extra Heavy Drum Cylinder.

Bed 29x42. Will print double royal sheet. Splendid order.

Potter Drum Cylinder Press.

Bed 25x35; rack and cam distribution; air springs; tape delivery. Good order.

Rollance Wharfedale.

Bed 47x51. With patent flyers. A good press.

Scott Job and News Drum Cylinder Press.

Two rollers; bed 33x51; rack and cam distribution; tapeless delivery; air springs. Good order.

Washington Hand Press.

7-column. With inking apparatus. \$135.00.

Seybold "Monarch" Paper Cutter.

Cuts 38 inches; has both hand and automatic clamp, two knives. Good as new. \$55.00.

Little Wonder.

Bed 24x19½ in. In good order. \$225.00.

If there is any doubt in your mind about the advisability of buying my second-hand machinery, I would like to put you in communication with some of the purchasers of my machines. I think your doubts would then be dispelled.

I deal in all kinds of printers' machinery, both new and second hand.

Write for prices and terms on anything you are about to buy.

I am selling Now Job Presses, Paper Cutters and New Cylinder Presses cheaper than any other house.

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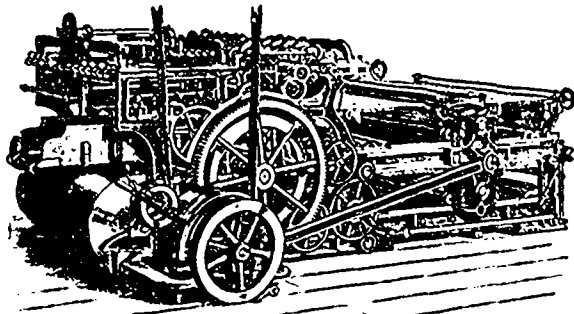
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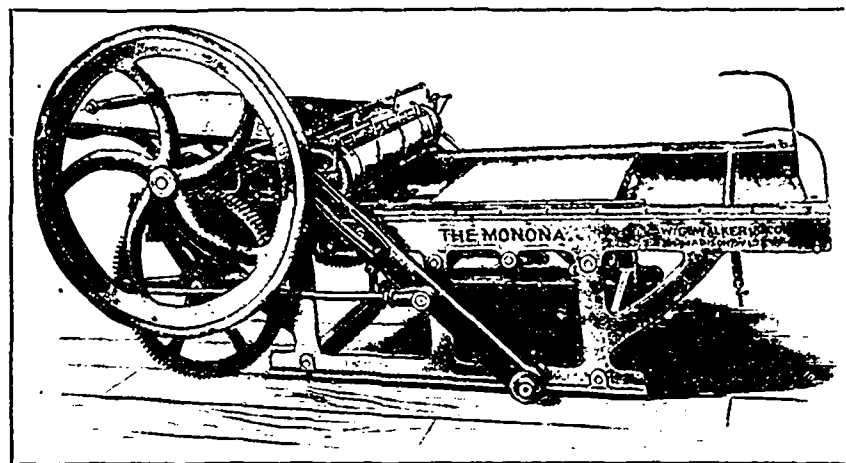
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Europe, and believes that such a service could best be established by the united action of the Canadian daily press."

A hearty vote of thanks to the retiring president was moved by Mr. D. McGillicuddy and seconded by Mr. Pirie.

Mr. Shannon replied briefly, touching upon a few incidents connected with the year's work, and expressing his best wishes for the future prosperity of the association.

Mr. Geo. Wrigley made a motion that the officers of the association be requested to make satisfactory arrangements at the most convenient time next summer for an excursion to the Pacific Coast.

Mr. Pattullo seconded the motion, on the condition that a sufficient number would promise to make the trip, and with that understanding it was carried.

In case there are not enough promises to make the excursion across the continent a success, it was decided to take the trip to the Lake Temiscaming district.

This brought the proceedings to a close, and the convention adjourned about 1 p.m.

THE ONTARIO PRESS GALLERY.

The officers of the Press Gallery of the Ontario Legislature this session are: President, J. A. Currie, Mail and Empire; vice-president, C. F. Hamilton, Globe; secretary, C. N. Smith, News. Executive Committee C. P. Clarke, Telegram, W. M. Davidson, Star, and Frank D. L. Smith, World. The other members of the Gallery staff are: Miss Barr, Windsor Record; C. T. Long, Central Press; M. O. Hammond, Toronto Globe; J. M. Jackson, Mail and Empire; John Markey, Toronto World; W. L. Smith, Ottawa Journal; E. A. Hutchinson, London Free Press; Geo. Wrigley, Farmer's Sun; Phillips Thompson, Farmers' Sun; E. O. Fessey, Montreal Witness.

THE FIRE AT MERRITTON.

The fire at the Riordon Paper Mills, Merritton, was fortunately checked before the mechanical parts were affected. Of the stock of papers about \$4,000 worth was destroyed. Fully insured. The mill, like the other Canadian mills just now, is very busy.

A NEW DAILY FOR MONTREAL.

There is talk of a new French evening paper in Montreal. Editor Helbroener, Assistant-editor Marion and Circulation-manager Bourgeau, who severed their connection with La Presse some time ago, are in negotiation with local capitalists, and matters are believed to be almost completed. The new aspirant for public favor will have Conservative leanings, and also take an interest in the rights of the working man.

THE IMPROVED STROHM STEREOTYPED.

WIDE AWAKE publishers are ever on the alert for ideas to increase their profits, and the office that turns out good work in one-half less time than formerly has solved a perplexing problem. The proper use of a low-priced, but perfectly practical, stereotype outfit, with all the necessary tools, inexpensive to operate and simple in matrix making, will help mightily in solving that problem. These points are all embodied in the improved Strohm Stereotyper. Doubtless a number of Newspaperdom's

readers have at one time or another connected this outfit with others which have proved miserable failures. In a test case against a \$150 outfit, competent judges pronounced the Strohm plates every way equal. During the convention of the National Editorial Association at Asbury Park, N.J., plates and matrices were offered as evidences of accuracy and perfection, and the unsolicited opinion was that no finer casts could be made by publishers who operated costly outfits.

There is nothing vague about the machine or process. Any publisher is invited to forward a small type form, prepaid, and the manufacturers will make a cast free of charge, and return the type, cast and matrix.

A piece of machinery, having positive merit because of the profit it brings to a printing office, ought to attract the attention of every publisher.—From Newspaperdom.

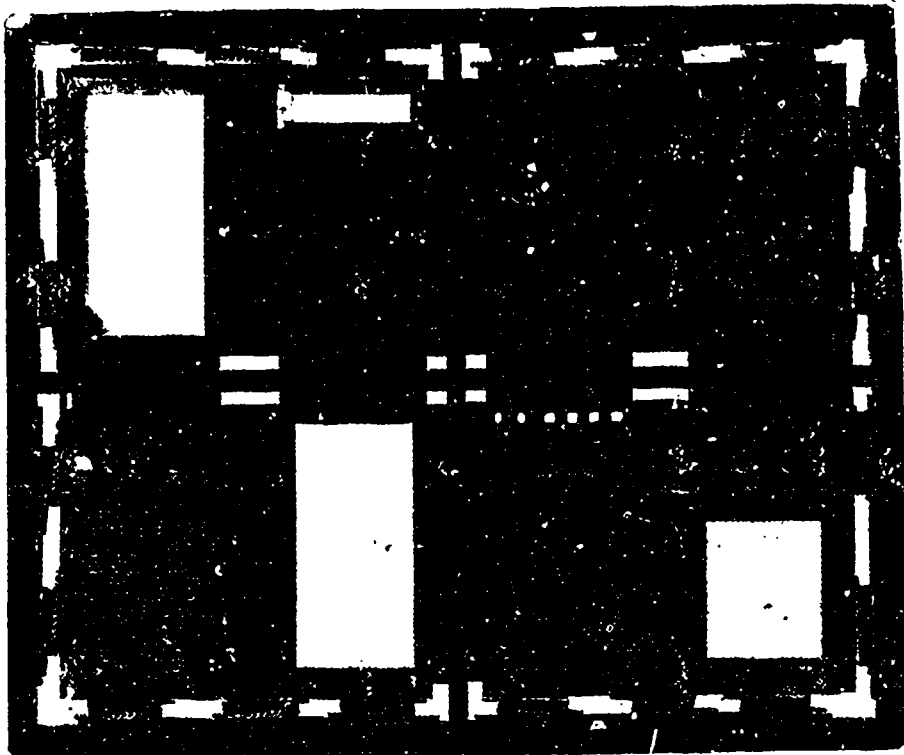
EXPORT DUTY ON PULP WOOD.

SIR CHARLES TUPPER, Mr. Foster, Mr. Ives, Mr. Wood and Lieut.-Col. Prior received an important deputation at Ottawa February 20, in the interest of the owners of pulp mills and paper manufacturers of Canada. The deputation consisted of Mr. John Forman, of the Laurentides, Buckingham and Maritime Pulp Companies, Mr. F. H. Clergue, of the Saint-Sauve Marie Pulp Co.; Mr. W. H. Masterman, of the Masterman Sulphide Pulp Mill of New Brunswick; Mr. J. R. Barker, representing the Riordon Paper Mills (Mr. Riordon having been prevented from attending by the unfortunate fire at his mill), and the Toronto Paper Co.'s mills; Mr. J. Davy, of the Thorold Mills; Mr. W. H. Rowley and Mr. J. J. Gormully, representing the E. B. Eddy Pulp and Paper Co., and Mr. J. B. MacLean, of Paper and Pulp. The deputation asked for the imposition of an export duty of \$3 per ton of pulp, for the following, among other, reasons: At the present time there is very little pulp wood in the United States, with the exception of a quantity in the State of Maine, which, however, is rapidly becoming exhausted. Enormous quantities are, therefore, being imported into the United States from this country for the use of almost all the paper mills there, but when the product of Canadian mills enters the United States, it is met with a Customs duty, which handicaps the Canadian manufacturers, and constitutes a serious interference with the business. While about 100,000 cords are manufactured into pulp in this country, about 600,000 cords are exported. An export duty, it is claimed, would lead to the manufacture of pulp wood for the United States market in this country, and would lead to the investment here of many millions of dollars, and the employment of from fifteen to eighteen thousand men. The representations made appeared to greatly impress the members of the Government who had heard them, and the deputation are in hope that their wishes will be accorded to.—Montreal Gazette

SALA'S ADVICE TO WOULD-BE JOURNALISTS.

"In the way of advice," says Mr. Sala, "I can only counsel you to watch the daily papers. Whenever you see a subject on which you can write with force and directness, write on that topic and storm the editor's box with articles. Write letters on subjects which are 'up,' even if you do not get paid for them. They may turn up trumps in time. I remember in 1856-7, being at that time a struggling contributor to Household Words, writing to The Times a column long on public executions: and to this letter I affixed my full name. Of course I got no payment for this communication, but very shortly afterwards The Daily Telegraph was started, and the proprietors asked me to write leading articles therein, and I have written for them ever since. They told me many years afterwards that it was in consequence of that 'gallows' letter of mine in The Times that they had been induced—thinking that they had found the man they wanted—to send to me."

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It goes six times as far and can be used in a sixth of the time. A recent customer writes: "Would not be without it for ten times its cost. It is a genuine pleasure to make up forms in such a short time. Comparing it with metal furniture is like comparing day with night."

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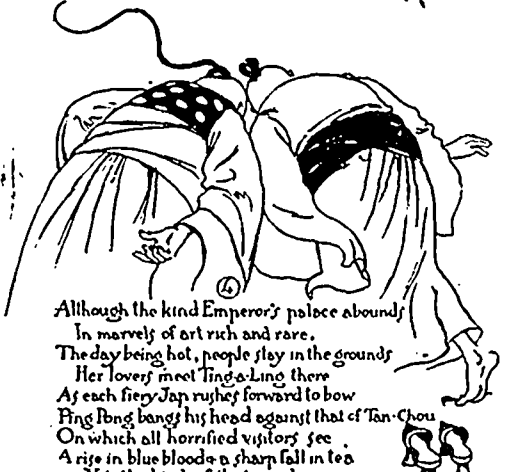
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TING-A-LING TING



①
A fair little maiden once dwelt in Japan,
And Ting-a-Ling Ting was her name
She grew like the roses & quickly began
To gather great measure of fame
Of lovers 'tis said that she had a full score
Some writers consider the number much more;
But certain it is that her beauty was great,
For many reliable chroniclers state
How the birds at the dawn of the day,
Would sing, "Ting-a-Ling, Ting-a-Ling"
Each sat on japonica spray,
And warbled, "Sweet Ting-a-Ling Ting!"

②
Of all the young fellows who loved her so well,
She had a slight fancy for two,
Tan Chou was blue-blooded & rather a swell,
His rival a mere parvenu
But Tan Chou was hard up as hard up could be,
While little Ting-a-Ling had plantations of tea
Both loved with a passion exceedingly rare,
And each we may justly assume, was aware
How the birds at the dawn of the day
Would sing "Ting-a-Ling, Ting-a-Ling"
Each sat on japonica spray,
To warble, "Sweet Ting-a-Ling Ting!"



③
Although the kind Emperor's palace abounds
In marvels of art rich and rare,
The day being hot, people stay in the grounds
Her lovers meet Ting-a-Ling there
As each fiery Jap rushes forward to bow
Png Png bangs his head against that of Tan Chou
On which all horrified visitors see
A rise in blue blood & a sharp fall in tea
Yet the birds of that garden so gay
Still sang "Ting-a-Ling, Ting-a-Ling"
Each sat on japonica spray,
And warbled "Sweet Ting-a-Ling Ting"

④
It happened the Emperor gave an "At Home"
From four till a quarter past eight
Quite three thousand souls were commanded to come
The cost was defrayed by the State
Png Png was invited because of his tea
Tan Chou on account of his long pedigree;
And Ting-a-Ling's beauty assured her a place
She went in white silk & old Japanese lace
At the sight, even birds, so they say
Exclaimed, "Ting-a-Ling, Ting-a-Ling"
Each sat on japonica spray,
And warbled "Sweet Ting-a-Ling Ting!"

⑤
When wretched Png-Png heard this terrible news
He swoon'd with a Japanese swear,
To eat nothing further nor put off his shoes
Until he'd beheaded the pair
He let his plantations & paid what he owed,
Then borrowed some carvers & took to the road;
And worse than the physical hunger he felt,
Where Fate hit him under his poor little belt,
Was the fact that the birds by the way
Still sang, "Ting-a-Ling, Ting-a-Ling"
Each sat on japonica spray
To warble "Sweet Ting-a-Ling Ting!"

⑥
Tan Chou sent a challenge the very same night
To which a type written reply
Came back from his rival declining to fight
And giving efficient cause why
Png Png had proposed with no little address;
And Ting-a-Ling thinking of tea answered "Yes!"
But when he refused to do battle - I vow
The maid changed her mind & decamp'd with Tan Chou!
Yes she did, & the birds in dismay
All cried "Ting-a-Ling, Ting-a-Ling"
Each sat on japonica spray,
And blamed naughtily Ting-a-Ling Ting

⑦
He tramped in the sunshine by day & the moon
Illumined his footsteps by night
He usually prayed for ten minutes at noon,
But still kept his vengeance in sight
At inns & hotels he went, "Ring-a-ling-ting"
And asked for his sickle but fair Ting-a-Ling
Poor soul! he'd forgotten completely that now
By marriage the lady was Mrs Tan Chou
Though the birds, in their obstinate way
Still sang, "Ting-a-Ling, Ting-a-Ling"
Each sat on japonica spray
To warble, "Sweet Ting-a-Ling Ting!"



⑧
But Nature, though kind, lost her temper at last -
Her mandate we all must obey
So as the result of his fatuous jest
Png Png began fading away
And there were the very last words that he said
"Ye gods! won't I worry them when I am dead!"
Then drawing the carvers with one bitter smile,
His "happy dispatch" he concluded in style;
And the birds when they saw the display,
All cried "Ting-a-Ling, Ting-a-Ling"
She sent a japonica spray,
Did sweet little Ting-a-Ling Ting

⑨
About a week after, at dead of the night,
Tan Chou heard a heart-shaking din
And clad altogether in midwint' white
Png-Png's apparition popped in!
But nobody minded the least little bit,
And nobody screamed or went into a fit
So, raging, he vanished to regions of bliss,
At dear little Ting-a-Ling blew him a kiss
And the birds of Japan to these days
Still sing "Ting-a-Ling, Ting-a-Ling"
They sit on japonica sprays
And warble "Sweet Ting-a-Ling Ting"

⑩
Then music & melody bring
From the land where the little birds sing
"Png Png with his 'Ring-a-Ling-ting'
Tan Chou - the sweet 'Ting-a-Ling'!"



NEW MARITIME WEEKLIES.

OUR Maritime Province friends must be great newspaper readers, for the Dominion Type Founding Co., Montreal, have supplied no less than three separate and distinct plants down there since the first. Early in the month The Bras D'Or Gazette, a new weekly publication at St. Peter's, C.B., was supplied, followed by another at the mining regions, and on Thursday, 20th, a plant was shipped for The Northumberland News, a Liberal weekly recently started at Newcastle, N.B., by J. B. Neales, a leading barrister of the place.

PHOENIX INK COMPANY.

The Phoenix Printing Ink Company, whose works are at 76 St. Louis de Mile End, Montreal, have opened handsome offices and salesrooms in the Perrault building, 76 St. James street, Montreal. They have appointed N. P. Lamoureux, of the Montreal Printers' Supply Agency, their manager, who will be in charge at the above address, where orders will be received and filled from a large and varied stock constantly kept on hand for the convenience of the trade. Since the company began operations every possible effort has been made towards improv-

ing the grade of their inks, and with this aim in view they have secured the services of an expert ink maker and have also added the most improved machinery to their plant; they feel confident that their inks will stand comparison with the best imported; and trust that the trade will continue to extend to them their liberal encouragement, thereby saving duty, freight and delays of transportation, and encouraging home industry.

A GERMAN HOUSE ENLARGING.

The well-known firm, Karl Krause, Leipzig, Germany, intend to enlarge their works this spring. The new building will be 150 metres long and consist of ground floor, first and second storey and an upper half-storey, the depth being 20 metres; that makes an area of 12,000 square metres, making altogether a very important building. This enlargement is necessary in consequence of the fact that the orders which come in are filled with difficulty in the present premises by the 700 men employed now.

The new building is to be finished this autumn, and the workmen will be increased then by 300 men, so that then 1,000 hands will be employed.

- WIRE STITCHERS
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MANAGER WANTED

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. . Toronto . .

A NEW TYPE METAL.

A REPORT comes from Chicago that a type founder there has made a discovery which promises to revolutionize typesetting and stereotyping. After eight years of experimenting he has produced a type metal of exceeding hardness that can be readily molded and the product finished with the same degree of accuracy that characterizes ordinary type. The type is claimed to be practically indestructible and at the same time much lighter than the ordinary type metal. It runs in the ratio of 36 to 60, and it has proved a matter of astonishment to type foundries. The type is said to be so hard that it can be driven through the ordinary type metal without the least injury to the fine lines on the face. Its melting point is 1,000 deg. F., while the ordinary melts at 600 deg.

The discoverer or inventor of the new metal is an expert mechanic and metallurgist. The making of steel punches and matrices for producing type has been his trade, as well as that of his father before him. Several years ago the inventor made a few crude specimen types, but one of the ingredients of the metal was so expensive that he would have been discouraged if it had not been for the assurance of competent judges that he had a good thing if he could only perfect it. He went to Chicago and experimented until he got a composition that was perfect for the purpose for which it was intended. But, while the metal was all right, its fusing point was so high that it ruined the copper matrix or mold after a few types were cast. He next had to produce a matrix that would withstand such a high temperature. He finally got it by making one of solid steel. He first annealed the steel, then punched the form of the type in it, then hardened it until it would cut glass.

Still his troubles were not over, for he found that the ordinary pump or machine with which metal is forced under heavy pressure into molds would not work with his new metal. After making a few strokes the plunger and the metal would unite in a solid mass. The result of this trouble was the invention of a non-metallic pump or machine which would do the work. When he felt certain he had perfected his invention he opened a little factory and began making specimen type.

It is claimed that the type can be manufactured as cheaply as the ordinary type, but as its durability is estimated as 100 to 1, it will command a much higher price. A claim made in its favor is that it can be successfully used with typesetting machines. The trouble with these machines heretofore has been that they broke the types. The new type will be of special value in bookbinding stamping, where brass type is now used at great expense over ordinary type.

THE POSTAGE ON NEWSPAPERS.

To the Editor PRINTER AND PUBLISHER:

SIR,—We hear much these days about the Government thinking of re-imposing the postage on newspapers. Certainly something should be done to help the P.O. Department on to a paying basis, but if the postage is re-imposed on newspapers, I think a grave error would be made. The subject has many sides, but first of all let me suggest that the brakes be put on some of the M.P.'s who allow their "frank" to be used by every Tom, Dick and Harry that asks it. How would it do to ask the Government to make it unlawful for publishers to send papers to people who have not paid for it? Or, failing this, to make them pay postage on

papers so sent? It is the credit system which has kept newspaper publishers poor during all these years, and they will continue to be so as long as they persist in sending papers to those who will not pay. How can the Press Association ask the Government to make what are termed "advertising fakes" pay postage when they allow "legitimate publishers" to send millions of copies through the mails each year that were never ordered and that will never be paid for?

The Press Association is all right, and I am with it as soon as they make it necessary for their members to conduct their newspapers strictly on the cash-in-advance system.

Yours truly,

Bolton, Feb. 15, 1896.

F. N. LEAVENS.

THE ONION CLUB.

Away back in the years when Louis Kribs, the late Jim Fahey and the Khan were members of The Toronto World staff, it was deemed advisable to form an Onion Club, and formed it was. The kindred spirits forming it met every Saturday night to munch onions, cheese and crackers, take "something" for their stomach's sake, and spin yarns, of course. The club met regularly for some time; but for several years it has failed to foregather. Now, however, the old club has been galvanized into life again. It meets regularly every alternate Saturday, with an occasional intervening night thrown in when the spirit moves the members.

The Maritime Sulphite Fibre Co., Chatham, N.B., are shut down, giving their mill a thorough overhauling and putting in some more new machinery.

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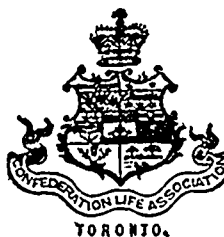
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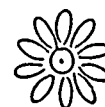
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Actuary. Managing Director.

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Having purchased the entire plant of one of the largest printing offices in Toronto, I now offer the whole office in lots to suit purchasers. The plant consists of 6,000 lbs. of Roman and Old Style Type, from Pearl to Pica, all in good order, from the foundries of Miller & Richard, Toronto Type Foundry and Barnhart Bros. & Spindler, which will be sold as follows:—Pica to Brevier, 20 to 25 cents per lb.; Minion to Agate, 25 to 35 cents per lb.; Pearl, 50 cents per lb.; Cases, 40 per cent. discount from list prices; Gallies, 50 per cent. discount from list prices; Cabinets, Furniture, Leads and Slugs and Material, 50 per cent. discount from list. **JOB TYPE**—There are over 1,000 fonts of Job Type of the latest and best designs, all of which will be sold at 50 per cent. discount from list prices. The Machinery comprises:

One 22 x 27 inch Whitlock Pony, Drum Cylinder, Tapeless Delivery, Air Springs, cost \$1,000, will be sold for	} Prices and terms on application.
One 24 x 29 inch Hoe, 4-Roller, Drum Cylinder, latest Box Frame, Tapeless Delivery, cost \$1,900, will be sold for	
One 13 x 19 inch Peerless Job Press, with steam fixtures and fountain	\$175 00
One 10 x 15 inch Westman & Baker New Style Gordon, with Throw-off	160 00
One 10 x 15 inch Chandler & Price Old Style Gordon, with Throw-off	135 00
Two 7 x 11 inch Old Style Gordons, each	75 00
One Perfection C Wire Stitcher, stitches $\frac{1}{4}$ inch	110 00
One Perfection E Wire Stitcher, stitches $\frac{3}{8}$ inch	175 00
One Reliance Electric Motor, 7 horse-power; this motor cost \$350, and has an extra Armature costing \$90; all in perfect order; will sell it for	225 00
Three Sets of Overhead Steam Fixtures, for Gordon Presses, each	10 00
One Large Line Shaft and Hangers, will be sold for half cost.	

The prices quoted are for CASH, NET, but reasonable time will be given with interest to responsible parties. The type and material can be seen at my warehouse, Mail Building, King Street, Toronto, and the machinery at my machinery warehouse, 78 Wellington Street West, Toronto.

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PAPER AND PULP MILLS.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

HOW THE BRITISH PAPER MAKER VIEWS IT.

A FEW days ago Mr. Hargreaves, of the London, Eng., agency of **PRINTER AND PUBLISHER**, was chatting with a partner of a big paper manufacturing concern in Great Britain. This gentleman remarked that he had been in Canada last year to see if he could not buy pulp to better advantage. He studied the situation carefully and found that the older established concerns in the States with their immense plants could supply him with Canadian wood pulp cheaper than any of the Canadian pulp makers, who had a much smaller market and could not produce pulp in such large quantities. He thought the policy of the Canadian Government was a very short-sighted one. If they took the right steps, not only would the American manufacturers be compelled to move their plant across, but he believed that British paper makers would also establish plants in this country. It would be advisable, too, he thought, for the Dominion Government to take necessary steps to protect and develop its forest wealth.

THE SOO PULP MILL.

Last month **PRINTER AND PUBLISHER** corrected a statement published in a contemporary in regard to the large pulp factory at the Soo. During the month it has had corroboration of its information from F. H. Clergue, the manager of the mills, who was in Montreal last week. Mr. Clergue says that they have no idea of going into the business of paper-making, but that they are greatly extending their pulp-manufacturing facilities. If a paper mill is constructed at all it will be on the American side of the Soo, where it will be supplied with pulp from the Canadian mill. So far, however, the company have expressed no intentions in this direction.

AN ENTERPRISING COMPANY.

Some months ago **PRINTER AND PUBLISHER** drew attention to the fact that the Canada Paper Co. had secured a valuable water-power privilege on the St. Francis River at their mills at Windsor. It was pointed out also at the same time that they proposed to generate electricity with the aid of this water-power. The dam is now complete, Wm. Kennedy, hydraulic engineer, having had charge of it. The electrical portion of the work is now being pushed forward by G. White-Fraser, electrical engineer, of Toronto. It is proposed to generate 1,000 horse-power, and the conditions are such that the generator plant must be divided into such units and the motor plant so arranged and distributed, that the entire factory can be operated exclusively by electricity from the power-house or partly by electricity and partly by the local water-wheels which

have hitherto run it, the steam engines in both cases being entirely superseded. The conditions require that the exchange from electrical to water power operation must be sometimes made at half an hour's notice. The motor plant will consist of a number of units ranging from 5 to 160 horse-power each, so arranged that different parts of the factory may be operated independently of each other. The building and yards, as pointed out when the intention of the company was first made known, will be illuminated by a large number of arc and incandescent lamps, and, when the work permits, the system will be extended to the town of Windsor Mills. The freighting of pulp, etc., between the pulp mills, the factories and the railway station, hitherto done by carts, will be carried on by means of an electric railway constructed for the purpose. **PRINTER AND PUBLISHER** is indebted to W. D. Gillean, assistant manager of the company, for its information.

INCREASING THEIR PLANT.

That the consumption of wood pulp is increasing enormously the many new establishments recently erected or now in course of erection, fully attest. J. C. Wilson & Company are among the firms who are compelled to increase their plant. They are putting in an additional grinder in their old mill at St. Jerome, and are also constructing a new dam preparatory to the erection of a large new mechanical pulp mill. Mr. J. C. Wilson told **PRINTER AND PUBLISHER** that the water this winter was more favorable to pulp manufacture than for some years. For this reason he anticipates a largely increased output from all the Canadian mills.

AFFECTED BY THE SOO PRODUCT.

The influence of the big new pulp mill on the Canadian side of the Soo has been felt on the market for ground wood pulp in the Fox River valley, says *The Paper Mill*. The price of pulp in this valley has ranged very high during the past six or eight months, because the lack of water-power has made it impossible for the paper manufacturers to grind their own pulp. As high as \$1.25 per 100 pounds has been demanded and paid, and manufacturers of paper have been glad to get pulp even at that price. At present the quotation is about \$1.05 to \$1.10, and the reason is that Soo pulp is shipped into the valley and sold at a cent a pound. And, by the way, that price must afford the Soo people a very good profit.

GONE TO ENGLAND.

J. Duncan MacFarlane, of J. Duncan MacFarlane & Co., the popular secretary of the Paper Manufacturers' Association, sailed for England via New York last week.

A BIG PULP MILL.

PRINTER AND PUBLISHER obtained recently some interesting details regarding the construction of Wm. Masterman's extensive pulp mill, while Mr. Masterman was paying Montreal a visit. The mill, of which he is sole proprietor, is being constructed at Mill Cove on the Miramichi river, operations beginning last June. He considers that the expenditure of \$100,000 in plant and erecting seven large buildings has placed him in the possession of one of the most extensive and complete pulp manufacturing establishments in Canada. The walls of what is called the digesting building, which is 84 by 32 feet, are built of free stone, found in the vicinity, to a height of 30 feet, while the structure, 60 feet above, is of wood. The store-room, standing on the wharf, is 100 by 50, and the paper-mill rooms, adjoining, are 150 by 50 feet, while to the rear of these are the engine and boiler buildings, 100 by 40 feet in extent. There are, likewise, two other buildings, through which the pulp passes, in different stages of its manufacture, measuring 20 by 100 and 50 by 40 feet. The informant, likewise, referred to the large digester building, which is 84 by 32, and has a tank house of one storey, adjoining, measuring 84 by 30 feet. This last is connected with the waters of the Miramichi by a slip 240 feet in length. As might be expected, this hive of industry will have a first-class electric light plant, and all the machinery is of the most modern kind. It is Mr. Masterman's intention to employ only that labor which the locality furnishes, so it is quite probable that 70 hands, from along the king of New Brunswick rivers, will have constant work as soon as the mill is in running order. During construction from 90 to 100 men were employed, and sometimes the pay list was even more extensive. The largest mill in the United States turns out 50 tons of wet pulp per day, while this one will make 30 tons of dry pulp in the same time, wet pulp being 30 and 40 per cent. moisture. These figures afford some idea of the capacity of the new establishment in comparison with others across the line. Some two million feet of lumber have already been contracted for.

REDUCTION ON CARDBOARD.

Buntin, Gillies & Co., Hamilton, in issuing their new price list, have reduced the figures on cardboard. This firm carries a complete range of tinted and white Bristol, railroad-ticket board, printers' blanks, etc., and the quotations seem low. The figures quoted are not for "jobs," but for perfect goods, which can always be found in stock.

THE CENTURY LINEN.

The Century linen paper, made by the Springdale Paper Co., and handled in Canada by Buntin, Gillies & Co., Hamilton, is getting a great hold on the market. The excellent quality and finish, and the large range of sizes and weights, combined with the reasonable figure, should have their effect on users of nice goods.

BUYING IN CANADA.

W. T. Durbin, of the Diamond Paper Mills, of Anderson, Ind., is in Northern Canada, says an exchange, where he will remain for two weeks purchasing spruce wood for the plant. The mills have no longer use for local wood, because it is not clear. Two or three train loads of Canadian wood come to the mills from the north each month.

BUNTIN, GILLIES & CO.

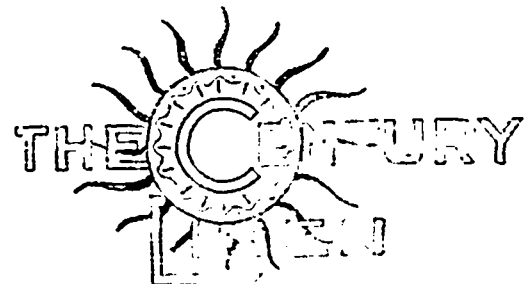
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Colored China Boards	10 colors . 2.00
R.R. Ticket Boards . . . 6 colors	3-ply . . . 3.00 4-ply . . . 3.50 6-ply . . . 4.50 8-ply . . . 6.00
Wedding Boards	3-ply . . . 5.00 4-ply . . . 6.00 6-ply . . . 8.00 10 x 25
Translucent Boards . . . 140 lbs.	6 tints . . . 4.00



FINE PAPER FOR GOOD WORK.

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CLIPPINGS IN A NEWSPAPER OFFICE.

A NEW monthly has appeared in New York known as The Clipping Collector. It is issued by Frank A. Burrelle, P.O. Box 2637, New York, at one dollar a year. It is neatly gotten up, but that is a minor consideration with newspaper men, by whom any practical hints on collecting clippings are cordially received. The Collector relates a story of a former Canadian newspaperman—the late Geo. T. Lanigan, of The Montreal Star—who began over twenty years ago to maintain a scrap book. He began clipping daily from a dozen representative newspapers subjects that would naturally be again referred to—the Indian war, reconstruction acts, murders, lynchings, and the like. The next year he was constantly called upon by the larger newspapers to write “review articles” giving a clear and succinct story of some special subject the news had again brought uppermost. When The Chicago Republican was burned, Lanigan’s collection of 45,000 envelopes, covering all important subjects, was destroyed. He came to New York, began work on The World, and started another. When he died, some ten years ago, his second collection went to The Philadelphia Record. His work in Chicago was the first of its kind, the pioneer “morgue,” as the word is now understood, for it holds everything, like the Garden of Proserpine:

And all dead years draw thither,
And all disastrous things.

Now, every newspaper office has one, employing from two to ten or more persons, and the envelopes in some of the best equipped offices, like The World or Herald, reach into the millions and cover every item reported in every leading periodical of the world. The advantage over scrap books and indices is so great that thousands of persons have their own “private graveyards” where they gather clippings on subjects interesting them or needed in their work.

The above is written by Mr. T. E. Willson, librarian of The New York World office, who proceeds to lay down his rules for managing a clipping department in a newspaper office, large or small. He says: “Whether a case is to cover A or include the whole alphabet, it should be not more than seven feet high, with shelves five inches apart (in the clear) and ten inches deep. The width will suit convenience and the room. The shelving will end two feet from the floor, and the lower part be made fifteen inches wide, with a ledge of five inches, and two drawers below. There should be no permanent divisions of the shelves, which should have a clear sweep the whole length, whether four or six feet—and the longer the better. The carpenter should furnish with each case several hundred partitions of wood ten inches long, four inches wide and one quarter of an inch in thickness, with the same number of sheets of tin 2 x 10 inches. The tin should be nailed on the partitions, forming a reversed T, so that the partitions will stand by themselves. They can then be brought within an inch of each other, or stretched as far apart as may be desired to accommodate the envelopes. On the edge of the wooden partition will be pasted the letter division of the envelopes to the left of it. In a very small envelope case, even, certain letters will be bunched and others divided. The minuteness of the division depends upon the number and object of the clippings, and whether they run upon certain subjects. They can easily be increased from time to time by inserting additional partitions to

suit the increase. Not more than a dozen envelopes should be permitted between any two.

“Experience teaches that there should be as many envelopes as possible, and that there should be no general classifications. The case not only should be but must be its own index. The hand should be able to find instantly the desired envelope, and it should not be necessary to run over any very large amount of clipped matter in the envelope to find what is wanted. Whenever possible the classification should be by name and not by subject. To attempt to classify under the head of ‘murders,’ or ‘earthquakes,’ or the like, is to soon have a mass of undigested matter of no value even to the owner. When such a shelf or case is demanded, it should be sub-divided alphabetically from the start, so that any particular crime can be found instantly; but the wise man has as few of these ‘mountain ranges’ as he possibly can.

“Homicides are best classified under the survivor’s name; lynchings, earthquakes, fire, and the like, under the name of the town. Names, and always names, should be the rule. These are remembered. ‘What was the name of the girl for whose rape a negro was lynched at Port Jervis a few years ago?’ the editor asks. P. Port. Port Jervis. The hand falls on the envelope. ‘McMahon’ is the almost instant reply. ‘Here is the story’. The value of the ‘morgue’ to the individual as well as to the newspaper is in the saving of time in searching; in the quickness of the reference. How to find again and instantly must govern the filing. More than one elaborate collection has been made useless on this account. Its matter was filed under heads that would never suggest themselves to the mind of the searcher.”

It will thus be seen that Mr. Willson, when he gets down to details, confesses that the success of a series of clippings rests upon classification. This must be left to the individual intelligence. PRINTER AND PUBLISHER would like to hear from any of its readers who have suggestions to make, or experiences to relate, regarding the keeping of clippings.

AND PAID FOR, TOO.

The following jingle is going the rounds of the press:

The jingle of the sleigh bells
Is a pleasant sound to hear;
But the jingle of the dollars
Brings to business men more cheer,
And the best way that we know of
To increase the latter sound,
Is to advertise—and advertise,
And spread your fame around.

It may interest the fraternity to know that the above originated with The Clinton New Era, and what will be more of a surprise is to learn that Printer’s Ink paid cash for it, and used it in that publication.

WHO SELLS VAN GILDER’S PAPERS?

One of our subscribers, who does an extensive job printing business, wishes to know where he can buy Van Gilder’s hand-laid papers. Can any of our readers inform him? We have enquired from several jobbers, but none of them carry it. We have asked our New York correspondent to look for it on that market, and as soon as we hear from him an answer will be sent our subscriber by mail.

We are always ready to do anything of this nature for regular subscribers, and they need have no hesitation in enquiring.

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Board Cutters. P. in G. No. 1998.

Back-Making Machines. P. in G. No. 5975.

Scoring and Grooving Machines. P. in G. No. 65732.

Scoring and Drilling Machines. P. in G. No. 77230.

Rolling Machines for Stamping. P. in G. No. 6647.

Steam Stamping Presses, with disposition to work simultaneously on both sides. Registered No. 41577.

Patent Paste Board Cutter, with self clamp. P. in G. No. 31098.

Steam Embossing Presses, with four tables to be attended only by two workmen, with disposition to disengage each table. Registered No. 36048.

Electric Stopper for Presses. Patent applied for.

Little Elastic-Back-Making Machines. Registered No. 36830.

Knife Sharpening Machines, with automatic knife regulator. Registered D.R.G.M. No. 35050.

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Wholesale

Paper Dealers



KAY ELECTRICAL MANUFACTURING CO.



HAMILTON, ONT.

MAKERS OF . . .

Electric Motors,

Dynamos,

Plating Machines,

Transformers,

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Generators, etc.

There are more of Kay Machines running to-day in the following cities than any other make viz: Toronto Hamilton, St. Catharines, Guelph, London. Please let us know your requirements. Write for latest prices and testimonials.

A COMPLIMENT TO THE

TYPOGRAPH



WE were pleased with the friendly criticism and complimentary remarks which members of the Canadian Press Association paid to the Typograph at their recent meeting in Toronto. That this machine is becoming better known and appreciated is borne out by numerous facts.

Our claim to-day is the same as it has been for past four years, namely, that we can and do produce **Cheaper Type** than any other type-setting device on earth.

In this age of keenest competition the wide-awake publisher must avail himself of all the "helps" he can, if he would make money. The safest "help" just now is the

Manufactured by . . .

Canadian Typograph Co., Ltd.

WINNIPEG, ONT.

Rogers . . .

Typograph

Chambers' Paper Folding Machines

FOR IMMEDIATE
DELIVERY . . .



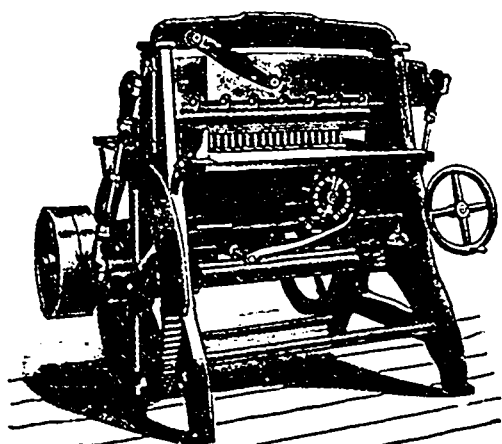
Having recently secured in trade some of our registering **Book and Pamphlet Folding Machines** of different styles, we guarantee the following to be in thoroughly first-class order and offer them subject to acceptance after thirty days' trial, to be returned at our expense if not found satisfactory.

- No. 1. Single Octavo, working 16-page sheets from 16 x 18 to 21 x 31 inches. . \$300 00
- No. 3. One 16 and 32-page 3 and 4-fold machine, working sheets from 16 x 18 to 22 x 32 inches. Less than one year's use 550 00
- No. 4. One 24-page Insetting Book Folder 500 00
- No. 5. One Double 16-page Book Folder for 12mo. work (nearly new) 650 00
- No. 7. One Music-Book Machine, in which the first and second folds are parallel. Will receive a sheet as large as 28 x 46 inches, and is adjustable for smaller sizes 500 00

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Chambers Brothers Company
PHILADELPHIA, PA.

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Paper Cutting Machine

CUTS SQUARE,
CLEAN, FAST

ACCURACY GUARANTEED

WE REFER TO A CONTINUALLY INCREASING LIST OF PATRONS FOR CONFIRMATION.

OSWEGO MACHINE WORKS

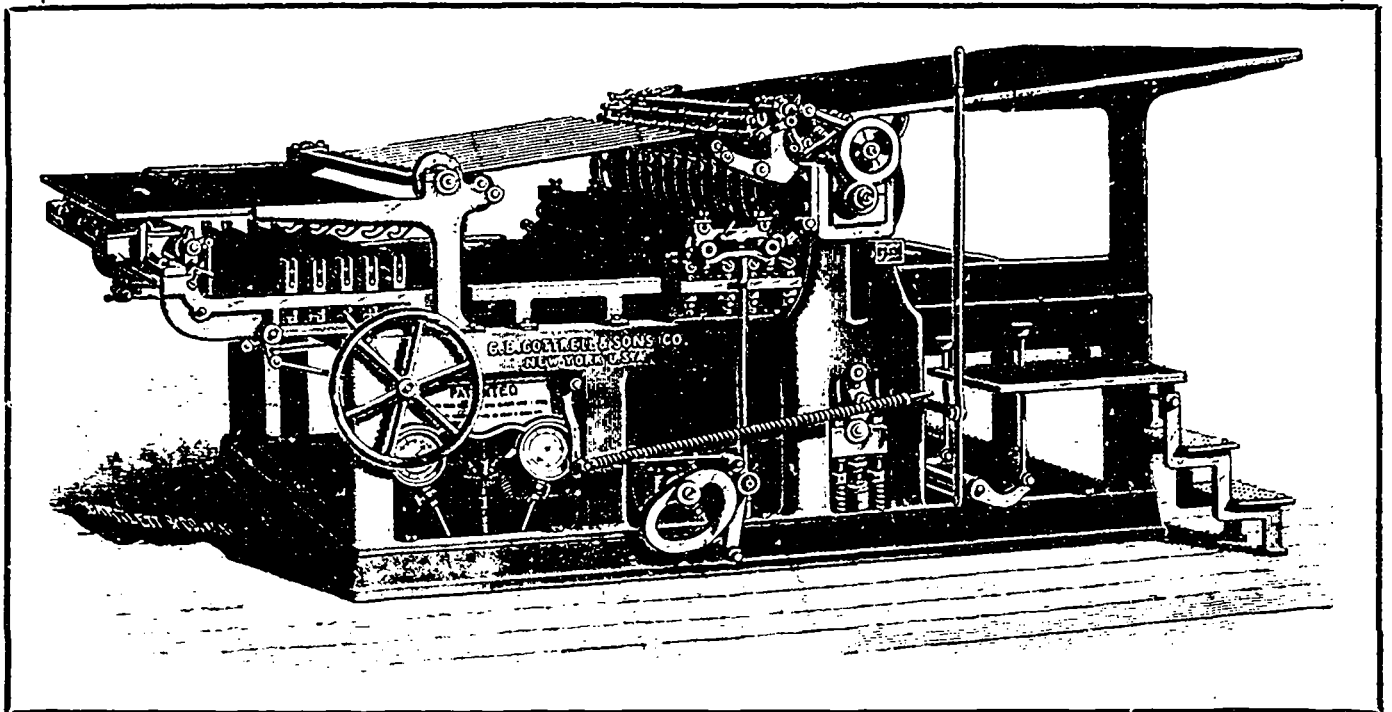
— Oswego, N. Y.

When the Bubble Burst

the hard, cold fact was forced upon him that *machinery* has *much* to do with profit or loss. He had nursed his pre-historic presses as tenderly as a mother could her child

BUT HIS COMPETITORS SWAMPED HIM

his presses were not ungrateful, they were simply fundamentally behind the times.



The printing machine of to-day must be more than a printing press, it must be and is a vital factor in the profit making.

The Cottrell TWO- REVOLUTION Pony

SEND FOR CATALOGUE AND PRICES TO



Is inherently strong in those elements which tend to make a man prosperous.

JOHN J. PALMER

Sole Agent for Canada for
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