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Vol. VII.—No. 3.

TORONTO, MARCH, 1898.

\$2 00 PER YEAR.

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VOL. VII—No. 3

TORONTO, MARCH, 1898.

\$2.00 PER YEAR.

CANADIAN PRESS ASSOCIATION.

PROCEEDINGS OF THE FORTIETH ANNUAL MEETING, OTTAWA, MARCH 10th and 11th, 1898.



THE fortieth annual meeting of the Canadian Press Association, which was held at Ottawa, on March 10 and 11, was one of the most successful on the records of the Association, and will be marked in history as one in which a signal advance was made. The veterans who have fought the battle of the association for many years, against adverse conditions, were rejoiced to hear that not

only had the association commenced the year 1898 with no outstanding liabilities, but that there was a handsome cash balance on hand; and ere the meeting closed, by unanimous vote, the association decided to admit the Quebec Press Association, as members of the Canadian association, in a body. By this act the association materially strengthens itself numerically, adds greatly to its influence, widens its sphere of usefulness, and takes a long step in the direction of attaining that position as an organization of Dominion extent and importance which its founders intended it should. The gathering was also notable in that the meeting was honored with the presence of His Excellency the Governor-General and the Countess of Aberdeen, both of whom delivered addresses, impromptu, but probably the more appreciated by reason of the spontaneity which characterized them.

The members who attended this meeting of the association will not soon forget the cordiality of their welcome. The hospitality proffered them in such profusion that they were unable (and in this probably lies the only cause of regret associated with the meeting), from lack of time, to accept all invitations they received.

The sessions of the association were held in the railway committee room of the House of Commons, where every convenience was found. When Major John Bayne MacLean, of Montreal, took the chair, at 10.30 o'clock, on Thursday morning, there was a large attendance of members, which was increased by late arrivals. Among those who were present during the meeting were the following:

D. McGillicuddy, Signal, Goderich; A. G. F. Macdonald, News, Alexandria; John A. Cooper, Canadian Magazine, Toronto; A. H. U. Colquhoun, PRINTER AND PUBLISHER, Toronto; Robert Holmes, New Era, Clinton; W. Ireland, North

Star, Parry Sound; J. T. Clark, Saturday Night, Toronto; L. G. Jackson and son, Era, Newmarket; C. W. Rutledge, Standard, Markdale, Ont.; W. E. Smallfield, Mercury, Renfrew; H. P. Moore, Free Press, Acton; W. H. Kerr, Post, Brussels; Hon. Sir Mackenzie Bowell, Intelligencer, Belleville; P. D. Ross, Journal, Ottawa; John Cameron, Advertiser, London; W. D. Maclean, Expositor, Seaforth; N. W. Ford, Banner, Chatham; H. J. Pettypiece, M.P.P., Free Press, Forest; George Brigden, Toronto Engraving Co., Toronto; B. McGuire, Banner, Orangeville; George A. Howell, Grip Printing and Publishing Co., Toronto; C. A. Matthews, Globe, Toronto; Wm. Stewart, Courier, Embro; A. S. Forster, Star, Oakville; Fred. B. Elliott, Record, Burlington; L. E. Charbonnel, Chronicle, Cookshire, P.Q.; M. T. Stenson, hon. member E. T. Press Association, Richmond, P.Q.; A. L. Lance, Times, Richmond, P.Q.; S. Fraser, Le Courier, Richmond, P.Q.; A. N. Fullerton, Courier, Digby, N.S.; A. H. O'Brien, Canada Law Journal, Toronto; Arthur Wilgress, Brockville Times; Andrew Pattullo, M.P.P., Sentinel-Review, Woodstock; R. Mathison, hon. member, Belleville; W. F. Maclean, M.P., World, Toronto; S. Russell, M.P., Tribune, Deseronto; John Ross Robertson, M.P., Telegram, Toronto; W. S. Dingman, Herald, Stratford; J. C. Howard, Hastings Star; J. S. Willison, Globe, Toronto; L. J. Tarte, La Patrie, Montreal; James Somerville, M.P., Dundas, ex-president; L. W. Shannon, Kingston, ex-president; Duncan Ross, Boundary Creek, B.C., Times; Hon. W. Templeman, Times, Victoria, B.C.; W. J. Taylor, Tweed News; J. King, Q.C., hon. member, Toronto; Alex. Burnett, adver'g man. E. B. Eddy Co.; J. C. Walsh, Montreal Herald; W. A. Brennan, Journal and P.E.I. Agriculturist, Summerside, P.E.I.; R. L. Richardson, M.P., Tribune, Winnipeg, Man.; W. M. O'Beirne, Stratford Beacon; D. Williams, Collingwood; Frank Carrel, Daily Telegraph, Quebec; J. K. Keefer, Times, Weston; M. J. Taylor, Tweed News; W. K. McNaught, Trader, Toronto; Jas. T. Pattison, Aylmer, Que.; W. Gibbens, Standard, Cornwall; F. James Gibson, New York; Frank Shallow, Moniteur du Commerce, Montreal; Frank A. Munsey, Munsey's Magazine, New York; George Simpson, Globe, Toronto; J. F. MacKay, Herald, Montreal; W. P. McEwan, Gazette, Almonte; J. S. Brierley, Herald, Montreal; A. Miller, Journal, Ottawa; T. C. Irving, Bradstreets, Toronto; J. B. Stephens, Review, Niagara Falls; W. W. Cliff, Central Canadian, Carleton Place; Hon. J. T.

Tarte, M.P., Ottawa; Hon. W. S. Fielding, M.P., Ottawa; J. Lamallice, La Presse, Montreal, J. Dufoe, Star, Montreal, J. Scott, Sun, St. John, N.B.; Fred. Cook, Times, London; J. A. Phillips, Gazette, Montreal; H. Burrows, Citizen, Ottawa; W. H. Southam, Spectator, Hamilton.

Report of Executive.

The report of the executive was presented as follows:

To the members of the C.P.A.:

Gentlemen.—Your committee have had no special work to do during the year. The main part of its duty was to keep the association always in mind and to advance its interest whenever opportunity offered, whether to the committee as a body or to its members individually. We are proud to report that the association was never numerically or financially stronger, and never stood higher in the estimation of the profession generally.

In September, 1896, your executive, then presided over by Mr. Brierley, decided to accept special applications with an initiation fee covering the remainder of 1896 and the whole of 1897. This was successful in increasing the 1896 membership and receipts. In 1897, as a result of this arrangement, eight certificates had to be renewed without charge. Yet, owing to the further increase of membership, the receipts for this year are in advance of previous years. The association has now 194 active members in good standing. The decrease of initiation fee from \$5 to \$3 has certainly tended to increase the number of new members.

At the last two annual meetings there has been an expressed desire on the part of the members to revive the annual excursion. Accordingly, your executive this year endeavored to have an excursion to either British Columbia or north-eastern Ontario. Neither plan met with any response from the members, only three or four declaring their willingness to go. In view of these experiences, your committee would recommend that the idea of holding an annual excursion be dropped.

Shortly after the last annual meeting the annual report was printed and sent to every member. The cost of this was \$64, and the receipts from advertising were \$45, or a net cost of \$19.

At a meeting of the executive early in January, 1898, it was decided to depart from the usual custom of holding the annual meeting in the first weeks of February. The Ontario general election would probably have prevented a large attendance. It was decided to hold the meeting on March 10 and 11, in Ottawa. It was thought that the change from Toronto to Ottawa would more satisfactorily indicate the national character of our association, and would give eastern members a much better chance to attend. Besides, the fact of visiting Parliament during the session was expected to be a considerable attraction. We hope that the success of the meeting, and the indulgence of the society, will cause the action of the committee to meet with general approval.

No satisfactory arrangement with the railroads, as to a reduction in the rate now charged, has yet been arrived at, although it is hoped that something may be done in the near future. Your committee would, however, place on record their appreciation of the uniform kindness and courtesy of both the Canadian Pacific and the Grand Trunk in all discussions.

The postage question has been much discussed during the year, and your committee deem it advisable that the question be reconsidered during the present session so that the incoming executive may know whether or not there has been any change in the general attitude of the association.

JOHN BAYNE MACLEAN.

Upon motion of Mr. D. McGillivuddy, seconded by Mr. John A. Phillips, the report was adopted.

Secretary-Treasurer's Report.

The report of the secretary-treasurer was read as follows:

Mr. President and Members,—For several successive years your secretary-treasurer has presented you a report showing an actual deficit. On January 1, 1895, the debt of the association was \$260; by January 1, 1896, this had been reduced to \$174.75, and by January 1, 1897, to \$65. The association commences the present year with a surplus of \$55.80 and no outstanding accounts. In other words, during the last three years the association has strengthened its financial position to the extent of \$315.80. The credit for this careful management is due to the three presidents, who have so admirably managed the affairs of the association during these years.

The receipts from fees during 1897 show an increase of \$20 over 1896. This is due mainly to the increase in membership. During 1896 there were 161 certificates issued, as against 179 in 1897, showing an increase of 18. The renewals during 1898 are, so far, very satisfactory, and the financial prospects of the association very encouraging.

The detailed statement for 1897 is as follows:

RECEIPTS.	
On hand from 1896.....	\$ 47 79
Banquet receipts.....	110 00
Advertising in annual report—	
Canada Paper Co.....	\$10 00
MacLean Publishing Co.....	10 00
Toronto Type Foundry.....	10 00
Miller & Richard.....	15 00
	45 00
Receipts from fees.....	382 00
	<u>\$584 79</u>
DISBURSEMENTS.	
Postage	\$ 22 74
Banquet expenses—	
Orchestra.....	\$8 00
E. A. Wills.....	29 25
Extras.....	10 00
	147 25
Printing—	
J. S. Brierley.....	7 50
A. Speers & Co.....	9 75
Apted Bros.....	3 90
Apted Bros.....	3 50
Apted Bros.....	10 85
Brown Bros.....	4 00
R. G. McLean.....	11 25
	50 75
Annual report—	
Stenographer.....	10 00
Methodist Book Room.....	55 00
Canada Paper Co.....	9 00
	74 00
Secretary's salary—	
For 1896.....	100 00
For 1897.....	100 00
	200 00
Executive expenses.....	30 75
Rent of Board of Trade.....	3 00
Cartage.....	50
On hand.....	55 80
	<u>\$584 79</u>

—Passed to auditors.

Upon motion of Mr. J. A. Cooper, seconded by Mr. W. F. Maclean, M.P., that the report be received and passed on to the auditors.

Mr. J. S. Willison remarked that, now the election was over, he thought it was quite unfair to introduce the question of the surplus at a non political gathering such as this. (Laughter).

The motion was then adopted.

A letter was read from Hon. J. D. Edgar, Speaker of the House of Commons, regretting his inability to be present at

the annual dinner of the association, owing to the House being in session; and extending a cordial invitation, on behalf of Mrs. Edgar and himself, to the members of the association to call and take a cup of tea with her, in the Speaker's chambers, at 5 o'clock in the afternoon. The invitation was unanimously accepted.

An invitation, from Mr. F. H. St. Jacques, for the members to take a trip to Aylmer, by electric railway, and lunch with him at the Victoria hotel, Aylmer, was received. Also an invitation from Mr. W. H. Rowley, on behalf of the E. B. Eddy Co., for the members to visit the works of the company, at Hull. Mr. Soper, of the Ottawa Railway Co., also wrote placing special cars at the disposal of the members, to enable them to reach Government House, and also for a trip around the city. In connection with the above communication, the president explained that he had, on behalf of the association, accepted an invitation from His Excellency to attend a reception at Government House, from 9 to 11 p.m. on Friday night. This action of the president was unanimously endorsed and the offer of Mr. Soper was received with thanks.

The following gentlemen were appointed by the president a committee on resolutions: Messrs. H. P. Moore, P. D. Ross, W. S. Dingman, J. S. Willison and S. Russell.

The President's Address.

The president, on rising to read his annual address, was received with applause. He said: "Before reading my address I desire to draw attention to the fact that a number of gentlemen are present who have been nominated as members of the association and whose names have passed the executive committee. Among them are Mr. Brennan, of Summerside, P.E.I.; also, I understand, the proprietor of The Courier, of Digby, although I have not yet had the pleasure of meeting him. For the first time, I think, we have the pleasure of seeing the proprietor of one of the old French-Canadian dailies, I refer to Mr. L. J. Tarte, who is, I know, going to make an enthusiastic member. We have also Mr. Lance, a former president of the Eastern Townships Press Association, and this afternoon we will have present President Smith, of The St. Johns News, and also, I understand, 15 or 20 other members of the association." (Applause). The president then read his annual address as follows:

GENTLEMEN,—It gives me great pleasure to welcome the members of the Canadian Press Association assembled for the fortieth annual meeting.

Unfortunately, I must preface my remarks by expressing the very deep regret which I feel at the inadequate amount of work performed by me during my term of office, owing to my absence abroad. The very important changes in the fiscal policy of Canada were of such great interest to newspaper publishers that I went to England very shortly after those changes were announced and was away for over six months. This visit, I am glad to say, gave me the opportunity of performing, in some measure, the duties which I owed to my journalistic confreres and the united press of Canada.

Generally speaking the year just closed has been a satisfactory one for the newspapers of Canada. Increased exports and mining developments during the last few years have materially improved the condition of all classes, and no interest is so quickly affected by varying trade conditions as the publishing industry. The result of this is especially seen in the weekly papers all over Canada which have been able to make a very marked advance in mechanical facilities, improved typographical appearance and a better news service.

From 7 x 9 offices, up dirty lanes, on back streets, with a newspaper as a necessary and perhaps evil adjunct to a job printing establishment, the mouthpiece of the local politicians with personal ends to serve, they have developed in the last few years into important and profitable business enterprises, edited by men of ability, independence and public spirit, untrammelled by party and wielding an influence for good, and, in the majority of cases, occupying palatial offices in the choicest quarter of the town. The editors, in most cases, instead of being subservient to the politicians are now consulted by them in every detail of political policy, by some of them even before they accept a title, before themselves taking any personal action. In fact, many leading politicians of the present day owe their discovery and political success to the hard working journalist who is scarcely known on the street.

The fear that the low-priced city weekly would seriously injure the local weeklies has passed away, and experience proves that the public are willing to pay a good price for a good newspaper. It is worthy of note that the large dailies have now practically dropped regular news from the country districts. The smaller dailies are taking this up extensively, in a brief paragraph style that reflects credit upon them, but the local field still remains to be worked by the local weekly. I think this association has played an important part in bringing about the improvement in the papers and greater independence in their tone. It is at any rate a remarkable coincidence that the best papers, especially in Ontario, are controlled by the members of the Press Association.

LIBEL LEGISLATION.

In considering the matter of libel legislation, I was given to understand that the amendments asked for by the association to the Ontario Civil Law of Libel would be introduced in the legislature, but for some occult reason no action was taken. Several of the members of this association have suffered severely and unjustly under the Criminal Act, and I may mention that John King, Q.C., with his usual kindness, has prepared some amendments which, if adopted, will afford relief in future.

NEWSPAPER POSTAGE.

With regard to newspaper postage, I gave the Postmaster-General a copy of the resolution adopted at the annual meeting requesting him to take no action during the last session of Parliament, in order to give the publishers an opportunity of thoroughly considering the matter. This he kindly consented to do. The resolution was sent to every publisher in Canada, and all the numerous comments are favorable to it. I believe the Postmaster-General intends this year asking Parliament to impose postage. It is for you to decide at this meeting whether any further action should be taken.

IMPROVED CABLE SERVICE.

There has been no meeting of the committee to consider an improved cable service. In England I secured all the information possible.

I had a number of interviews with the manager of the Associated Press, and found him willing and anxious to do everything in his power to assist in this matter. He complains of the difficulty in getting more special Canadian news, and denies that there is anything biased or unfriendly to British interests in anything they send out. If the service is sometimes unjust to British interests, as many claim, and I confess facts seem to prove it, it is the result of padding in the United States. I am given to understand that our Government, recognizing this fact and believing it to be in the interests of Canada to have a good, direct service, they are prepared to consider a liberal grant of money to enable the association to put such a scheme on a proper and paying basis. The Australian press have a system to which all papers contribute. It costs them about \$100,000 annually. Canada could establish an independent system

for somewhat less money. I doubt if we could increase to any important extent the quantity of purely Canadian news worth cabling. This can be seen by the excellent special service supplied by Mr. Percy Hurd for The Montreal Star, and Mr. Charles Robertson for The Toronto Telegram. They are both indefatigable workers, but, I am sorry to say, are often handicapped in ways I may have to refer to in future. I fear that these and other important dailies would not support a general cable scheme, preferring the advantages which their present position gives them.

IMPORTANT WORK IN THE FUTURE.

This society has been of great benefit to publishers and journalists. Editors and reporters meeting each other at our conferences have learned to know and respect each other; the rough edges have been rubbed off; we have become more jealous of our profession and more exclusive. There are things which a journalist might consider himself honorably justified in doing but which the majority might think dishonorable. He, in deference to the ethical will of the majority acquiesces in their decision, and thus an unwritten code of honor is established. There is yet much to be done in this direction.

Hitherto we have listened to and discussed papers and experiences in the practical working of all departments of a newspaper. The information thus acquired has been invaluable to us, but competition is now becoming more keen. Our experiences have cost us much, and we do not care to give our competitors—perhaps less enterprising, and who will learn them soon enough—the benefits of our brains and capital. This is always the case as a country grows older. There will, I think, be fewer valuable papers read, but there is a greater field of usefulness opening up in which we can all unite, benefiting Canada and benefiting ourselves. As things are at present, the majority of papers can hope for little local expansion. There are but two ways in which we can extend our advertising and circulation. We must develop and increase our local resources, and thus improve local business—putting more money in circulation. And we must also secure business from outside. The products of the farm, the sea, the forest, and the mine are our sources of revenue. The farm is the most important, because profits made by farmers are more equally distributed. With our present population we could increase our production and revenue many times. We do not increase it, because we have no market. We do not get a market, because we do not look in the right direction for it. It is true we have taken some steps to find markets, but these have been largely in the interests of individual manufacturers. Our implement manufacturers and bicycle men, our cotton mills, etc., are well able to look after their export trade themselves, without Government assistance. The United Kingdom, our greatest and most important market, has been neglected. It is no one's particular business to look after the farmer, though we all prosper when he prospers. I have taken twelve of our most important products, and find that the United Kingdom imports of these over \$600,000,000, largely from the United States. Canada supplies but \$57,000,000. It is our duty as an association, in our own interests, in the interests of the public, to urge, to insist upon the appointment of an able and independent trade representative, who will extend the demand for our products in the British Isles. When we control the British market with our other products as we do with cheese, we may then look to less important fields.

I would also refer to the development of tourist travel and summer resort business as a means of increasing local trade, but Mr. Fisher, president of the St. John, N.B., Board of Trade, at my request, has prepared an excellent paper on this subject, which, I am sure, will be listened to with much interest. This is a matter which might well receive the attention of the Government. In fact, in this connection, I am strongly of the opinion that the establish-

ment of a Department of Forestry, Fish, and Game is of the greatest importance. Properly and systematically conducted, it would turn many millions annually in our direction.

The next point, is the securing of business—by which I mean advertising—from outside. No newspapers in the world are as well situated for business as are Canadian newspapers. We have the two great manufacturing and English speaking countries to draw from; yet we get less outside business than the papers of any other colony. The recent adoption of a tariff giving British goods a preference of 25 per cent. in this market will seriously effect United States exports to this country, and materially curtail the advertising. On the other hand, British manufacturers are spending from \$1,000 to \$75,000 a year each in newspapers in the Australias where the populations are very much less than in Canada. They have no desire to, and will not do anything here, until we have a fair Insolvency Act and laws that will punish frauds on creditors. They are very decided in their views. They do not mind dropping a few hundred pounds in an honest speculation, but they never forget the loss of a shilling by fraud. Canadians, who have not been among the leading manufacturers of Great Britain, have no conception of how bitter is the feeling that exists towards Canada and Canadian business men. This is reflected in the city financial agents who almost invariably advise their clients not to put money into the ordinary Canadian securities. Financial and trade papers are continually talking down the credit of Canadian institutions and Canadian business men. Everyone agrees that we should have an insolvency law, but the influence of the banks—which get unfair preference at present—is so great that the Government hesitates to introduce an Act. A private member has done so, and I think a committee of this association should be appointed to secure support to this measure. I think \$5,000 a year is the most any Canadian paper receives from Britain. We can never secure any important increases until we have an insolvency law.

Apart entirely from sentimental considerations, we make no mistake in cultivating British connection. No one whose duties require him, as mine have, to study this question can come to any other conclusion. Britain is to-day greater than ever. With her workmen's troubles settled—and they are being settled—her manufacturers will adopt modern methods and the best labor-saving machinery. Then, no country in the world can compete with her. I am not alone in this view. It is shared by the able and unprejudiced commercial writers in the United States who have given this question, as most of them have, their consideration.

I cannot leave this important question without referring to the energetic and fearless way in which Mr. Willison, in The Toronto Globe, has handled the question. He has a practical knowledge of the conditions in England, though he did not come in contact with as many business men as Mr. Somerville and myself.

VISIT OF BRITISH JOURNALISTS.

As was suggested at the meeting last year, I placed myself in communication with the Institute of Journalists, and, with Mr. Willison, attended their annual conference, where we were most hospitably entertained. At his suggestion I asked them to consider the question of holding a meeting in Canada. This was favorably received and is awakening a great deal of enthusiasm the more it is discussed, and is turning attention to this country. Very kind letters have been received from Lord Glenesk, Sir Hugh Gilzean Reid, M.P., J. M. Maclean, M.P., and Sir Edward Russell, expressing the strongest sympathy, but a fear that the difficulties are insurmountable. They all recognize the fact that such a visit would do more than anything else to draw Canada and the Mother Country closer together. Sir Edward Russell, the president, suggests that instead of the association we should select from the membership

list a number who might be specially invited to come to Canada and make a tour of the Dominion as our guests.

AMATEUR JOURNALISTS.

A great deal of unpleasantness arose in London during the Jubilee, owing to the large number of lawyers, doctors, teachers and other gentlemen bearing letters from Canadian newspapers, large and small. They were not as correspondents. They asked for the letters to enable them to secure privileges and favors not otherwise obtainable. They pestered the High Commissioner, Colonial Secretary, War Office, Scotland Yard and other public offices and theatrical managers, and failing to secure favors that professional journalists would not think of asking, they brought the profession in Canada into disrepute and made things most unpleasant by their unseemly conduct. The authorities were unable to distinguish between professional and amateur; only one with a personal knowledge could diagnose the difference. They inspired attacks upon the Colonial Office in the London newspapers—at least a Toronto lawyer and a university student so boasted. Much to their credit, the journalists from Canada recognized what the authorities at home had to contend, and said nothing. On several occasions the presence of these sightseers seriously handicapped the work of the leading London papers by occupying their places at public functions. There is no doubt but that the trouble between Sir Alfred Jephson and the Australian correspondents, which has led to the grants from Victoria and New Zealand to the Imperial Institute being withdrawn, was due to the claims of these amateurs. He was not to blame, nor were the correspondents, for the course they took. My attention has been drawn to it by the authorities and by several London journalists, and I have been asked if we could not devise some means to remedy the evil. In fact, several London papers took up the matter latterly. I have been in communication with the officers of the Institute of Journalists, who are overcoming the difficulty to some extent. I think that our certificates might be amended somewhat, and copies sent to the High Commissioner's office and other public departments, and to the Institute of Journalists. In the meantime, the attention of all managing editors should be drawn to the great injustice thoughtlessly done by them in granting privileges to those not properly qualified to receive them. The Institute of Journalists have a certificate which is found very useful, but they are also considering the adoption of a special badge.

I desire to place on record our acknowledgment and appreciation of the very great kindness and attention shown Canadian journalists, especially by Lord Selborne, of the Colonial Office, and by our confreres in Great Britain during the Jubilee, and especially by Mr. J. M. Maclean, M.P. (president), Mr. Cornish (secretary), and other members of the Institute.

INELIGIBLE CANDIDATES.

It is important that attention should be drawn to the necessity of exercising the greatest care in nominating candidates for membership in the association. In several instances, recently, two members have asserted that a man was engaged professionally and habitually in newspaper work, when such was not the case. This gives unnecessary work and worry to the secretary and executive committee and brings the association into disrepute. The list should be revised at every annual meeting and any one not entitled to appear on it should be dropped. The fascinations of journalism draw many fakirs to it and it is only by the greatest care that we can keep them out.

REPORTERS AT POLLING BOOTHS.

On an election day journalists, especially in cities and towns, are required to go to the polling booths to secure the result of the vote. Frequently they have to wait outside for one to three hours, on a cold winter evening, for the ballots to be counted by an aged

and stupid returning officer, worried by an over zealous scrutineer, I think we should ask for an amendment to the Act to permit reporters to be present during the counting of the ballots. By that time secrecy is not required. I think the press galleries might be kindly asked to deal with this question.

EXTENSION OF MEMBERSHIP.

I have had several conferences with the president of the Quebec Press Association, and he is in favor of having the Quebec association become part of this organization. Our finances are now in such a satisfactory condition that we can afford to deal generously with them, and admit the members of the Quebec association at once to membership, assuming that they are all eligible, without an entrance fee or the annual subscription for 1898.

A PERMANENT SECRETARY.

The time has arrived when we should seriously consider whether it will be to the advantage of this association to have a permanent and well-paid secretary. There are many matters requiring attention, which the members of the executive cannot individually give. A secretary could easily save and earn his salary. The Japan Tea Growers' Association, finding that the splendid advertising being done for Ceylon and Indian teas in American and Canadian papers is materially reducing the demand for Japanese teas, have voted \$140,000 per year to keep their teas before us. So far, very little of this has been expended in Canada, because it has not been the business of any one individual to look after it for the Canadian newspapers. Mr. Anderson, our commissioner to Japan, has very kindly taken the matter up, and part of the appropriation may be given to Canadian papers, but the subject still requires to be followed up. I could mention a number of similar instances. A monthly confidential report, such as is sent out by the American Publishers' Association, would now be valuable in Canada.

DEATH OF GEORGE MACLEAN ROSE.

I regret to record the death of an old member of this association, the late George Maclean Rose. Little has been seen of him at our meetings in recent years, but in the earlier history of the association he took an active interest in its affairs.

OUR FINANCIAL POSITION.

We are to be congratulated upon the improved financial condition of the association. All outstanding debts have now been paid off, we owe nothing, but, instead, have a very satisfactory balance to our credit, which places us in a better position financially than at any time in the last twelve years.

THE ANNUAL MEETING.

I wish to say that we welcome to the annual meeting all interested in journalism, whether actually engaged in it or not. We want their support and encouragement in promoting the authority and influence of the press. While the proceedings of the association are naturally intended for members only, the annual meeting—in some of its social features—is intended to attract men in public and private life who feel a personal interest in the expansion of the responsibilities and work of the press.

I cannot close without referring to the noble work performed by The Montreal Star in collecting a very large sum for relief in famine stricken India. I heard Mr. Graham's action much commented on and appreciated in England by those interested in Indian affairs, and it was recognized that the contributions from Canada were relatively greater, population and wealth considered, than came from any other source.

Mr. John Cameron: "I have a suggestion to make in connection with the vote of thanks I desire to move to the president for the very able address he has just read. I cannot say that I agree entirely with everything that has been stated in the

address, because that could hardly be expected, but with the great importance of some of the suggestions which it contains I agree entirely. For example, I think the president put it almost too strongly in regard to the matter of newspaper postage. I think, if I understood him rightly, that the feeling was unanimously against any imposition of newspaper postage; I am inclined to think that opinion, pretty unanimous last year, has been somewhat modified in a great many quarters, and I believe many who were then absolutely opposed to the imposition of postage believe that some modified form would not only be a matter of right in itself, but would do a good deal to keep down and prevent the fake publications. However, that is merely in passing, and in moving a cordial vote of thanks, I wish it to be understood we all have the right of dissent from any portion of it. My suggestion is that the address be passed on to the executive committee, because there are many points that may very well form the subject of resolutions before we adjourn."

Mr. R. Holmes seconded the resolution, and enquired what the cost of adopting the suggestion to appoint a permanent secretary would be?

The president replied that he had not gone into the financial question, but thought they could well afford to pay \$1,000 or \$1,500 if the right man were appointed. Personally, he would be willing to contribute a considerable share of the amount. His attention had been called by Mr. Anderson, the Canadian commissioner to Japan, to the fact that a large sum of money had been appropriated by the Japanese to advertise their teas, in order to keep their trade against the fierce competition of Indian and Ceylon teas, and not one dollar of that amount had come to the Canadian papers, although Canada was a large importer of tea. A general permanent secretary might earn his salary many times over by looking after the interests of Canadian publishers and securing a fair share of such advertising for them. With respect to the latter portion of Mr. Cameron's motion, he pointed out that it was a rule not to pass such votes with respect to members of the association, and he therefore requested that Mr. Cameron would withdraw that portion.

Mr. Andrew Pattullo, M.P.P., said: "I think we might have a time set for the consideration of the address. Considering the matter it contains, it is perhaps the most important we have ever had in the history of the association, and it suggests to us the dignity, the importance of the association, and the great possibilities that lie before us."

Mr. J. S. Willison: "Would it not be far better for the resolution committee to report on the address, thus putting it before us in concise form through the medium of two or three resolutions?"

Mr. Cameron accepted the suggestion of the president and withdrew that part of the motion thanking the president, and the motion, amended in accordance with the suggestion of Mr. Willison, was adopted.

Ottawa Correspondence.

In introducing Mr. John A. Phillips, Ottawa correspondent of *The Montreal Gazette*, the president said. "We are very much indebted to Mr. Phillips for the local arrangements made for our convenience. He has been indefatigable in his efforts to arrange for our comfort while here."

Mr. Phillips was received with a hearty round of applause.

"I have," he said, "a few notes which I have jotted down, and I propose to make a few remarks with regard to the value of

correspondence from Ottawa in its commercial aspect to a news paper. I will not deal so much with the Ottawa correspondent, or what is popularly known as the 'Ottawa liar' from his ability to send out very startling statements, so much as from the standpoint of the value that his correspondence is to the paper, especially in building up the paper. The Ottawa correspondent has to fill three positions, as it were. He is required to possess the qualities of a newsgatherer or reporter, but he is not an efficient man if he confines himself simply to that. He has to dress up his report a little bit in a different way to that which the ordinary reporter needs to do. He has to take the place to a limited extent of his editor, because in the way he tells his news he has not only to tell the news, but to define or take a certain line of policy on news which he either gets from the Government he supports, or things that he finds out the wicked government he opposes is going to do. (Laughter).

It is in the manner of telling this that his special value comes in, as it depends almost entirely on the way a thing is told whether it is received as a good thing or a bad one, and, as I look at it, the commercial value is in this. Very frequently, on the cars, and I think I have had some experience, you notice that the newsboy comes in to sell the leading papers. If you watch, as I have done, you will notice that the public who buy the papers, and the travelling public are very fair representatives of the reading public, look first for the news, they do not always look to the editorials, though they are very valuable, but they look first to the news page, and at least four, or perhaps five, out of six, or six or seven out of ten, will look first for the local news of the city they come from. If it is a Toronto or Montreal man, and he gets the Hamilton or lower province paper, he will just casually look over it to see if there is anything from the the place he comes from. The next thing is the Ottawa news, the political news. Politics are so twisted up in everything we do that it is the political news we look for first, and the daily paper that pays the most attention to the Ottawa correspondence, that is, the political portion of the paper, are those papers that are easily the most successful, from a business point of view. (Applause.) And it is not only the daily, I think, that can be improved by paying some attention to its news from Ottawa. I think the country weekly finds great benefit from it also (and I am glad to be able to notice this, that there is a much larger amount of correspondence taken now by the country weekly papers from Ottawa than there has formerly been, to my knowledge, and I have been in Ottawa for 20 years). I think at the present moment I am quite within the mark in saying that there are 75, and more than that, weekly papers that receive letters regularly from Ottawa, and they publish these letters quite as much as a matter of course as they publish their editorials. I believe that the improvement Mr. MacLean has spoken of in the small daily papers, the evening papers in most of the cities, the improved position they have attained in the last few years is very largely due to the fact that almost every one of these papers has some connection with the correspondent at Ottawa, either directly or indirectly, through the Associated Press. But the Associated Press does not fill the position now that it did 20 years ago, when I came here. There were only two papers had regular correspondents at Ottawa—*The Globe* and *The Mail*. Since then, every morning newspaper has a correspondent here, and nearly every evening paper also. Evening papers usually have local men who are connected with the local papers, and also do one, or two, or three, indeed, one gentleman does as many as

five or six evening papers. The remuneration is not so great as his ability would perhaps justify for his labor, but by getting five or six papers, he is able to make a fairly good income and do good service for the paper. I think the work he does is more than commensurate with the salary he is paid. I do not think it is necessary for me to say more, except as so far as the personality of the man is concerned. A man who represents an outside paper, and it is a very decided advantage not only for the paper but for the man himself, is thrown into a class of work that improves his usefulness, in every way, as an all round man; he gets into habits of looking at things in a different way from merely reporting a few incidents that occur in a city. He has to take a broader view, and to look at the effect which it may have in the country by the way he spreads his news and information. (Hear, hear.) I think the Ottawa correspondents in the past have done yeomen service in this respect, most notably in the last general election. It was very largely turned by the manner in which the political matters had been handled for several years before that by the Ottawa correspondents. I know there is a certain amount of exaggeration in the reports; it is not safe to swear to all of them (laughter), but still there is an honest intention to give the news and to give it in a readable and attractive manner, which naturally leads to a little picturesque writing perhaps. (Applause.) Both the daily and the weekly papers gain a decided advantage by having an accredited representative at Ottawa who tries to assist his paper by sending the best news. After all, the business of a newspaper is to collect news and sell it, giving, of course, the best article it can obtain, and I believe we are trying to do our work as fairly, honestly and truthfully as circumstances will admit." (Applause.)

Foreign Affairs and the Daily Press.

In the absence of Mr. John Lewis, Toronto Globe, his paper on "The Daily Press and Foreign Affairs" was, at the request of the president, read by Mr. A. H. U. Coiquhoun, as follows.

When war between two nations seems to be imminent, or their relations become strained, a large part of the cabled or telegraphed news consists of newspaper comment. Is the importance of this comment exaggerated? It was once remarked that you ought not to pay too much heed to a newspaper article, it was only the work of one man—or boy. There is some truth, as well as humor, in this, and yet much is to be said for the soundness of the news instinct which attaches so much importance to newspaper comment on international topics. Either the article is inspired by a Government, in which case its significance is obvious, or it represents an attempt more or less successful to influence public opinion, in which case its importance will be gauged by the measure of success, or, it is intended to reflect public opinion, to please the reader, or to sell more papers, in which case, while the motive may not be admirable, its value as an indicator of public opinion is undoubted, and it ought to be scanned with as much care as the weather probabilities. It would seem, therefore, that newspapers may play an important part in the maintenance or surrender of national rights, in the lowering or upholding of national dignity, in maintaining peace or provoking war. To cite one instance. There can be little doubt that a firm, patriotic and well-informed newspaper press would have saved France from the disaster of the war with Prussia. It is no longer generally true, if it ever was true, that wars are made only by kings, aristocracies and military chiefs for their own selfish ends. That the warlike spirit declines with the growth of democracy is certainly not supported by the experience of the most notable example of democratic institutions in the world, the

republic to the south of us. We may attribute the jingoism which is occasionally displayed there to firebrands in Congress or in the press, but the firebrand would cease to be dangerous if a store of inflammable material were not at hand. The spark would be harmless without the gunpowder. Newspaper utterances of a warlike or insulting kind affect not only the community which supports the newspaper, but the community which is threatened. "Every nation," says Bismarck, "must sooner or later pay for the windows its press has smashed."

Where the power of peace or war resides in the people instead of in courts, and where a free press exists, the press exercises functions which are essentially diplomatic, diplomacy being defined as the art of conducting the intercourse and adjusting the mutual relations of nations. We know that under the old order of things diplomacy became a fine art, that in fact it became too refined, and passed through that thin partition which separates the sublime from the ridiculous. We recollect Macaulay's amusing account of the negotiations of the European powers at Ryswick: "Several meetings were spent in settling how many carriages, how many horses, how many lackeys, how many pages, each member should be allowed to bring to Ryswick, whether the serving men should carry canes, whether they should wear swords, whether they should have pistols in their holsters, who should take the upper hand in the public walks, and whose carriage should break the way in the streets. There were prolonged quarrels as to who should sit at the head of the table, as to whether the representative of the elector of Brandenburg should be called 'Excellency,' as to whether the Imperial ambassadors should have a room to themselves and a special place for their carriages. The chief business of Hailey and Kaunitz was to watch each other's legs. Neither of them thought it consistent with the dignity of the crown which he served to advance toward the other faster than the other advanced toward him. If, therefore, one of them perceived that he had inadvertently stepped forward too quick he went back to the door and the stately minuet began again. In the middle of April it was known to everybody at the Hague that Charles XI., King of Sweden, was dead; but etiquette compelled everybody to regard him as alive until, on June 12, Litenroth came to Ryswick in a carriage lined with black, and attended by servants in black liveries, and made the formal announcement, whereupon the assembly, now formally plunged in grief, adjourned and went into mourning."

I do not regard this instance as a solemn warning to journalists in discharging the duties of the new diplomacy. Whatever faults we may fall into, we are not likely to err on the side of formality, or excessive or fantastic displays of courtesy or dignity in dealing with international questions. But the excesses and absurdities of a system may sometimes throw light upon its guiding principles, and the scruples and punctilios of the diplomats at Ryswick may be regarded as illustrating, in a fantastic way, a sense of the extreme delicacy of international intercourse, and the necessity that each representative felt of maintaining the rights and dignity of his own country without giving any avoidable cause of offence to another. These prime essentials of diplomacy will always remain, no matter how the form may change, and they are as binding upon The Arizona Kicker as upon the British Ambassador at Paris or Lord Salisbury at the Guildhall. In a community where personal quarrels are settled by the sword, a punctilious code of honor and courtesy usually prevails, excesses of speech being curbed by the prospect of pistols and coffee for two at seven in the morning. We are accustomed to congratulate ourselves on the advance of civilization shown by the abolition of duelling, but unfortunately our civilization has not carried us so far as the abolition of insulting speech. We have still something to learn from the old days. If a regard for one's life had a tendency to check the unmannerly tongue, it is necessary to be still more careful, not to utter the insulting word

which may plunge two nations in the horrors of war. The duel hurts nobody but the duellists; war involves hundreds of thousands of people who are not responsible for the quarrel. There is little to envy in the feelings of the writer who from his comfortable office watches lads in their teens marching to the slaughter which his pen has helped to provoke. There are conceivable occasions when the writing of a warlike article is a duty; but it might be well for the person who feels that duty growing upon him to go and have a tooth drawn, or to sleep for one night on the damp ground in his garden in order that he may, however faintly, realize what war means.

But we must not lose sight of the other side of diplomatic duty—the duty of upholding with firmness, dignity and courtesy the rights of one's own country. With us the word "jingoism" has been sometimes unfairly applied to a modest expression of the opinion that Canada has some right to remain on the surface of the earth and to manage our own affairs, and that, if need be, her people can manage to exist and be cheerful without any outside assistance. In private life we find no difficulty in distinguishing between a quarrelsome, bullying disposition and the quiet assertion of one's own rights, self-respect and independence. We do not tell the quiet man that he must give way for fear of provoking a quarrel, and we do not hold him responsible for the quarrel if it should unfortunately ensue. There does not appear to be any difficulty in applying a distinction to the conduct of nations. Our position as Canadian journalists involves a good deal of power and a good deal of responsibility. It is our duty to assist in the maintenance of the rights of a young and comparatively weak nation lying alongside of a powerful one; it is equally our duty to endeavor to maintain friendly relations with our neighbors, knowing that a quarrel would be a calamity for the whole English-speaking world and for the cause of civilization. My object in this paper has been to express my sense of the power and the responsibility of newspapers in dealing with international questions, and to suggest that something may be learned from the practice of the best diplomacy, its restraint, its courtesy and its firmness.

How a Newspaper can Assist in Developing its District.

In the absence of Mr. W. S. Fisher, president of the Board of Trade of St. John, N.B., his paper on this subject was read. Major MacLean, in asking the secretary to read Mr. Fisher's paper, said: "It is a subject in which I have taken an interest for some years. I have brought it to the attention of business men in different parts of Canada through my papers, and practical results have followed. I have asked Mr. Fisher to prepare this paper, because he can tell of the practical and very satisfactory results from a brief systematic effort to draw tourist travel. I want now to interest the newspapers because they are great gainers by the increased advertising patronage which tourist and summer resort business brings them. The State of Maine has cultivated this business for some years, and I see that the Maine Press Association recently discussed whether it would not pay them to advertise free of charge the smaller hotels and summer boarding houses to aid in drawing tourists." The paper was as follows:

In these days of keen competition in every line of thought and industry, communities, as well as individuals, are continually casting about to find some new outlet for enterprise—something that will help to draw capital from its hiding places, to increase population and add to wealth.

Taking Canada as a whole, our greatest need is doubtless an increased population to come in and join with us in the more rapid development of the resources which nature has so bountifully spread over our land from the Atlantic to the Pacific; to help fill up its

fertile valleys and to create happy and prosperous homes. What country is there the world over that has more to offer the man that is willing to work? The variety of our resources and the excellence of our climate are becoming better known and recognized every day. The year just passed will ever stand pre-eminent as one in which the eyes of the world have been drawn to us as never before. The impetus of this is being felt already through the land, and Canadians as a whole are just beginning to wake up to a realization of the possibilities within their reach.

Among the opportunities which up to this time have never been fully grappled with, or only partially developed, is the question of

TOURIST TRAVEL.

As a means of advertising our country, of bringing it into prominence, of drawing attention to its beauties of scenery, climate and resources, it is of the utmost importance, in addition to which there is the very great direct benefit to be realized from the influx into the country, through this means, of a goodly amount of hard cash.

Some one will say this matter is already in good hands. The transportation companies are working this ground and have been doing so for years; hence leave it to them.

While this is true to a limited extent, yet the question is one in which the interest is so wide, so general, that all classes in this country, especially in those sections where the natural advantages are such as to warrant it, can afford to lend a hand by acting with the transportation companies, hotels and others directly interested in working out plans looking to the development and encouragement of this business.

As the case now stands, it can only be said that a start has been made; the ground has been broken ready for further cultivation, and it is just here that the ever ready patriotic and progressive press can be of service in awakening a keener interest in this question, which, on investigation, will be found to assume a much more important aspect than at first glance appears.

By way of showing what has been done by other communities in this direction, in order that we may the better realize the possibilities in store for us, if the work is taken up and pursued with that vigor that is essential to the success of any undertaking, let me give you an example:

Some ten years ago the Board of Trade, of Portland, Me., raised a comparatively small subscription among the people of that city in order to advertise in a systematic manner the delights of their city and surrounding country as a "summer resort." Almost immediately the good effects were felt by a considerable increase in travel and consequent increased expenditure. The impetus thus given to the movement suggested further extensions, with the result that hotels were started in desirable places, existing railways added branch lines, steamship routes were added and new lines were established, and for the past ten years, through bad times as well as good, the good work has gone steadily on, until the year just closed has broken the record, and it is estimated, upon most reliable authority, that during the past season a sum of not less than \$11,000,000 has been spent by tourists in the State of Maine. Of this sum it is estimated that sportsmen alone contributed over \$2,000,000. This large sum of money has not gone into the pockets of a few, but has been widely scattered throughout all classes.

The magnitude of this total yearly expenditure and the benefit derived from it, is more fully realized when figured down to a daily basis. Taking the "tourist season" at an average of six months during each year, the result of the past year's experience would mean that during this term of six months more than \$60,000 daily found its way into the pockets of the people of that state.

Can anyone here think of, or name, any industry in any one state in the Union, or province in Canada, that will equal this?

Therefore, is it any wonder that the State of Maine is rich and that the city of Portland is claimed to be the richest city (per capita) in the American Union, with one single exception? Gentlemen, a business of this kind going on year after year, and constantly growing, is better than any gold mine ever discovered; it is, in fact, a mine of the richest character, with this advantage, that the more it is worked the richer it becomes.

Turning for a moment to a notable example in the Old World, what is it that has so enriched the little republic of Switzerland, where it is estimated that not less than \$25,000,000 are annually spent by tourists?

I have no doubt that many who are here have been privileged to travel both in Europe and in our own country, and to these particularly I would say: Have we no scenery that is equal to any the world over—single glaciers that are equal to all the Swiss glaciers melted into one and with room to spare?

To detail what we have to show in this way would be waste of time, but there is not a man here who is not fully convinced that for natural advantages there is probably no country under the sun that has so much to offer. This being the case, why is it not good business on our part to make the most of it; to work the opportunity for all it is worth? It is your privilege, gentlemen, to make this known, to work up interest among our own people, so that all may act in unison, and in that way make known to people, everywhere, who have money to spend and more to invest, what we have in this Canada of ours.

If you will pardon me for becoming local I would like to draw your attention to what has been and is now being done in this connection in the provinces by the sea.

In St. John (the Canadian winter port) was started a year ago

THE NEW BRUNSWICK TOURIST ASSOCIATION,

which has been doing good work in preparing and distributing literature, describing and illustrating the scenery on the noble River St. John and its tributaries, and also the scenery of the Province of New Brunswick generally. This has already borne good fruit, and only needs to be continued to develop in constantly increasing ratio.

Later on the people in the charming city of Fredericton, on the River St. John, formed a local association, and have been doing good and effective work in drawing attention to the Province of New Brunswick as a "Sportsman's Paradise."

Still more recently the Nova Scotia Tourist Association has been formed, with headquarters in Halifax, for the same purpose, and also as a supplement to the efforts that the various steamship and railway lines centering in that province have been making for some years.

The transportation companies of that province state that during last season more than 50,000 tourists found their way to the "Land of Evangeline," as well as to many other of the charming resorts and beauty spots so freely scattered throughout the Provinces of New Brunswick, Nova Scotia and Prince Edward Island.

Does not this in itself suggest another thought, viz.: the development of inter-provincial travel?

Why should the people in the western sections visit the resorts of another country while in our own we have many which are equally attractive? Let the people of Ontario and Quebec who desire an outing visit the provinces by the sea, where they will be sure to find a warm welcome, as well as much that will surprise, delight and instruct them.

The interchange of opinions thus made more possible between people living in different parts of our Dominion; the information gained and the erroneous opinions corrected will do much towards

cementing our people more closely together and in welding them into a more compact whole.

No more opportune time can be found than the present to encourage this among all classes. The eyes of the people in the east have been turned toward the wonderful resources of our western heritage and the great future in store for that portion of our land. During the same time, and owing very largely to the development of the import and export business of the country through the port of St. John during the winter season, much attention has been drawn to the eastern seaboard, and Canadians generally are beginning to realize that the maritime provinces are a very important link in the chain of communication between the great centres of Canada and the Motherland, and if, as now appears almost a certainty, this traffic continues to grow the great importance of having it carried on through our own port and over our territory will become more and more recognized, until, it is hoped, the time will soon come when every true Canadian will feel himself in duty bound to concentrate his business through Canadian channels. In doing this we have everything to gain and nothing to lose; we are spending our own money in our own country, and aiding to develop trade along national lines, and helping to foster that national sentiment of the west for the east, the east for the west, Canada for Canadians, which must exist if our country is ever to become great and prosperous.

W. R. FISHER.

St. John, N.B., Jan. 25, 1898.

Upon the motion of Mr. John A. Phillips, seconded by Mr. A. Pattullo, M.P.P., a hearty vote of thanks was given to Mr. Fisher for his excellent and instructive paper.

The Newspapers and the Courts.

Mr. John King, Q.C., was next called upon by the president, but as there was not sufficient time before adjournment to permit the reading of his paper, he briefly sketched the most important points. The paper in full—proofs sheets of which were distributed to the members—is as follows:

It is now nearly four years since the Libel Act of 1894, which was promoted by the Canadian Press Association, became law in this province. Its various provisions form part of the consolidated statute relating to libel and slander in the revised statutes of 1897. Experience of the Act in the courts, during that period, has proved that, although incomplete and imperfect, the measure as a whole has been a beneficial piece of legislation. Its merits and defects, and some other points of interest affecting the newspaper press, constitute a fit subject for review at this annual meeting of the association.

A PREVENTIVE OF LITIGATION.

The section of the Act limiting the time within which an action may be brought for a libel contained in a newspaper to three months after the publication complained of has come to the notice or knowledge of the complainant, was designed, among other things, as a preventive of litigation. And such, in fact, has been its effect. A plaintiff cannot now sleep on his rights, if he has any; he cannot keep a threatened action dangling like a sword of Damocles over a publisher's head; he must be vigilant and prompt in pursuing the defendant, otherwise his remedy is gone. In several cases reported to the writer, this section has been an effectual bar to vexatious legal proceedings.

THE CONSOLIDATION OF ACTIONS AND ITS BENEFITS.

The provisions of the statute with respect to the consolidation of different actions for the same libel, and the assessment of damages and the apportionment of costs, in such cases, have been a boon to the newspapers. These provisions had two objects in view. One was to restrain unscrupulous persons, who made a trade of

actions for libel against newspapers, and this object has been fairly well attained. The clause in the statute is a straight "hit from the shoulder" against the traders. Traffic in libel suits by experts in the business has been, in great measure, discouraged and discredited. The other object aimed at was to prevent a series of actions, by the same plaintiff, being proceeded with and tried separately, against different newspapers for the same, or substantially the same, libel, and excessive damages and costs being recovered against each. Under such circumstances the different defendants may have the actions consolidated and tried together. The several actions are then treated as one for the purpose of fixing the damages, but as distinct and separate for all other purposes. The jury, if the case be left to them, determine who of the defendants, if any, are liable for damages, the sum total of such damages, and the share or proportion of that sum which each defendant should bear. The judge determines whether any costs should be awarded, and, if so, the share or proportion payable by each defendant. By this simple process the united defendants do battle for each other with their united strength, and there is an immense saving of the "sinews of war." The benefits of this change in the law were felt as soon as it was made, in the well-known suits of Beaton against The Globe Printing Co., and other newspaper publishers. Separate actions against the different defendants had been brought by the plaintiff before the passage of the Act, but under the rule, familiar to lawyers, which makes enactments as to procedure retrospective, the provisions of the new statute became applicable to the pending suits as soon as the Act was passed. They were invoked in the cases mentioned, several of the actions were consolidated; and the costs of the proceedings were thereby materially reduced.

EVIDENCE IN MITIGATION OF DAMAGES.

The statute has been no less beneficial in permitting publishers to give evidence of certain facts and circumstances which were previously inadmissible in mitigation of damages. A libellous news item, or one to the same purport and effect, is sometimes copied by one newspaper from another, or appears simultaneously, or at different times, in a number of newspapers. The person libelled brings an action against one of the publishers for damages; or brings an action and either recovers, or does not recover, damages; or, without bringing an action, he receives compensation, or compels an agreement for compensation, from one or more of the newspapers. Prior to the Act of 1894 the publisher of such a libel, who was sued for damages, could not give evidence of any of these facts, although any one or more of them, if admissible, would have been proper for a jury to consider in their award of damages. The exclusion of such facts was a hardship; but the Act of 1894 effectually removed it by permitting the facts to be given in evidence in every case of the kind. If a plaintiff should successfully try out one action, either before or after commencing another, the second defendant may prove, in mitigation of damages, that the plaintiff has already received some compensation for the libel. And he may do this in every case where compensation for substantially the same libel has already been made, or agreed to be made, to the plaintiff by some person, although that person may have had no action brought against him. The courts have given effect in a liberal spirit to this remedial clause of the statute, and it has proved highly satisfactory.

A PUBLISHER'S REMEDY AGAINST HIS CONTRIBUTORS.

Under the law, prior to May 5, 1894, a publisher had no remedy against a person who sent a defamatory communication, or editorial, to his newspaper. Although he published the defamatory matter without a particle of malice and in perfect good faith, and was "led as a lamb to the slaughter" by the libellous writer, he had no redress whatever against him. However heavily he was hit in

damages he could not claim compensation. This was on the well-known principle that there is no contribution between joint wrongdoers. That is to say, each is responsible for the whole damage, and if the person injured chooses to proceed against one of the wrongdoers only, the other cannot be called upon, by the one proceeded against, to bear part of the damages. A remedy, or rather a partial remedy, has been provided for this old defect in the law on two conditions, namely (1) that the defendant did not know the defamatory matter to be untrue; and (2) that the communication is not anonymous. If these two conditions be fulfilled, the defendant may, at any stage of the proceedings, have the author of the communication joined as a co-defendant in the action, and may claim such relief against him as he is justly entitled to.

WHAT IS AN "ANONYMOUS" COMMUNICATION?

This section of the Act raises the somewhat nice question: What is an "anonymous" communication within the meaning of the statute? The first clause of the section affords the publisher a remedy in the case of "any defamatory matter which has been communicated in writing by any person to such newspaper with a view to its publication therein." The second clause qualifies the first by imposing the two conditions above mentioned. This second clause was not in the draft bill, but was added in committee of the whole House. Without this addition the section was meant to be directed against defamatory matter in written communications, strictly so called, namely, letters and correspondence generally, and also against similar matter in editorials contributed from outside sources. It was not intended to include editorial matter by members of the newspaper staff, which is invariably anonymous. The second clause, which specially mentions "anonymous communications," is quite consistent with this construction.

The writer has been consulted in two classes of cases in which the questions of anonymity and of a possible remedy for the publishers have had to be considered. One of these was where a *defamatory communication, signed with a false name*, was published by the editor in the belief that the name was genuine. The other was where a defamatory communication, not signed with the name of any person, was published, at the request of the writer contained in a private letter with a fictitious signature. The question was whether these communications were "anonymous" within the meaning of the statute, so as to afford a ground of relief against the writers if their identity could be established?

The first communication was certainly not "anonymous" in the usual sense of the term. It was pseudonymous; but, so far as the complainant was concerned, its damaging effect was the same. This being the case, should not the term "anonymous" receive a broader signification than it usually receives? Is it not intended to include every communication not signed by the author with his true name? If so, a pseudonymous communication would be in the black list. If, on the other hand, "anonymous" is to be taken in its ordinary, popular sense, a pseudonymous communication would not be "anonymous," because the lexicologists make a clear distinction between the two. The second communication was clearly "anonymous," but it is a case in which no relief whatever is provided by the statute for the deception which had been practised on the newspaper. Editors need scarcely be put on their guard against such frauds. The fact that they are perpetrated shows the need of verifying written communications, as far as possible, prior to publication, and of retaining the manuscript for a reasonable length of time after it has appeared in print.

A SECTION OF THE ACT THAT NEEDS REVISION.

This section of the statute is open to criticism on other grounds. While it rectifies one wrong it perpetuates another. The denial of its benefits to the publication of statements knowingly false is very proper. A journalist who permits aspersions on character and

reputation, which he knows to be untrue, to be circulated broadcast, cannot complain if he is held to strict account, and compelled to make reparation. But the denial to him of any remedy against the writer of a defamatory communication, either in the form of a letter or an editorial, merely because it is anonymous, is not reasonable, and detracts very much from the value of the whole enactment. It is the outcome of a foolish prejudice and timidity with respect to anonymity in the press, and stamps it with an odium which is undeserved. The most and best part of newspaper literature is anonymous, the proportion of matter which is actionable, as compared with that which is not actionable, is a mere bagatelle. In the present instance the precaution taken by the Legislature strikes one as over-fastidious. It was unnecessary, so far as the newspaper is concerned, and is actually prejudicial to the person defamed. It was unnecessary, because a publisher would have to disclose the identity of his anonymous contributor if he wished to prefer a claim against him; and it is prejudicial to the person aggrieved, because such a disclosure would have enabled him to sue both writer and publisher. The courts will not compel a publisher to give up the name of an anonymous correspondent; in fact, they have justified his refusal to do so. It is the rule in newspaper offices to treat anonymous contributions as confidential, and certainly the seal of confidence will not be broken when nothing is to be gained by it. There may well be an exception to the rule when an editor has been deceived and imposed upon by an anonymous contributor, and his newspaper has been dragged into an expensive law suit. But, in every such case, the Legislature has declared that he shall have no recourse against the impostor. The enactment, as a whole, is, in these particulars at least, fairly open to revision.

AN OLD GRIEVANCE REMEDIED.

The Act of 1894 also removed one of the special grievances of the press arising out of appeals against orders granting or refusing security for costs. Where such an order has been made by a local judge in the outer counties, there may be only one appeal to a judge of the High Court in Chambers. Where a judge of the High Court has made the order in the first instance, the order is final, and there is no appeal. The rule thus laid down is two-edged, and cuts both ways; but it at the same time favors cheap and speedy justice.

THE DEFINITION OF "NEWSPAPER" OBJECTIONABLE.

These are some of the merits and defects of the statute. It contains, however, one other notable defect, and that is in the definition which it gives of the term "newspaper." The wording of the definition excludes from the benefit of the Libel Act an important class of publications which are fairly entitled to its protection. This is a very serious matter for the publishers, and a very strong objection to the Act as it stands. In a review of the legislation of 1894, contributed to *The Canadian Law Times* three years ago, the writer had occasion to trace the origin, and explain the object, of the definition in question. It was shown to have been derived from a statute of William IV., which followed, on this point, a series of Acts commencing as far back as the reign of Queen Anne, and ending in the reigns of George III. and George IV. These statutes imposed stamp duties on certain publications designated as "newspapers," and affixed heavy penalties for issuing them without stamps. For example, Addison's famous "Spectator," one of the English classics, was taxed under the statute of Anne, and grievous complaint is made of this by the great essayist in one of the numbers. The statute of William IV., from which the definition of "newspaper" in our own statute was originally taken, was meant to be, and was, in fact, a definition of certain "newspapers" that were intended to be brought within the stamp laws. The preamble of the Act expressly declares that the

interval of twenty-six days between the publication of the parts or numbers of newspapers, as therein defined, was adopted for the purpose of restraining the publication of papers tending to excite hatred and contempt of the Government and constitution of these realms as by law established, and also vilifying our holy religion. This was the reason assigned by the Act for their being subjected to stamp duties. It is manifest, therefore, that the object of the statute in setting a time limit of twenty-six days, beyond which the numbers of these "newspapers" should not be printed, was to impose a tax upon them, and thereby to repress, as far as possible, a class of literature that was regarded as mischievous and dangerous both to Church and State.

A CRITICISM BY THE CANADIAN LAW TIMES.

The following quotation from the writer's comments in *The Law Times* on the subject is still in point, and always will be until the law is changed. "The definition in this section has been a good deal criticized, and properly so, on account of its excluding monthly periodicals, and especially monthly trade papers, from the benefits of the Act. The latter are, without exception, highly useful and well conducted publications, and are of infinite service to an increasingly large class of readers. They are devoted to the various manufacturing, mercantile and trade interests of the country, and contain 'public news intelligence, or occurrences,' and 'remarks or observations thereon,' relating to those interests, and also to the current events of the day. They do not harbor 'blasphemous and seditious libels'; they do not excite 'hatred and contempt of the Government,' or vilify 'our holy religion', they are neither dangerous nor mischievous, as was the baneful brood of prints at which the penal Act of George was aimed. Except that they are published at intervals 'exceeding 26 days,' they are 'newspapers,' de facto. Why should they not be 'newspapers' de jure? Public opinion has long since declared that they should be, yet the Ontario Legislature has persistently adhered to the effete formula which places them, as compared with other vehicles of intelligence, under the ban of the law. This species of intolerance is indefensible. One of the arguments advanced in its favor is, that articles in monthly publications are usually written with more deliberation than those in ordinary newspapers. Ergo, if they are defamatory, they should receive no more comfort than is afforded them at common law. This is very specious reasoning, and the facts are entirely against it. Every journalist knows that many leading articles are prepared with the greatest care and circumspection, and often long in advance of their appearance in print. The private cabinet of the editor of *The London Times* is said to contain an obituary of every great living Englishman. The judgments in the *Attorney-General v. Bradbury & Evans* (a decision on the section in question previously referred to in *The Law Times* articles) present no such argument. * * * The times and the criteria have changed since George the Third was King. The whole life of the press has been revolutionized, and the 'tax on knowledge,' along with the odious penalties by which it was enforced, has been swept away. The number '26' is at the best purely arbitrary; it no longer marks the line 'between news and history'; its *raison d'être* is not even tenable. The origin and object of the penal statute, under which the decision referred to was given, had everything to do with its provisions. Why should an archaic enactment, passed for a specific purpose, and to suppress glaring and perilous evils that no longer exist, be imposed on any respectable publication in our time?

"These were some of the considerations which influenced a proposal to the Legislature at its last session to extend the benefits of section two to monthly periodicals and trade papers. The simple change of '26 days' to '31 days' would have done this; but, fair and reasonable as was the proposal, it was not entertained. When

the libel clauses of the Criminal Code were before the Dominion Parliament, the attention of the late Minister of Justice, Sir John Thompson, was directed to a similar definition in the bill. He at once recognized the justice of the proposed amendment, and the bill was amended accordingly. We can only hope that, at some future time, the Local Legislature will follow the precedent set by the Dominion Legislature under the guidance of the distinguished jurist who has since passed from the scene." The definition of "newspaper" in the Libel Act should be the same as it is in the Criminal Code, and the civil and criminal law on that point be made uniform.

PROOF OF PUBLICATION—A VALUABLE DECISION.

During the past year or two a number of judicial decisions have been given, touching the rights and liabilities of journalists, which are worth noting. In the action of *D'Ivry v. The (Toronto) World Newspaper Co.*, there was secured from the highest court in the province a judgment of special interest and value to the newspaper press. In the course of the proceedings in the action the question was raised, whether the defendant corporation could be compelled to produce its file, or any copy of the paper containing the alleged libel. The production was sought for the purpose of proving the publication of the statements complained of, which was in fact proving the plaintiff's case. It was resisted by the company on the ground that, libel being a criminal offence as well as a civil wrong, the production might expose the company and its officers to a criminal prosecution, and was, therefore, privileged. As against this claim of privilege it was argued, that a corporation is an artificial entity which can have no malice, and is, therefore, incapable of being prosecuted, or punished, for the publication of a malicious libel. This answer was held by the Court of Appeal to be invalid. The judgment declares that it is sufficiently clear, under the Criminal Code, that a corporation may be prosecuted, convicted and fined, for such a publication. That individual publishers may be indicted and punished, was long since settled law.

The arguments and judgments in the case, published at the time, indicated the ratio decidendi as to the production of the newspaper file, or a copy of the paper containing the defamatory matter, being privileged. The Ontario Evidence Act provides that no person is compelled to answer any question tending to criminate himself, or to subject him to prosecution for a penalty. Although not so expressly enacted, the same rule was held to apply to the production of documents. Mr. Justice Osler, on that point, says: "The statute appears merely to have embodied the existing law as to the protection of the witness against answering questions tending to criminate, though including the case of a party examined as a witness, or for the purpose of discovery. Production of documents is not, in terms, provided against, but, on principle, it would seem that there should be exactly the same privilege in regard to that as in regard to answering interrogatories, or questions put to a witness or party."

In another part of his judgment, referring to an authoritative decision on the subject, he says: "Lord Eldon's opinion was that a party was protected against answering any question not only that had a direct tendency to criminate him, but that formed one step towards doing so; and this seems to be the law, with the qualification that the party or witness must pledge his oath to his belief that such would or might be the effect of his answer, and that it appears to the presiding judge that, under all the circumstances, such belief is likely to be well founded."

Mr. Justice MacLennan also says: "That the privilege extends as well, and to the same extent, to the production of documents as to answering of interrogatories and the giving of evidence, and may be claimed in the same way, is established" by certain decisions of the English courts, which he proceeds to cite.

It thus appears that the production of any document, quite as

much as the answer to any question, which may tend directly or indirectly to criminate—"that forms one step towards it," as Lord Eldon says—is privileged, in other words, it is not compellable. The rule is a broad one, and should remain so as long as libel is in the criminal calendar. This being the law, no individual publisher, and no officer of a newspaper company, should be blamed for invoking it by declining to admit publication, or to answer any question, or produce any document, which may expose him to a criminal charge, however innocent he may be. It is the risk of a prosecution, with its attendant annoyance and odium, that the privilege is intended to guard against.

A DEFENDANT'S PRIVILEGE IN CRIMINAL CASES.

In the case of criminal proceedings for libel the rule is different, at least in regard to individual publishers under certain conditions, inasmuch as the Dominion Evidence Act has abolished this privilege of a witness. Under that Act a witness is not excused from answering questions tending to criminate, and, on principle, the production of documents having a like tendency would not be protected. But this would only be where the defendant was a voluntary witness. If an individual publisher, prosecuted for libel, tendered himself as a witness on his own behalf, he would not be privileged from producing his file, or the copy of his paper containing the statements complained of, or from answering questions tending to prove publication, or from admitting publication. A doubt would arise, however, if the defendant did not tender himself as a witness. Not being a compellable witness on the part of the Crown, under the Dominion Evidence Act, as he is for the plaintiff in a civil action under the provincial Act—because a person accused of a criminal offence is only a competent, and not a compellable, witness—could production of the file, or of a copy of the paper containing the defamatory matter, be compelled if the defendant did not enter the witness box? It is certainly arguable that, as he is not obliged to testify, neither is he obliged to produce documents of an incriminating character, which his file clearly would be. Nor is it at all certain that, in the case of the prosecution of a newspaper company for libel, the production of the file could be compelled from the defendants. The company, as such, could not be compelled, because it is an artificial person. But could production be enforced through any of its officers who represent it, and who are the vicarious offenders by standing in its room and stead? The courts must answer this query, should it ever arise. It was not necessary to decide any of these moot points in the Court of Appeal, and they are not covered by any of the judgments. The court, however, as we have seen, has distinctly and unanimously held that the production of the file, or of any copy of the paper containing the defamatory matter, will not be compelled in a civil action for libel against a newspaper corporation, affirming, on this point, the opinions of four judges in the courts below. This decision, of course, holds good as to individual publishers.

The appellate judges expressed regret at the present state of the law, which enables a defendant in civil proceedings to put such difficulties in the way of proving publication, and intimate that the law should be amended. It is not the fault of the newspaper press that the law has not been so amended; a change was suggested five years ago. The alternative presented to a publisher of seeking refuge in a seeming technicality—a technical night gown, as a witty member of the bar has expressed it—or of producing evidence against himself for a criminal prosecution for libel, is not an agreeable one. His being forced to claim privilege may be exceedingly prejudicial, as indeed it has been, even in the case of a meritorious defence. There could be no objection to an amendment of the law so long as a proper safeguard is provided against a prosecution for the same libel, publication of which is sought to be proved by the production by the defendant of the newspaper file, or of a copy of

the paper containing the defamatory matter. If a complainant chooses to proceed civilly instead of criminally, he should be bound by what as his final and only remedy, or else the defendant should be protected against criminal proceedings. An amendment which would facilitate a criminal prosecution, in addition to an action for damages, would be open to grave objection.

AN AMENDMENT OF THE LAW SUGGESTED.

It must be admitted, however, that a ready method of ascertaining and proving who is responsible for the publication of a newspaper is a desideratum in our law, both civil and criminal. In England an attempt has been made to fix responsibility by the Newspaper Libel and Registration Act of 1881. An infringement of its provisions renders the proprietors, publishers, or printers, as the case may be, liable to heavy penalties. That Act was the result of a state of anarchy in Britain similar to that which prevails in this country. The disclosures made before the select parliamentary committee on the law of libel, which sat in 1879, virtually compelled legislation in the matter. The English Act is defective in some important particulars; for example, in not being applicable to joint stock newspaper companies, in not providing for immediate registration in certain contingencies, or for making the registration of a change of ownership compulsory on either the old or the new proprietors of a newspaper. A better model, for the press and public alike in this country, may be found in the statute books of the prairie province of Canada. Under the Newspaper Act of Manitoba, a newspaper publisher and newspaper corporations are required to file, in the office of a certain court official, an affidavit setting forth the names of the paper and publishers, the place of publication, etc., and a certified copy of this affidavit, produced at the trial, is accepted as proof of the facts contained therein, and dispenses with proof of the purchase of a copy of the paper at the office of publication. Non-compliance with the law in this respect subjects the party to penalties, and deprives him of the benefits of the Libel Act, which is very much the same as our own. This species of proof of publication was suggested in some draft amendments submitted to the Attorney-General of this province in 1893, and is worth considering in the event of any further amendments of our own law.

DECISIONS RELATING TO SECURITY FOR COSTS.

That the Ontario law is capable of some amendment was demonstrated in this same case of *D'Ivry v. The World*, when, it appearing that security for the defendants' costs of the action had been obtained in the cheapest and most convenient way possible, further security was refused, under the rule of practice providing for such security, on the ground that the defendants had made their election and were bound by it, unless they could have foreseen at the outset that further security would be necessary. This interpretation of the rule, which holds good as against defendants in all sorts of actions, and which increases the costs of litigation, is narrow, illiberal, and unreasonable, and should be rectified by legislation.

Then again, security for costs cannot be obtained under the statute where the alleged libel involves a criminal charge, namely, a charge that the plaintiff has been guilty of the commission of a criminal offence. This is a proper provision, but there should be no doubt that such a charge is involved before security is refused on that ground. Where on the evidence, oral and written, taken on an application for security, it clearly appeared that a criminal charge was not involved, the courts have held that the language of the statements complained of can alone be looked at, and that the evidence must be entirely disregarded. This is an extraordinary decision, and one which was not thought possible under the present Libel Act. There should be some more reasonable limit to the rule laid down by the judges that the meaning of the language—libel or

no libel—in such a case, should always be for the jury, and should admit of no explanation by evidence prior to the trial. The effect of the rule is, not only to prevent security being granted against mere speculators in damages, but also to increase immensely the costs of actions in which there is a perfectly good defence. Why should not the question of libel or no libel, even where a criminal charge is said to be involved, as e.g., where it clearly appears that the statement complained of was made by the plaintiff himself, be sometimes determined at an earlier stage than the trial? In considering whether matter is libellous it is the duty of the judge at the trial to say whether, if reasonably considered, it can be libellous. If he considers that the statements complained of are capable only of one meaning, and that not defamatory, or are capable of a defamatory meaning, but no reason is given for attaching that meaning to them, it is his duty to withdraw the case from the jury and nonsuit the plaintiff. The question of libel or no libel must not always and necessarily be left to the jury as to statements not in themselves libellous, i.e., in their proper and natural meaning, according to the ordinary rules of interpretation, without some evidence either of a libellous purpose on the part of the writer, or of some other extrinsic facts calculated to lead reasonable men to understand them in a libellous sense. These legal principles are well understood. But why not give effect to them as soon as possible? Why wait till the trial before applying them to the case in hand? Cases have arisen in our courts in which, on applications for security for costs, no sane reason has been given for attaching a defamatory meaning to the matter complained of, and no evidence has been produced of any libellous purpose, or of any of the extrinsic facts just mentioned. In fact, the evidence on these points, on the applications in question, was entirely, or almost entirely, in favor of the defendants. Yet, the rule that libel or no libel is for the jury having been invoked, not only was no security granted, but the defendants were put to all the additional expense of defeating the plaintiffs at the trial. Care would have to be taken in a modification of the rule; but there can be no doubt that, if it were less rigid in this respect, the courts would be spared a great deal of unnecessary, vexatious and expensive litigation, and the costs of the administration of justice in all the counties would be correspondingly diminished.

REPORTS OF PUBLIC MEETINGS—CAN THE LAW BE IMPROVED?

Another matter, which has occasionally provoked discussion in the press, is the newspaper publisher's responsibility in damages for publishing statements by a person at a public meeting for which the speaker either is not liable at all, or is not made liable. How does the law stand on this point, and is there any remedy which can be suggested for the publisher without prejudice to the public? Under our Libel Act the protection of privilege is extended to reports of public meetings on certain conditions. The meeting must be lawfully convened for a lawful purpose and open to the public, or be a lawful meeting to which the public are invited by an announcement published in accordance with the Act. The report must be fair and accurate, and published without malice, and the publication of the matter complained of must be for the public benefit. The privilege conferred by these enactments, being subject to the conditions stated in them, is what is called a qualified privilege. The same sort of protection is given to reports of public meetings by the Criminal Code; but it is not given, either under the Libel Act or the Code, if the defendant refuses to insert in the newspaper in which the report containing the matter complained of appeared, "a reasonable letter or statement of explanation, or contradiction," by or on behalf of the complainant.

The law as thus laid down was very fully discussed by the writer in a paper read before the association at its Ottawa meeting in March, 1892, but nothing was then said on the question of liability as between the original utterer of defamatory statements at a public

meeting, and the newspaper which publishes them. Cases constantly arise where an editor has to decide, on the spur of the moment, whether charges deliberately made on a public platform are "for the public benefit." This is no easy matter; and, should he decide wrongly, his publication of the charges is unprivileged and exposes his journal to an action. In such a case the primary responsibility should rest on the speaker, but unfortunately it does not. In fact, he is not legally liable at all unless there be proof of special damage. The law on this point is far better than it once was, but it is still capable of improvement—not, we should say, by freeing the newspaper proprietor from liability, but by holding the original speaker responsible also. Under our present law the newspaper, unless the matter published is privileged, must bear the whole brunt of the action. Is there any reason why the original slanderer should not be made at least partially responsible? This might be accomplished by an enactment providing for his being joined in the action either at the outset, or under the procedure, familiar to lawyers, by which a person entitled to an indemnity may join the indemnified person in the action, and be entitled to a remedy over against him. In the case in question this might be done conditionally, namely, upon it being shown to the satisfaction of the court that the person sought to be so joined was aware, when he publicly uttered the defamatory statements, that newspaper reporters were present. Provision might also be made, in the event of the joinder, for enabling the jury to apportion the damages as between the speaker and the newspaper, in the same way as that is now done with respect to the different defendants in consolidated actions for the same libel. The objection that this procedure would make a man who only intends to slander responsible for libel, would scarcely be tenable. The real effect would be to put a man who utters a slander, which he knows will be reported, in the position of one who incites another to report a slander. The latter is, as the law stands, liable to an action for libel. Whatever may be the objection to it in theory, the amendment suggested has at least this merit, that, in every such case, the newspaper would be afforded a remedy, which it has not now, and would at the same time remain responsible to the person defamed.

CRIMINAL LIBEL ON THE PACIFIC COAST.

Turning for a moment to some recently developed features of the criminal law of libel, there is one case to which, for obvious reasons, only a brief reference can be made. The prosecution for libel instituted by two members of the British Columbia Government against several gentlemen connected, in various capacities, with The Province newspaper, published at Victoria, B.C., promises to be a cause celebre. The proceedings so far have been of a preliminary character, but the extraordinary feature of them that challenges comment is the fact that none of the defendants were permitted to give evidence of the truth of the alleged libel! The two honorable gentlemen, at whose instance, presumably, the complaint was laid, were called in turn as witnesses for the defence, and were interrogated in support of the plea of justification, but the questions asked were objected to and were disallowed by the presiding magistrate! The stenographic report of the hearing, published in The Province, does not state the reasons for the objection, or why effect was given to it, but, with all due deference to the bench and the bar of the sister province, it may be said, that it will be difficult to find authority in support of such an objection, or such a ruling, in the present state of the law. Justification in the sense that the alleged defamatory matter is true, and was published at the time for the public benefit, is always a good defence to a charge of criminal libel. Prior to the Code, when only the case for the prosecution could be presented at the hearing, a defendant charged with publishing a libel, knowing it to be false, might, on cross-examination of the prosecutor's witnesses, conduct his defence in such a way as to show that the alleged libel was true;

and that course was adopted, as we know, in a number of libel prosecutions in this province. Under the Code a defendant is permitted to make every defence at the preliminary hearing of an indictable offence which he may make at the trial; and libel furnishes no exception to the rule. The rights of a defendant in that regard—and this remark is peculiarly applicable to the case in question—have been extended indirectly by the provision in the Dominion Evidence Act which excuses no person from answering any question tending to criminate him, or to establish his liability to a civil proceeding at the instance of the Crown, or of any other person. So that the defendants in The Province case were quite within their rights in calling the private prosecutors, or any other persons, for the purpose of justifying the alleged libel; and none of them who were so called could lawfully refuse, and should not have been permitted to refuse, to answer any question tending to prove that plea, even were the answer a self-criminating one.

There may have been some subtle or mysterious point in the case, which is not disclosed in the published reports, and which may serve to explain this novel judicial ruling, but, from our present vantage ground, it is inconceivable what this can be. Meanwhile a flagrant wrong has been done the defendants, and the Legislature and the press are constrained into silence. The question of procedure, and the committal of the accused journalists unheard, indefensible as this must appear, are of minor importance compared to the injury to the administration of justice, which has been brought into contempt. The denial of justice is a serious matter in any case, however trivial; its denial to a prominent and respectable public journal, pleading to be heard in its own defence at the bar of a criminal court in a British province, on questions of grave moment to the great body of the people, recalls the evil days of *ex-officio* informations for libel at Westminster Hall. It raises an issue between the administrators of the law and the liberty of the subject—to say nothing of the liberty of the press—which, we should hope, cannot long remain in abeyance or uncertainty.

THE BANE OF THE PRESS AND ITS ANTIDOTE—AN EDITOR'S RESPONSIBILITIES.

There are some actions against newspapers which no amount of editorial care can prevent. Nine out of ten of these are brought by persons who have no real grievance, and no means of paying costs if they lose, simply in the hope of extorting a compromise. There is but one effective remedy for so gross an abuse of the process of the courts, and that is a compulsory indemnity of the publisher before the writ is issued. This remedy is not unprecedented; it has legislative sanction in the United States where personal reputation is as precious as it is here, and where the door is closed against none who have a right to enter the forum of justice. Is it too much to ask a similar measure of relief against professional brigands in this country? Is it unreasonable to entreat the Legislature to recognize the principle that no one may wantonly injure the members of an honorable profession whose interests are identical with those of the people whom they serve? Are not journalists, as the literary police of the nation, fairly entitled to all the protection which the law can give them in the honest and fearless discharge of their public duty?

These are questions which the law-makers of the country, who admit the great public usefulness of newspapers, should be invited seriously to consider. And, in so doing, they should be reminded that the liability to actions of the character just described is immensely increased by the difficulties incident to modern journalism. Some of the cases which have been referred to, and notably the Beaton suits, which were based on an associated press despatch from a foreign country, illustrate the perils which encompass the editor in the discharge of his responsible duties. There was a time when the centre of danger lurked in the leading article—and sometimes it lurks there still—but in these modern days, when the world

of the newspaper, and especially of the daily newspaper, has grown so immeasurably, the danger has shifted to the news columns. From these it is inseparable, and it increases with the expanding sphere of newspaper activity. The system of news purveying which now prevails makes it impossible for an editor to verify the intelligence which pours into an office from all parts of the world, often in the small hours of the morning. He finds himself responsible for the accuracy, judgment and bona fides, not only of his own correspondents, but of hundreds of others of whom he knows nothing, but with whom he is put in temporary contact by the electric wire and the ever-widening circle of news agencies, which play so large a part in the life of the modern press. This remarkable change in the circumstances of the newspaper has produced a corresponding change in the moral aspect of newspaper libel. What was once a deliberate and intentional offence is now usually an accidental and involuntary wrong. Anyone familiar with the management of a daily newspaper knows that, in the vast majority of cases—and there are many cases of which the general public never hear—the wrong done is one of that class. It is the growing perception of this state of things which has led the Legislature, from time to time, to discriminate between the moral character and the legal consequences of newspaper libel, and to endeavor to reconcile them, as far as possible, without impairing any real safeguard to reputation. How far it is expedient to do this is always an arguable question. Some of the legislation, which we have been considering, has helped, to a certain extent, to solve the difficult problem, and, in so far as it has been successful, it is entitled to generous praise.

WISE ADMINISTRATION AS NECESSARY AS GOOD LAWS.

The newspaper press is greatly indebted to the Legislature of Ontario for the law of libel as it stands. With some slight changes, such as those indicated, the law would be improved, to the mutual advantage of publishers and the newspaper public. Too much, however, should not be expected from legislation. Not a few of the present grievances against the libel law are due, not to the Act itself, but to the spirit in which, in some cases, it is administered in the courts, and to anomalies and absurdities which still prevail in our general rules of procedure and practice. These rules govern in all cases not expressly covered by the statute, and a good deal of discretion is allowed in their application. This discretion is not always wisely exercised. In one important case, which the writer has in mind—a purely speculative action by a worthless plaintiff who was eventually defeated—the defendants were harassed by repeated applications in chambers for information which had been fully disclosed on oath, and set out in the statement of defence. There are occasionally cases of that character in which costs are heaped up by the toleration extended to technicalities and sharp practice, and in which effete precedents are applied to our modern system of procedure for the perversion, instead of the furtherance, of justice. Abuses like these the Legislature can do little to remedy. They come rather within the dictum of the ancient philosopher, that "a good law is not more necessary than men with proper sympathies and understandings to administer it."

UNIFORMITY OF LAWS—A NATIONAL PRESS ASSOCIATION.

Before concluding this paper the writer has a suggestion to offer, from a lawyer's standpoint, with respect to the objects of the association, which may be worth consideration at the present meeting. In his investigation of the law of libel, in the different provinces of Canada, he has discovered many divergencies and differences both in the substantive law and in the practice and procedure of the courts, especially in civil cases. The criminal law and procedure, being under our Constitutional Act within the legislative jurisdiction of the Dominion Parliament, is the same for the whole of Canada; the civil law, being within the domain of civil rights, which are under the legislative jurisdiction of the several provinces,

is not. Indeed, the civil law is as varied in character as the Dominion itself. For example, Manitoba, the youngest province of the Dominion, has a statute relating to libel superior far to any that is to be found in the oldest provinces. It is based largely on our Ontario statute, excepting the provisions incorporated from the Act of 1894, which we have been reviewing. It has also a Newspaper Act which contains a number of clauses that will bear reproduction in other provincial statute books, e.g., those providing a ready mode of proving publication of a newspaper, which is much needed in Ontario. In Quebec there is no civil law of libel that is worthy of the name. A gallant effort was made a year ago to carry a fairly good libel bill through the Legislature, but unfortunately it failed. The provinces by "the loud-resounding sea" are, in their law, far behind their sister provinces of Ontario and Manitoba. In Ontario we have, on the whole, a good law, but it is far from perfect; and there is still room for a little missionary effort on the part of the law reformer. We thus see how wide and fruitful is the field in which uniformity of law-making may be cultivated.

Uniformity of laws and procedure is most desirable, whenever possible, because it conduces to uniformity of interpretation and decision, and imparts consistency, confidence and strength to the judgments of the courts. Is it not possible for this association to make a new departure in its objects and general policy, by endeavoring to promote uniformity in the substantive law of libel, and in the practice and procedure relating to it, in the different provinces? This might be accomplished in various ways. One, not the least effective and successful, would be by the formation of a National Press Association, with a constitution so framed on federal lines and principles as to enlist the best efforts of the newspaper press in every part of the Dominion. Such an association would be an incalculable benefit to Canadian journalism. The national body, composed of representatives from all the provincial bodies, might be charged with matters like the criminal law and the law of copyright, which are of general concern, and could render very material service in bringing about uniformity in the civil laws. The provincial bodies, which would, of course, still maintain their separate autonomy, could deal with matters of a local or provincial character. There are many other matters and questions, besides a supervision and improvement of the law of the press, in which such an association could powerfully intervene, and which it could promote with immense advantage to the publishing interest and to all its allied interests and trades. Time will not permit of further discussion of the subject, attractive and inspiring as it is; but one thing is certain, the mission of associated newspaper effort in this country is far from being accomplished. Canadian journalism must develop with the nation; its march must be onward and upward; it must follow, with commensurate and ever-broadening aims and aspirations, the star of Canadian empire whithersoever it takes its way.

Toronto, March, 1898.

J. KING.

After Mr. King had concluded his digest of the paper, Mr. A. Pattullo, M.P.P., said: "There is just one suggestion I would like to make in connection with that very valuable paper. Allusion has been made here this morning—surprise was, I believe, expressed—that legislation was not recently sought in the Ontario Legislature on the lines laid down in Mr. King's paper. I would like to say, on behalf of myself and of my brother journalists who are in the House, that the matter has been considered. Our duty has been pointed out, my own duty rather specially, by my genial friend of *The Hamilton Spectator*, who takes a great interest in this association, as well as in myself and other members. The first session I was there, journalistic modesty prevented me taking the subject up in your behalf. This session

we had a special reason for not doing so, and it was this. The session was brief and a great deal of work had to be crowded into a few weeks, and I felt it would be useless to attempt to get legislation on the law of libel from the Legislature in its dying moments. I agree with the paragraph in Mr. King's paper, that the legislation we desire from the Ontario House is not sweeping changes in the present law, but slight changes for its improvement (Hear, hear); and, looking at the composition of the House as it has been and will be, I think we can reasonably hope to get that legislation in the near future."

Mr. John King, Q.C.: "I also made enquiries, and was told it would be hopeless to take up this legislation at the last session."

Mr. W. F. Maclean, M.P.: "There is one point in connection with the libel legislation that I would like to see taken up, and that is the harrassing of newspapers in one province by bringing actions against them in a distant province. That happened in my experience last year. An action was taken against me in New Brunswick, and, rather than have to go down there and justify, as I think I might have done, at a cost of \$150, I consented to settle it. I think there ought to be some law requiring that persons having a libel suit against a paper must bring it in the province in which the paper is published."

Mr. John King, Q.C.: "I would like to point out that it does not matter very much, as, even supposing they had obtained judgment in that province, they would have had to sue you again in Ontario to collect the judgment. A judgment in one province has no force in another province except in that way."

Mr. W. F. Maclean, M.P.: "I preferred not to go to New Brunswick, because they might have arrested me on a *capias*, as I am told you can buy the papers there for a few pence, all ready for filling in the name of the man they are after. I did not know they would have to come to Ontario to collect through the courts there."

Mr. L. E. Charbonnel: "With regard to the proof of publication, the law reported by Mr. King, from Manitoba, we have the same law in operation in Quebec, that is, a declaration is filed at the court showing the names of the partners or proprietor, whether they are sole members of the firm, the place of publication and all about it, and that record makes proof of publication in the province of Quebec."

Mr. J. S. Willison: "I have no partiality for libel suits, but a few weeks ago I had occasion to threaten a libel suit against a newspaper in the Northwest, and the result was an apology, which was satisfactory. But, I think it would be a hardship if I had to go to a distant province to enter a suit. I would be fully inclined to oppose a change in the law which would compel a litigant to go to the place of publication of a newspaper in another province to obtain redress for a libel."

Mr. John King, Q.C.: "Let me explain that the jurisdiction of our courts in Ontario will not extend to another province. The difficulty arises from the Federal constitution. As an instance I might mention the case of Mr. Sheppard, who was dragged down to Montreal in connection with a libel suit. It was then discovered the state in which the law was, and the law was changed that a newspaper publisher must be criminally prosecuted in the province in which he resides, but instances such as you mention will be very difficult to get over."

Mr. J. S. Willison: "All that is necessary, then, to evade the law is to have the libel published in another province."

Mr. A. Pattullo: "Before adjourning, I would like to suggest that a special effort ought to be made to increase the social attraction, which is one of the valuable features of the annual meeting. I propose that the officers of the association take upon themselves the duty of a committee of introduction." (Applause.)

The President: "I think the suggestion an excellent one, and request the officers to act upon it."

The meeting then adjourned.

AFTERNOON SESSION.

The association resumed its session at 2 o'clock p.m.

A letter was read from Mrs. Cummings, of The Toronto Globe, expressing regret at her inability to be present at the annual meeting, and suggesting that sectional meetings of the association be held during the annual meeting; a woman's section would, she thought, be preferable to the women who are members of the association. Mrs. Cummings expressed the opinion that many lady journalists would join the association if there was a separate woman's section, and pointed out that it is much easier to keep an organization running on right lines if the beginning is made on the right basis.

The President: "As you are all aware the number of ladies connected with the leading papers is increasing and I think the suggestion is worthy of consideration, and perhaps definite action may be taken upon it at this meeting."

Mr. W. Ireland moved, seconded by Mr. W. H. Kerr, that the communication be referred to the committee on resolutions.

Mr. W. S. Dingman: "What will the resolution committee be expected to do with a matter of this kind? We have had sectional meetings before on one or two occasions and what can we do? I think the association ought to avoid meaningless 'resolving' on any subject. If the association desires sectional meetings it might be better to discuss it in open meeting."

Mr. Dan McGillicuddy: "The president should have recognized that in journalism there is no sex. It is like genius."

Mr. J. F. Clark: "The opinion I have is that membership in this association would be a very good thing for the ladies, but I rather fancy it would be wise before we take the matter up to require them to get a section in working order before they undertake to affiliate. I think we have in Canada a number of very prominent lady writers on the papers, and if there is any possibility of having them organized, it might perhaps have a good influence. I think the better plan will be to send it to the resolution committee as I would rather they should settle it than that I should have any hand in it." (Laughter.)

The motion was adopted.

The president, having announced that the discussion of general questions of interest was now in order, there was a brief discussion relative to what the arrangements with the railway companies for transportation to and from the meeting really were, and the effect of the cut rates now in force on the railways.

Mr. Robert Holmes called attention to the report of the executive committee with regard to abandoning of the annual excursion. He said "I noticed in the papers some time ago that Hon. Mr. Sifton had promised the Wisconsin Press Asso-

ciation a trip out to the Coast some time this summer. It occurred to me that a small deputation from this association might wait upon the hon. gentleman and see if the same courtesy might not be extended to the Canadian association at the same time. I therefore move that a small committee be formed for that purpose."

Mr. Andrew Patullo, M.P.P., said: "I notice the names of two or three gentlemen on the programme in connection with the discussion of the law of libel, and I would like to hear them now, if time permits."

Mr. Wm. O'Beirne, of Stratford, was first called upon, and said: "Mr. President, while every member of the association appreciates the value of your address and the suggestions contained therein, I do not think there is anything of more importance to the publishers of Ontario than the paper by Mr. King to day. I am not prepared to make a speech dealing directly with the issues in the particular way he has done, but propose merely to speak in respect to the injustice of the law respecting security for costs."

I will briefly outline the case and you will see the injustice of it. An exceedingly filthy case was being tried, occupying two days, so indecent that it could not be reported in any decent paper. Still, some people wanted to know something about it, and in my absence the reporter ventured to comment upon it, and he said it was doubtful if ever before in the history of the county of Perth had a case displaying the same moral filth been tried at the court house, and also he added 'that all the phenomenal liars in Canada were not dead yet.' The evidence was of the most contradictory character. When we came to trial we showed that out of 22 witnesses 18 of them contradicted the others, showing that one or the other of them was lying. This was taken up by one of the attorneys, and this resulted in four actions against The Daily Beacon, and four against the weekly for libel. The judge held that it was a question for the jury to decide whether the libel that 'all the phenomenal liars in Canada were not dead yet,' applied to these people or not. Anyway we were refused security for costs, but we won at the trial. The same judge who refused security tried the case, and in eight minutes we obtained a judgment. The injustice I feel about this is that I had to pay the costs, amounting to nearly \$800, in four cases, and in the cases which the judge practically admitted afterwards there should be security for costs given, but, as the law now stands, he would practically have to try the case before ordering security to be given for the costs. Something should be done to relieve a publisher in such cases. No malice was shown. I was away from home, the reporter never saw these people at all, but that a newspaper should be subjected to such enormous costs for such a trivial shortcoming seems outrageous. Fortunately, I am able to stand it, but there are others whom it might have ruined. If they had gotten a verdict for 25 cents it might have ruined me. If the association is going to be of value to the publisher, we should get some amendments to the law so that publishers should be able to conduct their business without such risk, and I hope that the members will co-operate with Mr. King, in endeavoring to obtain a just and proper amendment to the law. I believe that if a newspaper comes out and maliciously slanders a man and charges man with a criminal offence, that man should be allowed, without giving security for costs, to vindicate his character in the courts, but the charge should be distinctly and

clearly defined in the article, upon which he is charged with a criminal offence, before security for costs are refused."

Hon. Sir Mackenzie Bowell.

At this stage of the proceedings Sir Mackenzie Bowell entered the room, and was requested by the president to occupy a seat among the past presidents.

In response to the general demand for a speech, Sir Mackenzie Bowell said: "Permit me, on behalf of the Senate—that body composed of old men and old women like myself—(laughter)—to congratulate you upon the success that has attended your different meetings from year to year. When I look back at the number of years that have passed since I assisted in forming this association, with the assistance of Mr. Gillespie, then editor of the Hamilton Spectator, I am beginning to think I am a tolerably old man. However that may be, I can assure you my heart is still with you just as strongly as it was before: I entered that political world outside of that which pertains to newspaper writers. (Laughter.) It has always been a matter of congratulation to myself to see the unanimity which exists among the newspaper men of the country, and I always remember with pleasure that I was of some assistance in forming, in the earlier period of my life, an association in which I have formed friendships, with many with whom I am not in political accord, which have never ceased to exist to the present day. (Applause.) I am quite sure that you will find great benefit and advantage resulting from your association with each other. In our annual meetings we rub off for the time the little roughnesses that exist in the editorial room, and remember for the time that we are all of one family, having the same object in view—the good and the welfare of our country. (Hear, hear.) I have stolen a few minutes from my duties in the Senate in order to assure you that my heart is with you. That is the reason why I asked for myself the opportunity to make the few remarks I have. I hope you will be successful in some of the attempts which I believe you are making to obtain amendments in the laws of our country by which the press will be benefited in that which is the most important to it, the financial department." (Applause).

The President: "I might mention in connection with the remarks of Sir Mackenzie Bowell, that one reason of which the association has cause to be proud is the fact that it is the oldest national Canadian association in existence." (Cheers).

Again, The Libel Law.

Mr. Hewitt Bostock, M.P., British Columbia, resumed the discussion upon the Libel Law. He said: "I feel very pleased indeed to have this opportunity of meeting so many representatives of the press of the Dominion of Canada. Of course you all probably know that I have been connected with the press a great deal in British Columbia, but, owing to the amount of work I have to do for my constituency when I get down here at Ottawa, I have not very much time to pay attention to the other matters which interest me very much. Therefore I have not had much opportunity of meeting the gentlemen of the press. I very much regret that I was not here to hear the address of Mr. King on the libel law. It is a question that very materially affects me at the present time, and a point was raised in the case in which I figured which I think is a very serious one for the press of this country, but I understand that Mr. King takes a different view to what was apparently taken by counsel in Victoria. They

seemed to think there is no way to get out of the difficulty by being enabled to justify what we said, in the alleged libel, before the magistrate at Victoria. I understand that Mr. King says we should have proceeded further and compelled the magistrate to receive evidence to prove justification. In regard to myself, personally, I am probably in a still more peculiar position, because, although connected financially with the paper which caused this libel suit, I am simply a shareholder and director, and, as a matter of fact, at the time this article was published, I was in Toronto, and the first I heard about being brought before the magistrate for issuing a criminal libel was when, at Swift Current, en route to my home, I saw posted upon a bulletin board the information that Senator Templeman and the editor and other officers of The Province were to be arrested on that charge. (Laughter.) As I have said, when we appeared before the magistrate we were placed in the position of not being able to justify what we had said. An attempt was made by my counsel to bring the plaintiffs into the box by summoning them as witnesses on our side, but the magistrate took the stand that he would not allow us to ask them any questions, or that they need not answer the questions put to them, so that every attempt we made to show that we were justified in what we had said was frustrated by the magistrate on this occasion. I consider it a very serious matter for the press of the country that such a state of affairs should exist, and I do not know, unfortunately, that there is any way of bringing about a remedy. It seems, as far as I can learn, that the trouble is not so much with the law in this matter as the people who are appointed in responsible positions to administer the law, and consequently we are face to face with the difficulty that there is no immediate remedy to suggest or place before this association. But I think that the members of this association can most certainly do a great deal in making public, and in bringing before the public generally, the fact that such a state of things can exist in any part of the Dominion (Applause), that a man should be placed in the position in which I am personally placed, and Senator Templeman as well, at the present time. We are now in the position of being out on bail, and can be summoned at any time to go back to British Columbia and attend our trial at the assizes."

Their Excellencies' Visit.

At this stage His Excellency the Governor-General and the Countess of Aberdeen, accompanied by the A.D.C. and escorted by President MacLean, entered the room, and were received with the usual respect shown to vice-royalty.

At the request of His Excellency and Lady Aberdeen, Mr. Bostock resumed the discussion of the libel law. "I have no doubt," he said, "that the case, when tried, will result satisfactorily to Senator Templeman and myself. (Applause.) Another point to which I would like to direct your attention is the attempt which was made to mix up the position of the two companies with which I am connected. At the time The Province was started it was thought better, for business reasons, to form two companies, one connected with the newspaper and the other with the publishing and job printing business. The affairs of the companies are kept separate and distinct, with different sets of books, as separate companies doing business in separate towns. Counsel for the prosecution attempted to show that this had been done with the object of doing what was not really a fair or straightforward thing to do, and I think

it is very much to be regretted that such an attack should have been made. It was, of course, done to put us in a very awkward and not a fair light before the country, because we were in the position that we have not, in the meantime, been allowed to refute the statements and imputations, made by the other side, that this arrangement was made for the purpose, I might almost say, of committing a fraud on the public. This is, briefly, the position in which the case in which I am interested now stands, and I think it reveals a condition which, in the interests of the press of the country, should not continue." (Applause.)

The President: "We are honored with the presence this afternoon of their Excellencies, and it is with the greatest pleasure I am able to announce that His Excellency has consented to make a few remarks to the association." (Cheers.)

HIS EXCELLENCY'S ADDRESS.

His Excellency said: "Mr. President and gentlemen of the Canadian Press Association, I value very much, and I am sure Lady Aberdeen's feelings are the same, the kindly greeting you have given us. It is quite true, as the president has said, that I consented to say a few words. I did so because I cannot help myself. I had no choice in that sense without, perhaps, appearing unappreciative. But I confess that I do not feel at ease; on the contrary, somewhat the reverse. The fact is, that we outsiders, ordinary people, are so accustomed to witness, and take advantage of the great and manifold operations of the press without ever seeing personally or coming into contact with the powers behind it—the inner circles of the press—that when we do, as it were, meet them in the flesh and see them, visibly and actually, there is a sense of diffidence, almost of embarrassment. That, at least, is my own feeling. (Laughter.) Making due allowance for these feelings, I do look forward to the pleasure of meeting this company under different conditions this evening—that will be around the dinner table—that is to say under circumstance when mutual good fellowship and allowance for any defects are prevalent, and, therefore, I shall feel less embarrassed. (Applause.) My object in being present on this occasion is to join in the expressing of welcome and satisfaction with which the people of Ottawa have witnessed your arrival here to hold this convention of the Canadian Press Association. It is a cause of real satisfaction, and we trust those who are here as visitors will certainly not regret having come, and that they will carry away pleasant memories of this occasion and visit. I am aware that you have been discussing many matters of interest to you, and we are looking forward to forming part of the audience for the remainder of the afternoon. Again, I ask you to accept our thanks for your kind welcome."

President MacLean: "I am sure that every member of the association will be delighted to hear from the Countess of Aberdeen, whose deep interest in the various projects for the welfare of the community is deeply appreciated."

His Excellency: "Lady Aberdeen says she looks to me to protect her. (Laughter.) I have already spoken to you in embarrassment for myself. If any gentleman wishes to know anything about the scheme in which Her Excellency is very much interested, and which affects the interests of the country—the Victorian Order of Nurses—a great and increasing number, I may say, are recognizing that that enterprise is fraught with

benefit to this country in assisting to promote the welfare of many persons."

The President. "I think I am voicing the opinion of the meeting if I almost insist, if I may be permitted to do so, upon hearing from Her Excellency upon the subject. The Victorian Order of Nurses is one in which I personally take a deep interest, and I also know the interest which is being taken in the movement in England, as well as in Canada, to-day." (Applause.)

Her Excellency, who, on rising to address the association, was applauded heartily, said: "Mr. President, I am afraid you are using your position as president to perform an act of despotism in insisting that I should address you upon this occasion. (Laughter.) But I am glad to have this opportunity of thanking the members of the press for the kindness they have shown towards this particular movement, of which Major MacLean has spoken, for, gentlemen, without your aid we should have been powerless to let the people of the country know our objects and our aims in striving to establish this Victorian Order of Nurses, which, we are glad to think, we may consider as now established. It may be in a small way at present, but, I think, on a basis which is likely to grow and improve, and which will commend itself to the people of the Dominion. (Applause.) I am afraid, Mr. President, that you did a very rash thing in giving me the opportunity of beginning to talk about this matter. I have pleasant memories in this connection, associated with this very room. It was here the members of the Senate and House of Commons were good enough to come and meet me and hear some explanations on this subject, and I think I could very well talk out the rest of the afternoon if you could give it to me. I think it is only what you deserve, you know. (Laughter.) But I will spare you. I will only tell you what, indeed, I think you know already that we have now three training homes established, here, at Montreal, and the third one is about being started to-day at Toronto. Another one at Halifax will follow very soon, before the end of the month. And then we will come to an undertaking with which we are at this moment very specially interested, and that is, the sending off our Klondyke expedition. I am afraid that, perhaps, some of our friends have thought us rather rash, while we are in our infancy in going in for this undertaking. But, hearing the appeals from the miners and others who have gone forward into the country, hearing the appeals that were made for trained nurses, hearing of the accidents and how the sick were left unattended and uncared for, the likelihood of the spread of illness and of epidemics prevailing, we could not be deaf to those appeals. Therefore, we made preparations for sending out these nurses, and I think if the gentlemen here could see the letters of nurses who have volunteered for this work, they would be touched by the enthusiasm, by the devotion, which is shown by the very best class of nurses, for going on this expedition, looking upon it as a grand opportunity of showing what the nursing profession can do under very adverse circumstances. It is a real opportunity to show patriotism. Therefore, if you will commend this undertaking to the people—the Victorian Order of Nurses, as a whole, and also this special undertaking of Klondyke nurses—I need not say we shall be very grateful indeed, because we have pledged ourselves to send out these nurses without—shall I confess it?—having the means to do so. I mean that we cannot take away from the regular amount of funds which are subscribed for the Victorian Order of Nurses to start them in various parts of Canada. We are,

therefore asking for special contributions for that purpose. The Government is going to be very kind to us in giving us all facilities and help us, yet we need something for the outfits and provisions to take with them. But we hope when they get out there they will be able to maintain themselves in that land of gold. I do not know that I need speak any farther upon this matter, but if any of you desire to ask any questions, I shall be very glad indeed to give any information regarding the movement." (Loud applause.)

The president, on behalf of the association, thanked their Excellencies for having honored the association with their presence and for the remarks, which the members all appreciated.

Random Thoughts on Journalism.

Mr. Frank A. Munsey, of *Munsey's Magazine*, was introduced by the president, and read the following paper:

A few generations back the American, and especially the New Englander, was dominated by two great, overshadowing purposes in life—getting on in the world, and getting into Heaven. Everything centred in these two ideas. They were so great, so broad, so far reaching, that they were his very life. They were the first thoughts that confronted him on waking in the morning, and the last thoughts in his mind before falling asleep at night. No sacrifice, no deprivation, no hardship, was too great if it would help him to get on in the world; few sacrifices were too great if they would ensure his getting into Heaven. They were serious problems, and he faced them as a strong, brave man faces serious problems. He had no time for amusement; his nature did not require it. His pleasure—and perhaps it was as satisfying to his temperament as the pleasure we get from life to-day—was found in constantly lifting himself by his own innate energy to a higher level. In the language attributed to an eminent statesman, this serious, sturdy old American "seen his duty and he done it."

A desire for strict accuracy in this definition compels me to emphasize the order in which I place these two great life purposes. Getting on in the world, it will be observed, is first.

To-day our views of life are not quite like those of the early American. We are dominated by a wider range of purposes, chief among which are getting on in the world, getting a good time out of the world, and some way, somehow, getting into Heaven. We are quite as keen in the matter of getting on in the world as were our ancestors. I assume, too, that this purpose is equally strong with the people of Canada—with the journalists of Canada in particular. And it is on the problem of getting on in journalism that I have jotted down a few random thoughts. I could hardly discuss seriously the problem of getting into Heaven.

My own theory of getting on in journalism is a very simple one. In a word, it is to give a bigger value for a given sum of money than can be had for a like sum of money in any other publication anywhere. This theory is not one that would make all of you gentlemen rich, and for the reason that many of you, I assume, are to a greater or less degree competitors. But this theory, followed out to a fine conclusion, would make some of you rich beyond all question. Any policy that will materially help one journal is very apt to do so at the cost of a competing journal.

The publishing business as a whole is not taken seriously in the sense, for instance, that railroading is. No man ever expects to get his original investment out of a railroad. He couldn't do it if he tried to. The money that goes into building the road bed has gone beyond recovery. The railroad builder knows this, and still he goes on with his work. He goes on with it because he has faith in the enterprise. It is something to last throughout time—to be a

permanent, substantial, dividend paying investment. He does not put out his capital with a string attached to it with which to draw it back. He knows that it will never come back, and yet he has the faith to invest it, to plant it, bury it.

The newspaper man, on the other hand, rarely sends out a dollar without a string attached to it. He is unwilling to invest anything until he has figured out pretty clearly just how he can get back the original dollar, and with it a profit. He hasn't the faith to bury it as the railroad man buries it. If he had he would reason precisely as the railroad man reasons, and would build precisely as the railroad man builds.

Most men, it seems to me, are too much afraid of making mistakes. I like men who make mistakes, who have the dash, the energy, the warm blood in their veins, to make mistakes. Everything in life is more or less of a gamble. Timidity never accomplished anything in this world. Faith is the mainspring of enterprise. Mistakes make the game interesting. They lift it above the dead level, stimulate imagination, and keep hope young.

More good thoughts have perished than have ever seen the light of day. It is the easiest thing in the world to reason the merit all out of a new idea. The man who "gets there" is the man who has the courage to make the plunge when the thought is fresh in his mind—to strike while the iron is hot. Ideas, like time and tide, wait for nobody. They must be taken at the flood. The man who attempts to argue all the way to the finish is lost. Difficulties are at their worst in the perspective. The plunge is the vital thing—the beginning, the life. Faith and experience will take care of the rest. The world's real benefactors are its brave men, the men who have the soul to do and to dare, to risk everything, fortune, reputation and life itself.

I don't believe at all in the sure thing theory; I don't believe at all in the theory of getting something for nothing. The man who seeks big rewards should take big chances, should give up an ample equivalent in brain force, thought, energy, money and everything he gets. The man who rises above the surface makes no end of mistakes; the drone, alone, makes no mistakes.

One of the worst mistakes the world makes is its horror of making mistakes. This very thing is one of the greatest possible menaces to intelligent, conscientious legislation. The legislator is so trammelled by the feeling that he must never make a mistake, that he must always be consistent, that a large percentage of his value to the state is lost. The straitjacket of public opinion, narrow, unwise, intolerant public opinion, that does not allow its representatives the freedom of the man of affairs, blocks the wheels of progressive, businesslike legislation. The lawyer and the doctor and the business man make mistakes. Why, then, shouldn't the legislator make mistakes? Why shouldn't he vote to-morrow to repeal the act for which he votes to-day, if to-morrow brings him additional light upon the subject, if to-morrow's experience demonstrates to him that his reasoning of to-day was wrong? Imagination does not carry with unerring accuracy. Experience alone determines whether a thing is right or not.

There are certain eternal principles that enter into the wise conduct of business—certain lines that must win out. Get your business on these lines and hold strictly to them regardless of what this one or that one may say, regardless of what is or what has been, and hold to them with the faith and the grasp that know no weakening, and you will win out.

To sit in your office and resolve to give a bigger, better publication for a given sum of money than your competitor gives is easy. To put this resolution into practice, and still win out, is the rub. It can be done in only one way, and that is by a broad, aggressive, generous policy—a policy that looks wholly to the future and knows no present. The best equipment will break the heart of any com-

petitor. It sets a pace that he cannot follow. Make your equipment as perfect a machine as money and brains and experience can make. By equipment I mean not only your printing plant, but your entire organization—editorial, counting room, circulation, advertising—one great big modern engine, all parts of which work in perfect harmony. With such an equipment you can issue at a profit a brighter, bigger, abler journal than it is possible for your competitor, with an inferior equipment, to issue and live.

The people have a keen sense of comparative values. They can be deceived for a time, but not all the time. The publication that gives them what they want, and gives it to them in largest measure for a given sum of money, will have their support. It may not come in a day, or a month, or a year, but it will come in the end to an absolute certainty.

It is every man's duty to his family and to himself to buy where he can buy the lowest, to buy where his dollar will bring him the biggest value. This holds equally true in the non-essentials as with the essentials of life; equally true with the luxuries as with the necessities. It applies to newspapers and magazines as it does to groceries and to dry goods. The day for big profits has gone by. Volume is the modern theory. The old idea of seeing how much profit the people will stand without open rebellion is out of date. Big profits invite competition, and are almost certain to bring it. Small profits are sure to lessen competition. Indeed, it is possible to reduce competition to a point where it does not compete.

There is no grasp like the grasp of lower prices. These are the cords of steel that bind a community alike to a shop or to a publishing house, and all the favoritism in the world, and all the relationship in the world, and all the force of established custom in the world, and all the political pulls and all the other pulls of one kind and another in the world, cannot live a minute beside lower prices.

An increase in value for the same price is, in fact, a reduction in price. Make it possible for a consumer's dollar to do the work of a dollar and a half, and you have enriched him and made him your friend. He is not slow to recognize it. You have done something for him, something for the world.

It is wise to think all the way around the circle. The man who simply looks ahead and pays no attention to his fellow behind him is taking long chances. The world moves constantly forward. Everything in all lines is getting to be better and better. The people expect more and demand more. The newspaper that is as good this year as it was last must be better than it was last year. It may be that the fellow in the rear has a clearer appreciation of this fact than the man in the lead. If so, it would be easy to guess the latter's finish.

As I look over the field of journalism, I am impressed with the feeling that many publishers—I had almost said most publishers—have a far too sacred regard for the advertiser. He is a little tin god in their eyes. They bow down to him, worship him. They yield to his imperious demands, and truckle to his eccentricities. Independence, dignity, the publication itself, all fall down before him. The best space is given up to him. The reader is nothing; the advertiser everything.

What a pitiable mistake; what a short-sighted, weak, unwise policy. The true journalist knows no advertiser in the editing of his journal. He knows only the reader and the reader's interests. The news has the best place in his paper. It is not sunk beneath some ugly pill advertisement. It has the top of the column and all the desirable columns.

The reader should be first, last, and all the time in the thoughts of the editor. A newspaper should be made for the people—not for the advertiser. And the newspaper that is made for the people will have the circulation, and circulation compels the recognition of

the advertiser. The advertiser has no sentiment. He buys advertising space as he would buy wheat. He spends his money where he can make a profit, and he makes his profit where he reaches the people.

I would not wish to be understood to mean that the advertiser should be treated cavalierly or indifferently. There would be no sense in this, no business in it. The advertiser is as important to the newspaper as the newspaper is to the advertiser. But the first duty of a publisher is to make a newspaper in the best possible sense, and then give the advertiser the best possible treatment consistent with the first rate editing of his publication.

I wonder if you have ever noticed how the people tie to the successful journal. They won't have the bankrupt journal. It doesn't so much matter to them whether the manufacturer of the boots they wear is making or losing money, but it does matter a good deal to them whether the newspaper on which they rely for news, and to a greater or less extent rely for guidance, is a successful business enterprise. The impression somehow gets hold of them that the unsuccessful publication cannot afford to buy the best news, cannot afford to have the best talent on its editorial staff, and at a hundred points is at such a disadvantage that it cannot be as reliable as the profitable and well established journal. To secure public confidence, then, a publication must be made a financial success.

The most dangerous condition a publication can be in is to be on the verge of paying. On such propositions I have seen fortunes wrecked, hopes burned out, and youth turned to old age. They are men-killers, heart-breakers. To keep on paying deficits week after week, month after month, and year after year, is dense folly. A million dollars is squandered annually at this sort of thing in New York City alone. It would not surprise me if the figures could well nigh be doubled. And in our entire country I should estimate that the annual loss—the money absolutely squandered—in paying deficits on periodicals that are on the verge of paying, mounts up to the enormous figure of perhaps ten million dollars, possibly a great deal more.

There are but two things to do when a publication is in this condition: either kill it outright at a single stroke, or at a single stroke spend money enough on it to force it over into the paying column. Money put into paying deficits is lost forever; money put into intelligent, aggressive management is capital well invested.

I don't quite know how it may strike you, but it strikes me that it is better to pursue a proposition to the very finish and lose than to abandon it with yet so much as one possible move left. In the one idea there is the stuff that moves the world—bravery, courage, sincerity; in the other there is disappointment, timidity, failure. In the one men become like iron; in the other like lead.

I have no faith in freak journalism. It suggests a disordered, impracticable, irrational mind. The people don't want it, and won't have it. It belongs to the "long felt want" class—where the "want" is felt only in the mind of the publisher. Too much good, sound common sense cannot be put into journalism. Freakishness will go better in other things than in journalism. A man does not so much mind if the grocer puts up his pound of coffee in a square or an oblong package, but he does mind a good deal about having a knock-kneed, wall-eyed, grotesque, inane newspaper.

I cannot speak intelligently of the journalism of Canada. I have not had the time nor the opportunity to study it. But of our own journalism, on the other side of the border, I can speak from pretty deep convictions. I should not wish to be regarded as a dreamer, a dyspeptic, or a mugwump, when I say that the journalism of to-day lacks seriousness. It has become, to a great extent, purely a commercial proposition—business journalism. And on these lines competition has been so fierce that every conceivable

method has been resorted to for circulation building. Individuality has counted for nothing. The counting room has dominated everything. The policy of the paper has given way to it. The editor has been subservient to it. Everything for the columns of the paper, news and editorials alike, has been weighed and measured by the counting room scales.

That making money should be the first principle of doing business may well hold good in journalism as in other things, and yet journalism can hardly be put on the same plane. There is a responsibility on the editor from which the manufacturer is free. A plow, a steam pump, or a locomotive does not mould public opinion—brings no influence to bear upon the trend of popular thought. It sets no standard of taste, preaches no phase of ethics; but not so with the newspaper. However much he may wish to do so, the editor cannot free himself from exerting an influence upon the minds of the people. His columns are accepted by thousands as their guide and oracle.

Counting room journalism was not known to William Cullen Bryant, Henry J. Raymond, Sam Bowles, or Horace Greeley. Greeley, in particular, did not know that he had a counting room. He gave no thought to that side of journalism. He studied the people; he studied principles, and according to the light he had, he aimed, through his journal, to lead his fellow men to a higher and better plane of life. He was always serious, always honest. He never weighed in the balance a bit of news, or an editorial, or a suggestion, to see whether it meant the loss or the gain of a subscriber. With him it was a question of what was right, of what made strong, honest, serious journalism.

Where are the Greeleys to-day? Where are the Bowleses and the Raymonds and the Bryants to-day? The personality in journalism—the man whose individual personality stood out for his newspaper—the bold, fearless, actual personality of flesh and blood, of courage and principle—practically disappeared with the passing of these men. Dana was the last of national stature, the last of the old school, whose editorial work was characterized by ripe scholarship, and whose policy was independent of all counting room influences.

I think it is safe to say that the elder Bennett was the founder of counting room journalism—I do not mean counting room journalism in its latest and most extreme form; but with him began the theory, in America, at least, of business journalism. To Pulitzer belongs the credit of developing counting room journalism as we know it now. It can hardly be supposed that the elder Bennett's mind reached out to the "yellow" journalism of to-day. Measured from the commercial standpoint, and from the standpoint of a great newspaper in the news sense, James Gordon Bennett, sr., had the finest newspaper instinct of any man of his day, and perhaps of any man either before or since his day, in America.

But Pulitzer as a business journalist pure and simple, as an exponent of counting room journalism in its perfection, is the greatest genius in the history of newspaper men on this side of the Atlantic, if not in the entire world. There are few leaders, and a world of imitators; success is always imitated. Pulitzer's remarkable financial success was the beginning of a new era in our journalism. It is a kind of journalism that will not last. It will not last, because it is not serious. It is hysterical, sensational, untrue. It will not last, because the people know it is not true; and only sincerity, and the reflection of life as it is, can last in journalism as in anything else. With the passing of the new journalism we shall have a better journalism than we would have had if there had been no new journalism. The new journalism, grotesque and absurd as it sometimes is, is better than stagnant, stupid journalism. In the one there is growth, in the other there is no growth, nothing but sluggishness and decay.

I am not at all disposed to believe that the journalism of the

world is going to the "demnition bowwows." "Yellow" journalism has gone about as far as it can go. There are few sensations that it has not worked up. It cannot well be made more bulky; it cannot, without enlarging its pages, increase the size of its scare heads, and it cannot make its illustrations more horror stirring. *If, however, the people have not had enough of it they will continue to demand it.* When they have had enough they will take the matter into their own hands and regulate it as they regulate everything else. I am a firm believer in the serious, sober sense of the people. "Bluffs" go for a little while, and they sometimes go more easily, more quickly, than serious, sound common sense, but serious, sound, common sense is in at the finish, and "bluffs" never.

If I interpret the feeling of the people at all accurately, there is to-day a strong, certain demand for a better class of journalism—a journalism that shall be serious, honest, straightforward, concrete—a journalism with a Greeley at the head of it.

I don't quite know when the custom of elaborating news began, but it has been carried to such a point that a trivial item can easily be padded out to a three column sensation with heartrending scare heads. The fact itself—and the fact is what the reader wants—is lost, and the whole thing becomes garbled, distorted, inaccurate, dishonest.

It seems to me that beyond everything else, beyond every other consideration, news should be strictly accurate, and should be told in the briefest possible space. I do not mean so brief as to give a mere outline, an imperfect idea, but with just words enough to present a faithful picture in a graceful and pleasing way.

One of the worst menaces to true journalism, it seems to me, is the system of paying reporters on space. It can mean nothing else but prolixity, elaboration and padding. No busy man can read a great metropolitan paper in a day; no one could read a Sunday paper in a week.

All that I have said could well be set down as mere theory. Anybody can theorize—everybody does. To talk of myself is not a pleasant thing to do; I have always aimed to avoid it. I have never advertised myself; I have given all my thought, all my energy, to my business. What I have done means little to me; what I hope to do means everything. The past is dead; the future is full of mystery, hope, aspiration, victories to be won. But to give life, vigor, virility, backing, to what I have said to you, gentlemen, I must say something about my own experience in the publishing business.

Fifteen years ago I went to New York from Augusta, Maine, to begin the publication of a boys' paper—The Argosy. My capital consisted of a very large stock of enthusiasm, a grip partially filled with manuscript, and \$40 in my pocket. An acquaintance of mine in Maine had agreed to join me in the enterprise, and to put into it \$2,500. I had already spent \$500 or \$600 of my own money for manuscripts. I had kept my plans a pretty close secret. They were not published until the very day I left New York. Then it was that everybody shrugged his shoulders, everybody said there could be nothing but failure, everybody said I was a fool, and everybody was right. The unanimity of opinion on this point was so unbroken, was so outspoken, that my partner became alarmed, and when I wrote him to send on the money in accordance with his agreement he simply ignored the whole matter.

My experience in the business world was small at that time. I knew that whatever I agreed to do would be done at any cost, and I suppose that other men had the same regard for their word. I was not unaccustomed to thinking. I had, perhaps, done more thinking than most very young men. But never until then had I been brought face to face with a problem that demanded quite such concrete thinking. There was no way to convert my grip of

manuscripts into cash at any price. There was no turning back, and I would not have turned back if I could. I engaged a little room for an office, bought an eight dollar table and a couple of wooden chairs, paper, pens, and ink. I had a basis to work from now, and I took up the problem with all seriousness. At the end of a few days, or a week at most, my plans were well perfected. As I saw it then, I needed only capital. I was rich in inexperience—the very vastness of this inexperience, as I look back upon it, appals me even now. One day I met an ambitious publisher. I told him what I was doing. He proposed that I let him bring out the publication, and that I manage it for him. I accepted the proposition.

At the end of five months the publisher failed, not, I fancy, wholly because of my extravagance or inexperience. I had turned over to him all my manuscripts, and one day, when the financial situation became a good deal strained with him, he came to me and borrowed whatever money I had saved in excess of my living expenses, and my living expenses at that time were not excessive. When the crash came he owed me a thousand dollars. Again I found myself thrown upon my own resources, and my available funds were about the same as my cash capital when I landed in New York—at best not over fifty dollars. The outlook was appalling. The Argosy was to be sold or stopped altogether. All my hopes were centred in it. The upshot was that I gave my claim of one thousand dollars for it. It had made little headway. By means of prizes of one kind and another the publisher had got together quite a list of subscriptions, which had to be carried out. The money had come in and had been used up. The weekly sale on news stands amounted to little or nothing. I had no credit, and the failure of my predecessor placed me at once at a disadvantage. I borrowed three hundred dollars from a friend, and then began such a struggle for existence as few publishers have ever faced.

It was summer, when the publishing business is at its worst, when reading is at its lowest ebb, when advertising is not moving. It would be a long story to tell the details of this frightful period. I did everything myself, was office boy, porter, editor, art editor, bookkeeper, circulation manager, advertising manager and financier. But it was during these days that I learned the fundamental principles of the publishing business—learned on all sides of the business—learned it as no man can learn it without a similar experience. I was not influenced by conventionality. My methods were all my own. After a few months I began to get just a little bit of credit. I guarded it sacredly. I never allowed a promise to be broken. I met every engagement. Gradually my line of credit grew. At the end of three years I found myself owing about five thousand dollars. My credit was my capital. It came slowly, and therefore I moved slowly. During all this time I had given up my entire life to the business. I rarely, if ever, went out in the evening. I spent the time in my room writing. I had already written and published one long story. It was well received. I did not write stories because I preferred to do so, or because I thought I could write better stories than those of the established authors. I wrote them because I had to have them, and I had little money with which to buy them.

During all these desperate days there was one thought of which I never allowed myself to lose sight—one guiding, eternal principle—first life and then growth, but life at all hazards.

I now began another long story, and I made it as strong as I could make it in the opening chapters. I burned a good deal of midnight oil on it. I believed that I had in it the elements that would appeal to boys, and I felt that at last my credit had reached the point where I could afford to put it to the test. Up to this time the business had been losing ground a little each year. During

the winter it would forge ahead a trifle, but in the long, hot months of summer it would drop back more than it had gained.

On this new story I distributed about one hundred thousand sample sheets giving the opening chapters, and spent considerable money in newspaper advertising. The total outlay for advertising and sample sheets ran my indebtedness up to fifteen or sixteen thousand dollars, but the result of this advertising so far increased the circulation of *The Argosy* that it now paid me a net profit of something like one hundred dollars a week. This was the first genuine success I had had, the first time the business was legitimately in the paying column, and hope bounded and broadened.

At last I had a tangible success, and I saw the way to a greater success. I finished that story during the summer, and in the fall, with the opening of the reading season, I began a business campaign that in its intensity crowded a life work into a few months.

I had reduced my indebtedness at this time to about twelve thousand dollars. This indebtedness, then, constituted my cash capital, if you will so regard it, for the campaign ahead of me, during which time I spent ninety-five thousand dollars in advertising. I put out eleven million five hundred thousand sample copies. I covered the country with traveling men from Maine to Nebraska, and from New Orleans to St. Paul. Beyond Nebraska I used the mails. I kept on the road fifteen to twenty men, and every man employed from one to a dozen helpers in putting out these sample sheets. I had no organization at the time, no editorial force, no bookkeeper, and until then I had never indulged in the luxury of a typewriter. I laid out the routes for the men, determined just how many sample sheets should go into each town, and wrote every man a letter every day that was designed to fill him with enthusiasm and renewed energy. I not only wrote these men, but I wrote newsdealers everywhere as well. I did my own editorial work, I kept my own accounts, I looked after the manufacturing, I bought all the paper, I attended to the shipping, to freight bills, and with all, did the financiering—ninety-five thousand dollars in financiering in five months.

The expenses of men on the road, shipping expenses, office expenses and manufacturing expenses literally burned up money. The cry was money, money, money, all the time. But some way, somehow, I always managed to get it together. I had no backer. I have never known such a luxury. I bought paper on time, I gave notes, I discounted notes. I had a bank account in Maine, one in New York, and another in Chicago. I kept thousands of dollars in the air between these three banks. All in all, it was a dizzy, dazzling, daring game, a game to live for, to die for, a royal, glorious game.

It was during this fiercely dramatic period that I wrote "*The Boy Broker*"—a story that sent the circulation of *The Argosy* bounding forward to the tune of twenty thousand. It was midnight work. I closed this campaign early in May. It had lasted five months. I went into it with a net income of a hundred dollars a week; I came out of it with a net income of fifteen hundred dollars a week.

I felt now that there were great big possibilities before me. I didn't buy a steam yacht, I didn't set up a racing stable, I didn't indulge in any skyrocket display that so often follows a somewhat sudden success. My ambition was to build bigger. I devoted the summer to strengthening the publication, and made my plans for a yet greater campaign during the coming winter. As soon as cold weather came I began advertising again. I spent twenty thousand dollars and stopped suddenly. I expected to spend five times this amount, but twenty thousand dollars told the story just as well as two hundred thousand dollars would have told it.

The tide had turned, the weekly paper was doomed, but I did not know this, I did not recognize the truth. I hadn't paid the

price. Truth comes high—the truth that a man digs out of the solid rock. I thought it was the juvenile paper in particular that was doomed. I had a great big income still. I did not care anything for money. I wanted to be a factor in the publishing world. I reasoned that if I could use my income to establish an adult publication I should have something permanent, and would not care what became of *The Argosy*. I had been in the publishing business long enough to know the fallacy of tying to a juvenile publication.

Acting on my reasoning I began the publication of an adult journal, which I called *Munsey's Weekly*. I published it for two years and a little more at a cost of over one hundred thousand dollars in cash. But the cost in disappointments, in wear and tear, in gray matter, in lost opportunities, can never be estimated, could never be made up if I were to live a thousand years. There are some things that men can never get back.

I began to discern the truth now. At last it was plain that the trouble with *The Argosy* two years before was the doom of the weekly publication in America rather than the doom of juvenile journalism in particular. I believe I was one of the first men to recognize this fact; many men have not recognized it even yet. The great big daily with its illustrations and fiction, and the mammoth Sunday issue screaming with pictures, together with the syndicate system, had practically driven the weekly of national circulation out of the field. To be sure, there were then, and there are still, a few old strong weeklies that hold on mainly from a large advertising patronage, and because they have been household companions for generations. Such publications, however, cannot be taken as true criterions.

When I had become convinced beyond all question that I was pulling directly against the tide I changed *Munsey's Weekly* to *Munsey's Magazine*. Though the weekly had cost me a small fortune, it was worth little or nothing in dollars and cents as the foundation for a magazine, but in sentiment it represented all that it had cost me. I converted it into a magazine that I might save it. To have lost it, with all that it represented to me, would have been like losing my life. *Munsey's Magazine* in point of sentiment, then, started with a great big capital, and sentiment to some natures is about as tangible as anything else.

The magazine business was new to me. I knew nothing of it. All my experience had been in the weekly field. I started the magazine at the conventional price of twenty-five cents. I continued it for two years at this price, and I continued it at a loss. During this time I studied the magazine situation pretty thoroughly; I studied magazines, and I studied the people. I became convinced that twenty-five cents was too much money for a magazine. I saw only one obstacle in the way of making and marketing a first-rate magazine at ten cents. That obstacle was the American News Company—a colossus which no one had ever yet been able to surmount or circumvent.

However, I made so bold as to discuss the matter with the management of the American News Company—not once, but half a dozen times. They said that the idea was preposterous; that a first-rate magazine could never be published in this country at ten cents; that the conditions of trade were all against it; that it was utter folly and nonsense to attempt it. They did not say in so many words that no magazine should ever be published in America at ten cents—it was not necessary to put it quite so badly. They held the entire periodical trade of the country tightly in their grasp. They were absolutely dictators in the publishing field. They made whatever price to the publisher pleased their fancy. There was no appeal, no opposition, no way to get around them. It was accept their terms or abandon the enterprise.

This was the situation when I discussed the ten cent price with them. Their ultimatum was that they would pay me but four

and a half cents for my magazine. At the close of this final interview I went to my office, and at once wrote the American News Company a letter, in which I said in substance :

The next number—the October number—of Munsey's Magazine will be issued at ten cents, the price I have discussed with you. Inasmuch as there is so wide a difference between the price you are willing to pay me for the magazine and what I regard as a right price, there is little likelihood of our doing business together. Should you have occasion however to fill any orders for Munsey's Magazine, the price to you will be six and a half cents. Kindly make a note of this fact.

I then sent out about ten thousand notices to newsdealers, stating that the price of Munsey's Magazine would be changed from twenty-five cents to ten cents, beginning with the October number, and that there was little likelihood that they could get the magazine from their news company, but that it could be had direct from the publisher at seven cents net in New York, transportation to be paid by the dealer. I supplemented this notice with a good many personal letters to dealers whom I happened to know, but the whole ten thousand circular letters and the personal letters to dealers did not result in bringing orders for one hundred copies of the magazine. Notwithstanding this, at the end of ten days, or two weeks after my first letter to the American News Company, I wrote them again, saying :

Inasmuch as I am getting up a good deal better magazine than I had at first intended, I find that it will be necessary to make the price to you, should you have occasion to fill any orders, seven cents instead of six and a half cents, the price named in my last letter to you.

My first letter had received no response ; my second letter received a very prompt response in the person of a high official in the American News Company. I was a good deal surprised at the promptness of this response. I did not know then what I know now—namely, that the American News Company had received orders from dealers from all over the country for thousands and thousands of Munsey's Magazine at the new price. This representative from the news company came to make terms with me. He was a very charming man, and he handled his commission diplomatically. He said that we had done business for a good while together, and that his people were anxious to avoid any break between us ; that they had gone over the situation with great care, and had decided to meet me on a higher price. I never learned what that price was. I did not care what it was. My answer was that the American News Company had had a chance to make terms with me, but that they wanted it all and had forced me to take the position I had taken, and having taken it I thought I would see what there was in it.

I should not wish to give the impression that the management of the American News Company are all tyrants. On the contrary, they are all good fellows—clever, clean-cut business men. But they stood for a great big monopoly, and in monopoly there is always tyranny. Everything is from the point of view : With no opposition in the field, and none possible, oppressive prices were but natural prices. I make this reference to the American News Company, not to picture them as unnaturally monopolistic, but to give you a mere suggestion, and, without going into lengthy details only a mere suggestion can be given, of some of the difficulties in pioneering the ten cent magazine.

But the controversy was not alone with the American News Company. Every dealer protested at the price. He said he was buying weekly papers for six and six and a half cents, and that seven cents plus transportation meant ruin and an advance all along the line on weekly papers. He declared he would not handle Munsey's Magazine unless he could get it through his news company as he got his other publications ; that he would not go to the trouble to send direct to me for it.

I took no issue with him on these points. I simply told him what I had for him and left the rest to the people. All I had to say

I said to the people. I came out with large, strong advertisements in all the daily papers and magazines. I told the people what I had for them. Day after day these advertisements appeared in the daily press, and each one stated that *Munsey's Magazine could be had from all newsdealers*. I knew, of course, that the magazine was not on sale at any news stand, but I knew with equal certainty that it would be on sale at all news stands. The price and the bold advertising excited curiosity. There was at once a strong, unyielding demand from the public. Dealers had to have the magazine. They wrote to their news company for it once, twice, three times, but could get neither magazine nor any response whatever to their letters. All orders for Munsey's Magazine were totally ignored. This was the line of warfare. Finally the dealers came to me for it.

I had printed as a first edition at the new price twenty thousand copies. With no visible market this might have been regarded as a trifle reckless, but at the end of ten days I was compelled to go to press on a second edition. Before the month was over I printed four editions, running the circulation up to a total of forty thousand for October. I printed sixty thousand for November, one hundred thousand for December, one hundred and twenty-five thousand for January, and one hundred and fifty thousand for February. The circulation bounded forward at this tremendous pace until a total of seven hundred thousand was reached.

This was the beginning of the ten cent magazine. It was our success in our effort to deal direct with the trade that made it possible. At four and a half cents it was not possible. Somebody would have had to do just what I did do, or the people would not be reading a ten cent magazine to-day.

As soon as it was demonstrated that I had won on our lines, then the American News Company sought to foster opposition and instead of paying four and a half cents, the maximum price they would pay me, they began paying five and a half cents, and are to-day paying from five and a half cents to perhaps as much as six cents a copy for ten cent magazines. They pay me for whatever number they take seven cents, the same price at which we sell to the retailer—seven cents net in New York. This is our price per copy for one copy or a million, for the retailer and the wholesaler alike. We are to-day, as we were at the outset, our own wholesalers. We own our own news company, and pay tribute to no one.

To make the situation more dramatic, it so happened that during this campaign I was again writing a serial story—"Derring-forth." It was appearing in the magazine. The work on this story, as on "The Boy Broker," was midnight work after long, fierce days at my office.

I wish to say here that it was not the ten cent price alone that commended Munsey's Magazine to the people. It was the magazine itself. The price merely gave it an audience. Conventionality had given place to fresher ideas. The people saw in it what they wanted, and they always buy what they want when they can buy it at a right price. Ten cents was a right price—a wonder, a marvel, at the time.

That was four years ago. To-day Munsey's Magazine has a circulation in excess of the combined circulation of Harper's, Scribner's, and The Century, multiplied by two, and but for the other ten cent magazines in the field, all followers of Munsey's and made possible by reason of Munsey's, we should have more circulation on Munsey's alone than all the other legitimate magazines put together. A single edition of Munsey's to-day weighs over three hundred tons, and, to my best belief, we are the largest consumers of book papers of any one publishing house in the world.

From a magazine of about one hundred reading pages at that time we have gradually enlarged it to about one hundred and sixty reading pages. It is now the size of the thirty-five cent magazines. In enlarging the magazine from time to time I have had two distinct

purposes in view: First, to give more and more, and always more, for the money; and second, to get beyond competition. At one time ten cent magazines were springing up everywhere like mushrooms; they are not springing up so numerously now. The road is a bit rocky, and the climb a bit forbidding.

I did not go into this contest with the American News Company without due appreciation of what it meant. I knew their power, with their millions of capital and their forty or fifty branches. I knew the history of the wrecks on the beach—the men who had attempted to ignore them and deal direct with the trade.

My capital was all on the wrong side of the ledger, and it was very much on the wrong side of the ledger. I had been facing losses—great, big, heavy losses—for four, solid, unbroken years, but there are times when combinations, conditions, decision, can do what capital cannot do, and I felt that with the ten cent price, and with the magazine I had in mind, and with the experience I had had both in publishing and in business, the combinations were in my hands which would enable me to win out. I believed then, as I believe now, and as I have urged upon you gentlemen, I believed in the sober sense of the people. I relied on them, banked everything on them; you can rely on them, bank everything on them.

Mr. D. McGillicuddy, in moving a vote of thanks to Mr. Munsey, said it was a great satisfaction to the members of the association that Mr. Munsey had come from New York to meet them. It showed that there is a brotherhood which nationality could not divide, and that when Mr. Munsey came to them with words of good cheer it touched their hearts. Mr. Munsey had been successful, but they could not all be successful, and there was a touch of sadness in Mr. McGillicuddy's voice as he gave utterance to the thought. The paper which they had listened to contained many valuable pointers and would inspire them to go home and turn out a better paper than ever before, in fact, make it one long, sweet bargain day for his subscribers. (Laughter).

Mr. W. F. Maclean, M.P., thoroughly agreed with almost everything Mr. Munsey had said, and believed that there was more need than ever before, in journalism, for courageous men who have an object before them in their paper and in their life, and will stand by that object no matter what the result; they must trust the people, and if they give them the right paper they will succeed. The newspapers of Canada, to-day, are patterns, are constantly improving, and are avoiding the mistakes which characterize some papers in the United States. There are no "yellow journals" in this country. He had listened, with the very greatest pleasure, to the paper which he hoped would be published and scattered over the country.

Mr. J. S. Willison said that in so far as Mr. Munsey had presented the ideas upon which a great newspaper can maintain the confidence of the public, he agreed absolutely with every word he had uttered. He believed they can obtain the whole confidence of the people by making honest newspapers, which give honest reports of all events and which try to tell the truth to the people, and have in view the promotion of sound, moral, social and national objects. On his part he was glad this very brilliant representative of the journalism of the United States had come to their meeting and given them so instructive, able and profitable a paper on this question, which made up the life and business of them all.

The motion was adopted unanimously.

In appropriate terms the president conveyed the thanks of the association to Mr. Munsey who responded suitably.

By Acclamation.

Nominations for office for the ensuing year were then received, the following officers being declared elected by acclamation:

President—Robt. Holmes, New Era, Clin'ou.

1st. Vice-President—W. S. Dingman, Herald, Stratford.

2nd Vice-President—J. S. Willison, Globe, Toronto.

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

Assistant Secretary—Charles A. Matthews, Globe, Toronto.

Auditors—A. S. Forster, Star, Oakville; W. M. O'Beirne, Beacon, Stratford.

The following nominations for membership on the executive committee were received:

Executive Committee—L. J. Tarte, of La Patrie, Montreal; D. McGillicuddy, A. G. F. Macdonald, W. Ireland, Jos. T. Clark, J. A. Phillips, W. E. Smallfield, S. Russell, A. H. U. Colquhoun, C. W. Rutledge.

The association then adjourned and the members called upon Mr. Speaker and Mrs. J. D. Edgar at the Speaker's Chambers.

In the evening, the annual dinner was held at the Russei House. About 120 sat down to an excellent menu. The chair was occupied by the President, Major J. B. McLean, and among the guests were His Excellency the Governor General, Hon. J. Israel Tarte, Hon. Dr. Borden, Lieut.-Col. George T. Denison, Mr. J. B. Ellis, St. John, N.B.; Major Denison, A.D.C.; Mr. Frank A. Munsey, New York; Dr. Drummond, Montreal, Mr. F. James Gibson, New York, Mr. E. E. Sheppard, Toronto.

FRIDAY MORNING'S SESSION.

The association resumed its sessions at 10 a.m. on Friday.

The president read a letter from Mr. Attwater, Q.C., Montreal, who, he said, had interested himself in the law of libel in the interests of the Quebec newspaper men, suggesting certain amendments which, in the interests of newspaper publishers, ought to be made in the existing law of that province. The president, in this connection, paid a tribute to the splendid work done by Mr. John King, Q.C., in Ontario, and expressed the pleasure which all members experienced when they learned that a gentleman of the forensic ability and standing of Mr. Attwater had volunteered to take up the work in the interests of the publishers of Quebec.

The letter from Mr. Attwater was as follows:

MY DEAR MAJOR MACLEAN,—Conformably with our conversation of the other evening, and as promised you then, I have pleasure in writing you as to what I think are the principal amendments to the existing law, so far as the province of Quebec is concerned, which might be agitated for by the newspaper press.

All that is peculiar to the laws of the province of Quebec is in respect of the liability for civil damages in the event of an alleged libel, as criminal prosecutions are governed by the criminal code, which is an Act of the Dominion of Canada, and the provisions of which are applicable to the province of Quebec and to the other provinces of the Dominion alike.

In civil actions there is no doubt that the press have been often sued, and are exposed to being mulcted for damages, or annoyed by causeless or frivolous law suits by plaintiffs who have suffered imaginary damages, and who are perfectly worthless and unable to

pay the costs of a civil prosecution if they are unsuccessful. I have even known of cases where actions have been instituted for large amounts by people who have instituted them in *forma pauperis*, and who have not even had the means of paying the court disbursements in connection with the action.

While I would not accord license to the press to speak unreservedly of any man, however humble, I think that the liberty and the freedom of the press in stating matters of public interest and news should be protected, and they should be guarded from those who would use the civil courts as a means of making money from a newspaper either by way of costs or as a condemnation for damages without any real damage having been suffered by them. It seems to me that the principal safeguards which might be enacted by legislation, having this object in view, by the Legislature of this province, would be :

1. To enable the journal sued to demand security for costs from the plaintiff. The amount of this security might be left discretionary with a judge of the court, but it should be made a preliminary proceeding that the plaintiff be examined in the presence of a judge and security ordered if it became apparent that he was not in good faith, or that his damages were of anything less than a very substantial and real character.

2. Before any action should be instituted the plaintiff should give notice to the journal which published the article complained of, and they should have the opportunity within a certain fixed delay, say one week in the case of a daily paper, or, of the next number in the case of a paper published once a week, or at longer intervals, to publish a retraction, or apology, for the article complained of, and if this be done in a similarly conspicuous manner, that the plaintiff should have no right of action, unless he could show that he had suffered some actual and real damage in the interval between the publication and the retraction. I think that the latter reservation would require to be made, but it would be practically impossible for such damages to accrue, unless in a very aggravated case. The possibility of condemnation for vindictive or exemplary damages, which is the principal danger that a newspaper has to meet, particularly in a case coming before a jury, would thus be entirely eliminated.

3. I think protection might be given in the case of fair and impartial reports, either of public proceedings or of proceedings in the courts of justice, which might be treated as privileged. The tenor of the jurisprudence in our courts would seem to be now to regard the latter class of reports as privileged, but not the former.

There have been one or two attempts in our House, in Quebec, to introduce such a measure, but it has always failed to pass both Houses of the Legislature, though a bill embodying, to some extent, the above provisions, has at different times passed each chamber, but been blocked in the other.

The French law, is, I think, more severe in its application of civil damages for libel and gives less liberty to the press than the English.

I don't know whether the above remarks will be of any assistance to you. I have, of course, attempted, as I have said, to treat the subject as coming within the range of criminal libel, nor to deal with the jurisprudence as it is in the province, but have merely endeavored to point out in what direction, particularly, any efforts for legislation, in this province, might be best directed.

Mr. R. Holmes reported that he had had a conversation with Hon. Mr. Sifton in reference to the proposed trip to the Pacific Coast this summer. From the nature of the conversation, he thought that the trip could probably be arranged. The Department of the Interior intended pursuing an active immi-

gration policy, and recognized the advantages derived by the country from such an excursion.

Upon motion of Mr. McKay, Montreal, seconded by Mr. D. McGillicuddy, the matter was left in the hands of the executive, and a vote of thanks given to Hon. Mr. Sifton.

The Publisher's Duty to Advertisers.

Mr. F. James Gibson, of New York, secretary of the Sphinx Club, advertising manager for A. A. Vantine & Co., read the following eminently practical and instructive paper, which was unanimously declared by those who heard it to be one of the best ever written on this live subject to all newspapermen :

The publisher's duty is to help the advertiser to make his investment as profitable as possible. The more profitable he can make it, the better it will be for both of them.

The man who has goods or services to sell needs the publisher, and he needs him badly. The publisher, on his part, has as much need for the man who has goods or services to sell. If these two are to be of any real and lasting benefit to each other, it must be on the basis of mutual profit.

This is where some publishers "fall down." They look upon advertisers as sponges to be squeezed. So they proceed to squeeze them good and hard. They do this in many ways. If the advertiser be a man of artistic ideas, or if he wants, for any other reason, to use illustrations in his ads, he must pay extra for the privilege—they are squeezing the sponge. If he wants to use anything larger than nonpareil or agate type, he must pay extra for that. If he wishes to break the column rule, he must pay extra for that as well. These kind of publishers invent all sorts of extra charges, as well as many other vexatious rules and regulations. In some cases the extra charges added to the regular rate make the expense of using certain journals almost, if not quite, prohibitory. Millions of dollars worth of advertising which would otherwise have gone into newspapers have been forced into other mediums by this extraordinarily short-sighted policy. Mr. Artemas Ward, who so very successfully conducts the advertising of "Sapolio," stated at a meeting of the Sphinx Club, in New York, that when he started to advertise "Sapolio" in Boston, the demand by the newspapers there for extras for display and cuts forced him out of the papers into the street cars. He found, as a result, after giving the street cars a thorough trial, that in proportion to money expended his returns from Boston were better than from any of those places where he had used newspapers exclusively. Of course, it must be borne in mind that Boston has an exceptionally fine street car system. Mr. Ward's Boston experience has no doubt directly and indirectly diverted a vast sum of money into street car advertising which would otherwise have gone into newspapers. This is a case of killing the goose that lays the golden eggs. And the Boston papers, with one or two exceptions, still keep up their short-sighted policy. What these kind of publications need is a visit from the "fool-killer."

The object of about nine publishers out of ten seems to be to get the advertiser to use all the space which it is possible to "work" him for. Very little thought appears to be given as to whether the space used can be profitably handled or not. Through this "hog-gishness" many a promising advertiser has been spoiled and many an addition has been made to the ranks of those who declare that "newspaper advertising doesn't pay." Who loses the most by this in the long run? The publisher, certainly!

In my opinion no publisher ought to ask an advertiser to make what is ordinarily known as a "contract." The ideal plan is to make a flat rate by the line or the inch and let the advertiser take

as much or as little space as he wants and then allow him a discount at the end of a certain period of time in proportion to what he has used. This is much better than figuring the discount in proportion to what he has promised to use. I know of several very successful publications which make a net flat rate for either one insertion or one thousand insertions. If any publisher here present will put on his thinking cap for a few minutes he will probably agree with me that nothing much is to be made in the long run by compelling, or attempting to compel, any advertiser to complete the terms of a distasteful contract. The New York Herald, which is a very profitable newspaper, won't enter into a contract to print an advertisement. Even if your money has been paid in advance the Herald people repudiate any obligation to insert the advertisement paid for. Of course, I need hardly say that if your ad. does'nt go in, your money comes back. This is the deliberate policy of this great publication and it seems to be based on a sound business principle.

Some publishers I know of are short-sighted enough not to encourage the advertiser to change his advertisement as frequently as possible. This mistaken policy is for the purpose of saving a few cents, but the net result is the loss of dollars. In some country newspapers—and Canadian publications are among them—one can see Christmas goods advertised in July, and Spring dress goods advertisements masquerading in October. What are the publishers of such papers thinking about? These foolish men hurt themselves in two ways. First, they injure the advertiser by not insisting upon frequent changes, and in so doing they injure themselves. Then they give themselves a black eye in respect to outside, or what is called, general or foreign advertising. General advertisers, as a rule, discriminate against papers conducted in such a slovenly manner, and quite right they are.

While on the subject of foreign advertising I want to say that a great many country newspaper publishers waste too much time and space over this kind of advertising. As a rule, no money is to be made out of foreign advertising by the country publisher. When one comes to consider the low rates obtained, the cost of postage, and time spent in getting the business and in trying to collect for it when the contract has been completed, together with the unpaid bills, annoyance and worry incidental to this kind of advertising, it will be seen that there is no profit left for the publishers of papers of small circulation.

Let the publisher ask the foreign advertiser to pay as much for his space as he thinks it is worth. Let the publisher be reasonable and moderate in his ideas. If the advertiser is willing to pay this figure well and good; if not, no time should be wasted on him.

Local advertisers ought to be the mainstay of the country newspaper and every other newspaper of local circulation. If this isn't the case, something is wrong with the local merchants or the publisher, or both. Many a publisher has been driven to seek foreign advertising, out of which he can't make one cent, because the men in his town who ought to be more or less extensive advertisers don't do any advertising to speak of. They say that it doesn't pay to advertise. And they probably speak the truth, so far as they see it. Whose fault is it? Of course, as a rule, it is primarily the fault of the advertiser, and if he alone were to suffer the publisher need not worry himself about it. But the publisher has to suffer also, and to the extent that he is to blame, he ought to suffer.

If the local merchant doesn't know how to advertise, the local publisher ought to show him. This is the problem, then, that faces every publisher, large or small. How can he make his advertising space profitable to the advertiser?

It is obvious from what we have seen that the publisher, to be successful, must either have advertisers who know how to advertise or be himself a good advertising man, one who is capable of taking hold of his patron's crude efforts and hammering them into shape.

Here, of course, considerable diplomacy will often be needed, because, the ordinary advertiser, as a rule, considers himself an advertising expert, or pretty nearly one. But difficulties are made to be overcome, and where there is a will there is a way. If our friend, the publisher, is himself a good advertising man and is full to overflowing of the advantages of businesslike up-to-date advertising, he will quickly be able to inoculate nearly everyone with whom he comes in contact with his own faith in good advertising.

But what are the principal distinguishing features of good advertising? In reply, let me be as practical and brief as possible.

TRUTH.

It is a self-evident proposition that an advertiser, if he is to be believed in the long run, must tell the truth in his ads. Of course, it is possible to fool some of the people all the time, and all the people some of the time, but an advertiser who starts in to fool all the people all the time must of necessity spend so much money that there will be no profit left in the transaction. Good advertising then is truthful advertising. Particularly is this true of what is called retail or store advertising. A merchant who makes deliberate misrepresentations in his advertisements in order to entice people to buy his goods is digging a pit for himself. A common form of lying in advertising is exaggeration of statement. Jones will declare solemnly in his ads. that his is the leading dry goods store, of Smith county, when every one knows that he doesn't even rank in second or third place. Poor Jones! he is not only throwing his money away, but is discrediting everything else he says in his advertisements.

Lying in advertising shows itself in dozens of ways. Not only is there silly exaggeration, such as our friend Jones is guilty of, but there is the subtle misstatement well calculated to deceive. But no matter how artfully the untruth is told it will not, in nine cases out of ten, be profitable in the end.

The plain honest truth nearly always carries conviction with it. When people hear it or read it, somehow or other, they usually recognize it.

NATURALNESS.

Any one who has ever tried to write on a business or other subject has probably experienced difficulty in being simple and natural in his language. The shortest, simplest, plainest words are always the most effective. Yet the average ad. writer forgets all about this when he takes his pen in hand. In ordinary conversation he "wants" such and such a thing done. When he writes an ad. he "desires" to have it done. Instead of writing out a simple announcement such as he would give out orally, he "begs to notify his friends and the public generally." I know men who are good salesmen. When they have a customer in hand they use plain, simple words without attempt at frills and flounces. But when they start to write an advertisement their plain, earnest, telling language becomes stilted, affected and "hifalutin." The result is that while they are good salesmen they are poor ad. writers. In commencing to write an ad. the best thing to do is to put your dictionary out of reach.

CLEARNESS.

It is important, especially in a business communication such as an advertisement, to avoid anything like ambiguity of expression. I know from actual experience that some people will misunderstand the clearest statement it is possible to make. When these misunderstandings are caused by a lack of definiteness on the part of the advertisement the advertiser is clearly to blame. In any event it doesn't pay to have these misunderstandings, and it is a part of good advertising to avoid them. In store advertising, it is also necessary to tell the price or prices of the goods advertised.

BREVITY.

Brevity is very needful in advertising, as it costs money for space. And besides this is a busy age, especially with the great

middle classes, who are the people most interested in advertisements of goods. The very rich don't go in very much for reading advertisements, because there isn't any pressing need for it. The very poor have no money to spend.

But, of course, there is no sense in being brief, at the expense of clearness.

DIGNITY.

The attempt to be "smart" and witty disfigures the work of a great many ad. writers. The trouble with trying to be humorous lies in the fact that you can't tell how an alleged piece of humor will strike other people. Besides this, not one man in a million is capable of writing real wit and humor. But above and beyond lies the fact that the conducting of the business is not a humorous subject. Most of the buying retail, and, consequently, most of the reading of the advertisements is done by women. Any man who thinks that the average woman appreciates funny advertising is greatly mistaken.

Of course, there is such a thing as being too dignified in one's advertisements. Dignity, indeed, is very often only another name for dullness, but dignity, even dullness, is preferable to the light, flippant and pert style which disfigures the work of so many ad. writers of the present day. Of course, in this, as in other things, one must cut his coat according to the cloth. Language which would be appropriate for advertising reaching a popular class of trade would probably not be at all acceptable to what is called exclusive trade.

DISTINCTIVENESS AND UNIFORMITY.

The appearance of an advertisement is a matter of great importance. Every advertiser should aim to give his work a distinctive appearance. This is easily accomplished by the proper use of types or of illustrations, or both. Advertisements which have this distinctiveness of appearance acquire in the course of time somewhat the same value that a trade mark has. It must be borne in mind in addition to this that the cumulative value of advertising is very great. That is to say, the last of a series of say 52 advertisements is worth several times the value of the first of the series. This cumulative value is still more increased when the whole of the 52 advertisements are identical in appearance. A certain New York clothing house, which undoubtedly does the best clothing advertising in the world, have for many years used single column advertisements, which, while varying somewhat in length, always have an illustration at the top and are set up in a uniform style of type. These advertisements are so good that many thousands of men read them every day as regularly as they read the news despatches. Sometime ago the firm tried the experiment of changing their advertisements. This they kept up for several weeks. The result was that many people called at their stores and enquired why the firm had discontinued advertising. This is an illustration of the great value in advertising of a uniform distinctiveness of style.

In conclusion, I want to say, gentlemen, that as publishers, you have it in your power to either greatly help or greatly hinder the cause of advertising. Instead of harrassing your advertiser with vexatious rules and regulations which tend to prevent him using his space to the greatest advantage, make things as easy and pleasant as possible. Get the idea out of your head that your responsibility ceases when you have sold your space. If you are the publisher of a paper which hasn't as much advertising as you think it ought to have, I hope you will go home from this convention with the conviction that you can and ought to do your share towards bringing in a better condition of affairs. Make the science of advertising a study. Read the books which have been published on the subject. Subscribe for some of the numerous excellent periodicals published in the interest of advertising, such as *Printers' Ink*. Study the advertisements of successful advertisers in the leading American and

Canadian cities. Get thoroughly inoculated, saturated and permeated with the subject of advertising, and my word for it, your paper will before long contain more and better advertising.

If perchance your paper be located in one of the large Canadian cities, where the field is extensive, it will probably pay you to engage a competent man to write and superintend your patrons' advertisements. If you will place the services of a good artist at this man's command it will be still better. Try this plan. I venture to say that if you do so you will in the course of a short time be able to increase your advertising 25 per cent., 50 per cent., or probably even 100 per per cent., and more.

It is estimated that three hundred millions of dollars are spent each year in American and Canadian newspapers and magazines. Probably as much more is put out for other kinds of publicity. These are stupendous figures, yet I am satisfied that advertising as a science and an art is yet in its infancy. The 20th century advertiser will probably look back with astonishment at our crude and imperfect work. But even if the science of advertising be yet at the beginning, the principle of publicity which it represents, or rather is, is the greatest factor of success in the modern business world.

The president said: "I was talking to the manager of the Vantine firm, who told me that he allowed Mr. Gibson \$150,000 a year for advertising, and whenever business became dull he did not blame his staff, but simply blackguarded Mr. Gibson, who would then change his advertising a little, and business would come back again. (Laughter.) I merely mention that as indicating the value of good advertising."

A Common Sense Paper.

Mr. Pattullo, M.P.P., said: "I desire to express my own appreciation of the paper, which is the best, most concise, and most sensible paper, on that subject, I have ever listened to. Our friends, on the other side of the line, have, perhaps, the genius of common sense, more than any other people in the world, and especially in the business of advertising. I would like to say, for the benefit of some of the younger members of the association, that in my own business we have been studying the business of advertising, and it is in following, imperfectly, perhaps, but as near as possible to the line laid down by Mr. Gibson, that we have found the best results. One of the most important points to me is this, that any publisher who wishes to retain his advertisers permanently, must not only get advertisers to advertise, but he must make them realize that advertising pays them. He can only do that in one way, and that is, by educating his advertisers how to advertise. We have been endeavoring to teach every advertiser, who does not know how to write advertisements, to educate him in the science and art of advertising. I do not think it would be very easy to exaggerate the importance of a paper of that sort to the members of this association. If we came to Ottawa for nothing else but to hear that paper discussed, and carry home the ideas contained in it, we will be well repaid. (Applause.) I move that a hearty vote of thanks be given to Mr. Gibson."

Mr. H. P. Moore: "It affords me great pleasure to second the motion. I like the serious manner in which the paper was given."

Mr. R. Holmes said: "I do not claim to have the largest circulation in the county, and I am not in the best town in the county, but my advertising friends tell me I carry the largest amount of advertising, and I attribute it largely to a judicious distribution of *Printers' Ink* among my advertisers, and I also

allow them to change a certain number of times in the year without charge; but above that number I charge them for it."

Mr. H. P. Moore said: "I appreciate the paper, and will profit by the advice Mr. Gibson has given us. He was speaking of the value of studying the works published on the line of advertising. Perhaps he would mention some of the works which it would be advisable for us to secure for use in our business."

Mr. Gibson said: "The leading publication, and the original advertising journal, of course, we all know is *Printer's Ink*, and my own opinion is that it is the best advertising publication in the world. I read it religiously every week, and if it came out every day I would read it just as religiously. I want to say right here, as a tribute to *Printer's Ink*, that all I know about the advertising trade, or what knowledge I have acquired practically, and any success which I may have attained during the time I have been in the advertising business, is largely due to *Printer's Ink*. Every publisher in Canada, or any place else, cannot do a better thing than to present each one of his advertisers with a copy of that excellent periodical. Another excellent publication is called *Fame*, and is published by Artemas Ward, who has made a world-wide success in advertising '*Sapolio*.' *Fame* is his personal organ. C. A. Bates, of New York, also publishes a periodical called *Criticism*, which is a very excellent publication."

A Valuable Discussion.

Mr. John Cameron: "In looking over the various newspapers of Canada and the United States, there does not seem to be any lack of advertising at all. There is no doubt that advertising can be stimulated in the various ways suggested. But, would the gentleman be kind enough to give us any suggestion upon these points? With the immense competition between the newspapers themselves, and seeing the fact that almost every newspaper has an immense volume of advertising, what is the best way of getting good rates? Because, with good rates there may be a smaller volume and reduced expense."

Mr. Gibson: "A good deal of that advertising is taken at a loss. Particularly is this true of most foreign advertising. I have been myself a foreign advertiser and know somewhat how the thing is done. A great deal of it is taken at unprofitable rates, simply because other papers do it, and also because they very often send a cheque for payment in advance. Lots of that advertising does not really pay the publisher, and he is a foolish man to put it in the newspaper. We also know that a good deal of this advertising is not paid for. There are a great many advertising fakirs, especially in the United States, who send out hundreds of thousands of dollars' worth of advertisements every year which they never pay for and never expect to. The true field for the local publisher to cultivate is the local advertiser—the man in your own town who is doing business there. There is no merchant of any consequence in any town who is not going to spend his money in advertising if he thinks he can get it back again. If the newspapers referred to by Mr. Cameron would throw out a good deal of advertising they have they would get better rates for advertising from local people."

Mr. Pettypiece, M.P.P.: "I like the feature spoken of by Mr. Gibson in his paper with regard to the signing of contracts. Our experience with country papers is that the advertiser wants the publisher to sign a contract hedged around with rules. Does Mr. Gibson think the country newspaper publisher should

sign such contracts? The great difficulty, in my experience, with such contracts has been that after the contract is signed, the advertiser is watching for opportunities to claim extra insertions and other advantages upon some mere technicality."

Mr. Gibson: "I think that if the publishers will adopt the rule of refusing to sign contracts, or to make contracts that have indications on the face of them of technicalities, of which the advertising agency can afterwards make use of in that way, he would be quite justified in refusing to sign it. I think myself that all this sort of thing is done in foreign advertising; the local advertiser, does not, as a rule, insist upon this kind of thing, as he has not had the experience which teaches him that he can make money out of the paper in that way. If there has been an insertion on the wrong day or for some reason any days have been left out, as a rule, he does not worry the publisher about it. He is usually a personal friend of the publisher and they are getting along as well as any persons can. In answer to this particular point I would say that I would refuse to sign any of that particular kind of contract unless I needed the business very badly indeed."

Mr. Pattullo, M.P.P.: "I was very much struck with one of the last remarks made by Mr. Gibson, and it is this: That in the past we have been going on the principle of giving outside advertisers, the patent medicine men and others, extremely low rates, and keeping very high rates for local advertisers. The whole system is irrational. We have been reversing this lately and have had no difficulty in our business in doubling the outside rates, and at the same time lowering the local rates. Why should not the local advertiser have a lower rate than the outside advertiser? Every local advertisement you get will increase the interest in the paper. If you get the local druggists, grocers, and men engaged in a dozen other business enterprises I need not mention, and talk to them, get them interested in advertising it will materially increase your business. I advise strongly the reversal of the business principles which have guided newspaper publishers in this respect for many years."

"Did any of you ever calculate how much an inch of space in your paper is worth? It is literally true that hundreds of columns of patent medicine advertisements have been published year after year in Canadian newspapers at a positive loss, whereas there is a splendid field for local advertising which has never been cultivated at all." (Applause.)

Mr. W. H. Kerr said: "I do not think the ordinary country newspapers are as big sinners in this respect as the large papers in the cities. (Applause.) I have known advertising agents come along and haul out of their pockets signed contracts with dailies in the cities at figures which the ordinary country newspaper would scarcely look at, and they laugh you out of your office at the disproportion of the rate you ask with the contracts they show you. As far as I am concerned myself in running my metropolitan journal—(laughter)—I am running it on the lines that when a patent medicine man comes into my office he is going to pay exactly the same rate that my local advertisers pay."

Mr. A. Pattullo, M.P.P., said: "I trust you will pardon me for speaking so frequently, but I would like to say a few words in reference to what Mr. Kerr has said about contracts which advertising agents say they have made with other papers. These statements will often be found upon investigation to be misleading. I remember one case in particular where one of these

advertising agents came in and made representations as to what he had got his advertisement in a certain other paper of about the same standard as our own. I went and called the other paper up by 'phone, and found the agent was lying, and I had no difficulty in making a contract at the proper rates. In another instance, I had a letter from one of the largest advertising agents on the continent accusing us of charging a less rate to another agent than we had been charging him. We challenged him to show it, and offered to give him a year's advertising for nothing if he could prove it. The result was that we got double rates from him compared with what we had previously received."

The unanimous vote of thanks by the association, was then tendered, by the president, to Mr. Gibson, who acknowledged it in suitable terms.

Post Office Regulations.

Mr. Colquhoun drew attention to one or two points in connection with the Post Office Department, which he said seemed to indicate that the Department is going to adopt a very strict interpretation of the letter of the regulations. One case, in illustration, which came up last month, in connection with **PRINTER AND PUBLISHER**, he said, delayed the publication of that paper for a day and necessitated some correspondence with the Department.

"Another question which has arisen is that in relation to enclosing circulars and other printed matter in copies of the paper sent out soliciting subscriptions. Publishers are permitted now under the law to enclose in copies of the paper going to regular subscribers circulars and envelopes or anything of that kind designed to obtain renewals. But if you take a list of selected names and then enclose circulars, the Post Office Department won't allow that. It is quite clear that if you are allowed to enclose advertising matter in your paper going to ordinary subscribers, you certainly ought to be allowed to enclose it in the papers upon which you pay a special rate. I have here a letter from Mr. Le Sueur of the Post Office Department, in which he says this particular rule has not previously been enforced, but is part of the regulations, so that it strikes me that if the Department is now going to impose a new system of determining and interpreting very closely what the law is, we want to have a conference with the Minister and not depend upon the permanent officials who are bureaucratic, and I bring this matter up for the purpose of having it discussed with regard to the interpretation that is to be placed upon the regulations."

Mr. Dan. McGillicuddy: "I too had some difficulty with the Post Office Department last year on another matter. There was at that time a regulation that you could not print on one side of a post card except on certain conditions, and I got in a tangle with them. The result of it was that this order the officials thought could not be changed has been changed, and to-day the printers of Ontario are reaping the benefit of the little correspondence that happened between the Post Office Department and myself on that occasion. I wanted at that time to decorate the address side of a post card with an ornate but not gaudy bill head for a salt firm in our section, and the post office thought it was too gorgeous and would not allow me to do it. Now, they allow you to take a post card and do anything on earth with it so long as the address can be read." (Laughter.)

Mr. Dafoe, of The Star, Montreal, at the request of the

president, also addressed the meeting upon the subject. He said: "A month or two ago, one of the French papers of Montreal sent out a lot of sample papers addressed to a selected list, and enclosed in them circulars, subscription blanks, and envelopes. The whole lot was held up at the post office, on the ground that they could not go out under the regulations under which you pay a cent a pound for sample papers, and that you have to pay a cent apiece. In consequence of that correspondence with the officials at Montreal, and later with the Department, the Department ruled that if you sent out sample papers on which you pay a cent a pound you are debarred from putting in circulars or envelopes. The officials of the Department, with whom I was talking, admitted that it was absurd, and that there had probably been an inadvertence in the construction of the Act. The whole object in sending out sample papers is to get new subscribers, and it may be, perhaps, desirable to draw the Minister's attention to it, because I believe it was an inadvertence."

Mr. A. Pattullo, M.P.P.: "Have you any information with regard to the policy of the Department respecting free postage?"

Mr. Dafoe: "I have no information upon the subject, but if the present policy is to be continued it is worth while considering the points which have been raised here."

Mr. R. Holmes: "There are several phases of the postal question that I think ought to be dealt with. A large number of exceedingly nice points in connection with the administration of the postal law that ought to be modified."

The matter of interpretation of the postal regulations was left in the hands of the executive.

Mr. Jeffrey, Arnprior, asked the privilege of addressing the association. He said that he was chairman of the Weekly Publishers' Association, and held in his hand requisitions from 63 weekly publishers calling upon him to call a meeting of the association in Ontario to discuss the question of postage on newspapers. They do not want to have postage imposed. The executive appointed last year were not present, so they did not know where they were at, and he had come to the meeting to ask the weekly publishers to withdraw from the association and form a separate branch; not to withdraw entirely, but to remain affiliated with the Canadian association.

Mr. J. T. Clark: "I would like to ask the question whether, if Mr. Jeffrey comes here with such an object as he has avowed—to break up the association—he has any right to address the meeting?"

The president said: "I think that the movement Mr. Jeffrey has initiated is, perhaps a very good one, and one which may amount to good for the country weeklies. I have been in communication with him, and, just at this moment, I am arranging to bring this matter up at a later stage. I may say that you will probably all recognize that there are practically three departments in this association, but we are not yet strong enough to work separately in the different departments—the city publishers, the country weeklies, and the journalists, editors and reporters. I do not think it is to our advantage to work separately. This year we have elected, I am very glad to say, as president, a very able representative of the country weekly, who will be followed, I hope, by a representative of the business department of a city daily, and he, in turn, will be followed, I hope, by one whom, we will all agree, is a representative journalist of Canada; so that we have

all the three great branches of the association recognized in turn." (Applause).

Mr. Pettypiece, M.P.P.: "I wish to correct a wrong impression, which Mr. Jeffrey has taken from my signature being attached to that requisition. I am not here to withdraw from this association, and, until I find some reason for withdrawing, I shall stay with it. As I am responsible, perhaps, for having that requisition sent to Mr. Jeffrey, I want to say that it had reference to 'clubbing' matters only, when it left my hands, and did not refer to postage matters at all. With regard to the clubbing matters, it is with no spirit of antagonism to the dailies that it is discussed, but I believe that the clubbing of rates has been used in a great many ways to our disadvantage."

Committee on Resolutions.

The committee on resolutions reported recommending the following for adoption:

Mr. President and Members,—Your committee on resolutions have met and considered the president's address and other matters referred to us.

Your committee recognize that an all Canadian cable service would have substantial advantages to both the press and the country, and is of very special importance in view of increasing business relationship between Canada and Great Britain, and we would recommend that the executive committee, or a special committee appointed for the purpose, should continue to give earnest attention to the question, and endeavor to find a possible financial basis for which such service could be established and maintained without unduly straining the financial resources of Canadian dailies.

Your committee desire to emphasize the president's statement of the necessity for a Federal insolvency law, in order to restore and maintain the commercial credit of Canada in Great Britain, to encourage British commercial houses to extend their operations in this country, and to give security and stability to trading relationships between this and the old world, and we join with the boards of trade and other important commercial organizations in urging upon the Government the early enactment of a national insolvency law.

We desire to add our appreciation of the able, pertinent, business-like character of the president's address, to bear testimony to his unselfish zeal in securing for the Canadian journalists who attended the Jubilee celebration in London valued courtesies to and adequate facilities necessary to the performance of their arduous and difficult work, and for his very special efforts in promoting the success of this meeting of the association.

Relative to the matter of the organization of a woman's branch of the association, suggested by the letter of Mrs. Emily Cummings, your association recommend that lady journalists of the Dominion be given a cordial invitation to become members of the Canadian Press Association, and if they desire, when their number warrant it, to form a woman's branch, as a section of the association, we give our approbation to such a course.

Resolved, that while the appointment of a permanent secretary would undoubtedly be followed with good results to the association, regret is felt that circumstances do not permit the adoption, at the present meeting, of the president's recommendation favoring the appointment of such an official.

Resolved, that the executive committee be empowered to make another effort to institute an excursion during the coming summer.

The importance of upholding the dignity of the profession renders it incumbent upon the association to express disapproval of the unseemly conduct of Canadian amateur journalists—for sight-seeing—at the Jubilee proceedings in England, as alluded to

by President MacLean. We are glad that, so far as can be learned, members of this association were not responsible, and it is to be hoped that the attention which has been regretfully drawn to the subject will serve to impress every member of our profession, whether connected with this organization or not, with the importance of guarding zealously those privileges which should accrue only to actual working journalists. The executive is requested to consider the devising, as suggested in the president's able and comprehensive address, of a form of certificate to be issued under the authority of the Canadian Press Association, which may assist to prevent a recurrence abroad of incidents tending to bring Canadian journalism into undeserved disrepute.

This association express the keenest interest in the proposed visit of a body of English journalists to Canada; and with pride and confidence in the resources, advantages and prospects of this grand young country, will be glad to do all in its power to render their visit enjoyable in incident and practical in results. The grandeur of the British Empire is but imperfectly understood alike by Canadians who have never visited British soil away from this continent, and by Britons who have had no personal experience of the vastness and variety and richness of Canadian resources. The Canadian people would with us welcome most cordially an extended visit from representatives of British journalism, as tending to draw Canada and the loved Mother Country yet more closely together.

The report of the committee was received.

Upon motion of Mr. W. H. Kerr, seconded by Mr. McKay, the excursion to Aylmer was declared 'off' in order to allow time to discuss the report.

The resolutions were then considered seriatim.

Upon the seventh resolution.

Mr. John Cameron thought it unwise to refer to this matter at all and moved that the resolution be thrown out.

Mr. J. S. Willison: "That may be your opinion, but I am very sure that the conduct of those who in London professed to represent this association did very much to lower the dignity of Canadian journalism. Nothing is so calculated to injure Canadian journalism so much as the habit of giving letters to people who are going to New York and other places, and who are not journalists and have no connection with journalism."

Mr. P. D. Ross: "I gave a letter to a lawyer in town here who was going to London and it did not occur to me until after I had done it what damage might be done."

The president: "I speak from personal experience while in England. You have no conception what trouble the professional journalists had with lawyers, doctors, and even students, who were everywhere, claiming to represent Canadian papers. Mr. Colmer, of the High Commissioner's office, begged me to do something as president of the Canadian Press Association, he was so worried from day to day by these men, and the Institute of British journalists asked me to bring the matter to your notice, that some action might be taken by the association. As an illustration, at the Dominion Day dinner, among the alleged journalists present was one who not only disgraced himself but Canadian journalism. He was there representing, he said, a Canadian paper; he was not a representative of it, but he had a letter from it. He made himself most decidedly objectionable, and one of the members of Parliament who was there remarked to me: 'I had the idea that Canadian journalists were gentlemen.' That individual was, I believe, the guest of Sir Donald Smith, and frequently interrupted Sir Donald by crying out 'Break away,' etc. If you had heard the

expressions of English journalists at such conduct you would feel as strongly as I do upon this matter. I hope you will all support the resolution."

Mr. Dingman : "As I regard that resolution, it does not reflect upon this association, but disavows this misconduct, and explains that in so far as that goes, no member of this association was guilty of it. That resolution was written only when it was heard that the conduct complained of was nothing short of scandalous. I thought, therefore, it was really incumbent upon this association to say something and protect our good name."

Mr. J. S. Willison : "The association must understand that, owing to the conduct of these people, Canadian journalists were represented in London as a set of sponges and dead beats. We at least are compelled to represent to the British Institute of Journalists that we are not responsible for this conduct."

Mr. Cameron withdrew his objection, and the motion carried unanimously.

The remainder of the report was adopted, and a special expression of thanks was made to the president for the signal service he had rendered the association during the year.

Election of Council.

The ballot was then taken for the election of five members of the council and resulted in the election of the following : Messrs. Wm. Ireland, D. McGillicuddy, J. T. Clark and L. J. Tarte.

There was a tie vote for the fifth place between Messrs. A. G. F. Macdonald and A. H. U. Colquhoun which was disposed of by the president giving a casting vote in favor of Mr. Macdonald, who was declared elected.

General Business.

Mr. Ireland suggested that a fishing and boating camp be held near Parry Sound for those members who desire to take a summer outing, and offered his services in furthering the project, with a guarantee of a good camping ground, plenty of bait and excellent fishing.

The proposal was referred to the executive. Mr. Ireland will also correspond with any members who contemplate joining the party.

Mr. Smith, of St. Johns, Que., president of the Eastern Townships Press Association, conveyed the greetings of that organization to the meeting.

The president then brought up the question of the admission of the members of the Quebec Press Association, as a body, and suggested that they be admitted without charging the annual fees for 1898.

Upon motion of Mr. J. S. Willison, the association unanimously resolved to admit the members of the Quebec association as members of this association upon the terms suggested by the president.

The question of the proposal to reimpose postage upon newspapers was introduced by Mr. Jackson.

After an informal discussion, it was decided that the association as a body take no action, leaving every individual member to take such action as his interests directed.

The new president, Mr. R. Holmes, of The Clinton New Era, was then introduced by the retiring president, and took the chair and briefly returned thanks to the members for the honor conferred upon him.

The association then adjourned.

SUGGESTIONS RE LIBEL LAWS.

By S. S. Ephenson, Planet, Chatham.

A libel is supposed to injure : (1) A man's financial standing, or (2) his character.

In either case there is no reason why he should not give security for costs, because : (1) If he be financially solvent, it makes no difference to him whether he puts up security for costs or not, and (2) if his character is of such an unblemished description as to be injured by a newspaper article, it is apparent he would on that account have very little difficulty in getting the necessary security.

At the same time where a newspaper requires security for costs, the plaintiff in return (but only where such security is demanded) should have the same privilege. The fact is, that the people who usually bring libel suits are impecunious dead-beats, speculative fakirs or shyster lawyers, and while, it is true, they very seldom succeed, yet in every single instance the newspaper is put to costs, loss of time, and trouble.

I would suggest, as a remedy for this state of affairs, that the Legislature be asked to change the law, so that people who considered themselves libelled must in all cases put up the costs when so demanded.

Libel suits ought also to be tried as non-jury cases ; speculators and fakirs count on clever lawyers being able to hoodwink juries, thus giving them snap verdicts.

Then again, there should be some restriction against speculative libel suit seekers running into the high court with suits that are hardly important enough to occupy the attention of the county or division court. The result of the present law is that where the speculative plaintiff fails he is worth nothing and the newspaper is stuck for high court costs. The law ought to be amended so that people who imagine their feelings are hurt would have to go to the county court, or else establish before the county judge, by affidavit, the fact that they have been injured to an extent beyond the jurisdiction of the county court ; and in all such cases the plaintiff should be required to put up security for costs.

Thus, these three slight amendments would protect reliable, responsible, newspapers from the sharks who are always after them :

1. Trial by judge.
2. Security for costs.
3. Prima facie evidence before county or high court judge that the case is of sufficient importance to be tried in the high court.

MR. MACBRIDE'S APPOINTMENT.

The British press are awakening to the fact that the public are largely interested in Canada, and are devoting more space to Canadian news than ever before. An evidence of this is the appointment of W. D. MacBride, late city editor of The Montreal Gazette, as special correspondent to The London Daily Mail. He contributes a regular weekly letter on political or other occurrences on this side of the water, and sends special cables when there is news of sufficient import to warrant it.

The Child Acme Cutter Co., Boston, have orders beyond the immediate capacity of their works, and orders for their regular and extra heavy self-clamping cutters are delayed in filling on that account. From their Canadian enquiries they anticipate increased orders from this section. Mr. O. E. Child will soon make a business trip through Ontario and Quebec.

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THE DEATH OF LOUIS KRIBS.

THE announcement of the death of Louis P. Kribs, at Ottawa, March 25, has been received with profound regret by his fellow-craftsmen all over Canada. Mr. Kribs, who had been living in retirement at Weston during the past year or two owing to ill-health, went down to Ottawa, March 9, on private business. He seemed no worse in health than usual, but after arriving in Ottawa was seized with the internal hemorrhage which had for some time been troubling him. Mrs. Kribs, his kind and devoted wife, and his brother, W. A. Kribs, M.P., were with him when he died.

Louis P. Kribs was born at Hespeler, Feb. 27, 1857. In the seventies he entered newspaper work, being interested, at different times, in weekly papers at Walkerton and Barrie, but his most noted journalistic work was done for The News, World and Empire, of Toronto. His articles in The News signed "Pica" gave him a distinct reputation. In the autumn of 1886 he was appointed Ottawa correspondent of The Mail, but only held the post a short time, resigning it to conduct The Standard, the official organ of the Conservative party during the Dominion election campaign of 1887, The Mail having renounced the party organship. The election over, The Standard ceased publication, and Kribs went to The Toronto World staff. During the parliamentary session of 1887 he represented The World at Ottawa, and his breezy, rollicking letters were much appreciated. Wiman's commercial union campaign began in 1887, and it found no stronger journalistic foe than Kribs. When The Empire newspaper was founded in December 1887, mainly by the efforts of Sir John Macdonald and Mr. David Creighton, L. P. Kribs was chosen to organize its news service and to choose the greater portion of its staff. Until 1893 he remained news and city editor of The Empire, or what, in a New York office, would virtually be managing editor. Occasionally he would go to Ottawa as parliamentary correspondent during the session, and in 1891 was president of the Press Gallery. In May, 1893, after the appointment of a Royal Commission to investigate the working of the liquor laws in Canada and the United States, Mr. Kribs received a handsome offer from the Canadian distilling and brewing interests to attend all meetings of the commission, to watch the case from their standpoint, and to prepare the information, statistics, and other evidence which these interests desired to lay before the commission. This offer he accepted, and traveled all over the continent in carrying out his task, which he performed with the highest skill and ability. He afterwards issued a resume of the evidence before the Commission from the anti-prohibition point of view. In 1894 he began the publication of The Advocate, a weekly, devoted to the cause he had espoused. After the discontinuance of the paper the state of Mr. Kribs' health precluded active journalistic work, although he wrote at intervals and remained mentally as bright as ever. The remains were taken to Hespeler, by way of Toronto, and interred on

Saturday, March 26. The floral tributes from the Press Gallery, the Toronto newspaper men, The Toronto Globe, and others, all reflect the kindly regard felt by his confreres for the dead man. The newspaper references to him were numerous and eulogistic.

It is felt by all who know Canadian newspaperdom during the past fifteen years that a real personality has departed from us—a man of human sympathies, of the most practical generosity, and a geniality that was never assumed. A fervent politician on the Conservative side, his outspoken attacks often sounded harsh to those who did not know the man. But anyone who had seen the burly frame, the large head, with its long hair hanging behind, and heard the hearty laugh, knew that political animus did not mean personal malice in his case. It does not seem possible that he could ever have systematically cherished a grudge, and, so far as they were willing, all newspaper men were his friends. His relations with his staff of reporters were cordial, even affectionate, and any man who took an assignment from him and did it well was sure of appreciation. He stood up for his staff through thick and thin on all occasions. I first knew Kribs at Ottawa in 1886, was closely associated with him in the same office, without a change, for over six years, and in all that time do not recollect a single quarrel or unpleasant occurrence to mar friendly relations. I found him absolutely loyal to his co-workers from first to last, and, if he ever thought his abilities were not appreciated as highly as were those of men with less capacity, he never showed any mean jealousy or sulked in his tent. He had, as is well known, an immense power for work, surpassing that of any member of the press in my time. His physical frame could stand long and extraordinary strains which other men dare not risk, and his mental vigor was as potent at the end of the task as it was at the beginning of it. We differed often on questions and on methods and would argue hotly to the bitter end. But if you could take a joke at your own expense, and had the spirit to return fire quickly, your relations with Kribs were on a sound basis. He would put his big head into my room, on first appearing in the office about noon, and loudly demand: "How are the low Scotch this morning?" (a sarcastic allusion to my racial origin), and if the retort came quick: "Every whit as good as the low Dutch," he would retire at once in good humor, satisfied that relations were friendly. It was impossible to resist a humor so hearty, so spontaneous, and a nature so broad and generous. But he habitually worked too hard, and with that big frame before you, warnings seemed absurd. At any rate he never heeded any. The ultimate break-down of his constitution must have been largely induced by incessant arduous labor maintained for periods that would have quickly despatched the ordinary man.

In newspaper work his achievements were many and varied, and he had a wide reputation for fertility of resource, vigor in execution and speedy accomplishment. The Empire newspaper

lost a great force when, to the regret of all his colleagues, he withdrew from it in 1893. Many a kindly act he did, which the newspaper world knows not of, many a friend shielded or helped, many a generous sparing of the foe. Kribs was a better man than many who talk more and do less. He dropped out of the active struggle without an audible murmur over his misfortunes or a single reflection upon the political party which so poorly requited his services.

A. H. U. C.

RIGHTS OF THE PRESS IN QUEBEC.

THE law of libel has received a further interpretation by a decision of Chief Justice Tait, in the Court of Review, at Montreal. In the case of Demers vs. Graham, a charge of libel was made by the plaintiff for the publication, in *The Star*, of proceedings that took place in the Police Court in September, 1896, when the plaintiff, Mr. L. N. Demers, a lawyer, was charged with theft, but was acquitted.

Judge Desnoyers, at the time, said that no proof had been adduced to show an intention to defraud, and he therefore acquitted Mr. Demers on the charge brought against him by Eugene Globensky, a printer. It was to the effect that Mr. Demers had defrauded him of a factum worth \$40.

For the publication of the court proceedings, the proprietor of *The Star* was sued for libel. The trial judge held that the report was a privileged one and the defendant had a right to publish it; that it was published in the interest of the public, and in good faith, and that the plaintiff had suffered no damage.

The case was then carried to the Court of Review, and, in giving the present judgment, Acting Chief Justice Tait said that, after carefully examining the articles printed and the authorities cited by the parties, he had come to the conclusion that the former judgment was correct. It seems to be the jurisprudence of this province, also that of France and England, that a newspaper does not incur responsibility by publishing a true and honest report of the proceedings in a public court of justice, although such a report might be injurious to the character of any individual. There did not appear to be any intention of malice, and it appeared that the articles complained of were a fair report of what had occurred, and that the plaintiff was not entitled to damages. The former judgment was maintained, Justice Mathieu dissenting.

JUDGE WURTELE ON THE PRESS.

JUDGE WURTELE has a rod in pickle for newspapers who go in for undue sensationalism. In his address to the grand jury at the opening of the Court of Queen's Bench the judge said:

"I cannot refrain from regretting, as I did once before in addressing another grand jury, the publication of extremely sensational articles and pictures in many of our newspapers, with reference not only to the murders and other capital crimes which have occurred from time to time, and to the judicial proceedings which have taken place respecting them, but also with reference to the personality of the prisoners who were on their defence. Such articles and pictures are not required to convey to the public the information to which they are entitled, of what is happening; and while a moderate and thoughtful article can form and direct a proper public feeling, these sensational arti-

cles and pictures, on the other hand, only pander to the imagination and to morbid feelings, but also incite to crime, and were hurtful to the administration of criminal justice, as they tended imperceptibly to influence the minds of persons who might be called upon to act as jurors, and thus hindered the selection and formation of impartial juries. Under the law as it stood, however, the publication of such articles and pictures could be judicially suppressed, and if he drew attention to this matter it was only so that he might at the same time express the hope that the evil, if it could not be abated, might at least be sensibly lessened by the influence of an awakened sane public opinion." His honor further said:

"There is another thing in this connection which is much to be deplored—it is the fact that reporters are allowed to interview prisoners for the purpose of publishing articles describing their appearance and demeanor, and giving their sayings. The publication of these articles is certainly productive of no good and only gratifies the morbid curiosity of inconsiderate people. Prisoners have rights like other people, and for a reporter, without their invitation or consent, to intrude upon them and to interview them is an encroachment on their privacy to which they should not be subjected. In fact, none other than the near relations and intimate friends; those having urgent business, and the counsel of prisoners awaiting trial or under sentence in capital cases, should have access to them.

"But this is a matter which can be regulated by the rules and regulations of the prison inspectors or by an order from the Provincial Attorney-General to the sheriffs, and I believe that it will be sufficient to draw their attention to it."

ENVELOPES

For Business Envelopes our "Paris," "London," and "C. P. Special" lines are unsurpassed.

"THE PARIS," our newest line, is an excellent color, good body, and low in price. . . .

BLANK BORDERED ENVELOPES in white or silurian, at reduced prices.

Prompt shipment and careful attention to **LETTER ORDERS.**

CANADA PAPER CO.

LIMITED

Paper Makers and
Envelope Manufacturers

TORONTO AND
MONTREAL

THE MANY-SIDEDNESS OF ADVERTISEMENTS.

ALTHOUGH the primary object in reading advertisements is to find out what is offering in one special line—and even from that point of view there is usually a vast amount of information placed before us—it has other advantages. The illustrated descriptive ads. in magazines and big weeklies are a study in themselves; original, artistic and coaxing to a degree they can only be appreciated by those who take the trouble to really read—not merely skim. A thoughtful perusal of Old Country papers will afford a surprising insight into the conditions of life amongst the people represented. At a glance we have a good idea of their industries, their charities, their religious and educational facilities, with a sidelight thrown upon the question of supply and demand in the labor market. The miscellaneous ads. and what, on the other side of the water, they call the “agony” column, present a varied panorama of life’s peculiar and painful features.

It would be easy to multiply instances of the value of ad. reading as a medium of extending information on almost any subject—music, the drama, literature, travelling, and so on—but anyone can judge for himself. Take the pages of such as The Montreal Star or Toronto Telegram, and see how much they contain that is worth knowing. Local conditions of trade may be guessed at from the tempting ads. inserted by rival merchants, the character of amusements preferred, the business inducements offered, the implied straits of those by whom no reasonable offer, the confession of previous overcharge contained in offers to sell at 50c., what had been selling for \$1, the pathetic ads. of those seeking any work at practically any price, all have their lessons for the student of human nature. In the opinion of the writer, advertisements briefly summarized as “what we want” and “what we can get” contain more practical lore to the square inch than any other form of secular literature.

DEATH OF A. M. BURGESS.

Mr. A. M. Burgess, Dominion Lands Commissioner, died at his residence in Ottawa last month. He had been suffering from an injured knee and strained chest, but was recovering, when paralysis attacked him. Mr. Burgess was born at Strathspay, Inverness-shire, Scotland, on October 21, 1850. Mr. Burgess came to Canada and entered journalism at once. He represented The Globe in the House of Commons press gallery from 1872 to 1874, when he became the editor of The Ottawa Times. In 1876 he accepted the appointment of private secretary to Hon. David Mills, then Minister of the Interior. In 1882 he was appointed secretary of the Department, and in 1883 he was promoted to be deputy head. In 1897 he was transferred to the position of Dominion Lands Commissioner in the same Department.

MR. OLIVER, M.P.'S PAPER.

The proprietorship of The Edmonton Bulletin is being transferred from Frank Oliver, M.P., to The Bulletin Company, Limited, which company is applying for incorporation under the Companies’ Ordinance of the Territories. Messrs. F. Oliver, M.P., J. A. McDougall, W. J. Walker, M. McCauley and J. Ross are mentioned as provisional directors. The company is capitalized for \$5,000.

Wherever it is shown

Burnside Bristol

(at ten cents per lb.)

is appreciated . . .

A post card will bring a sample.

Our Specialties in Cover Paper

Royal Cheviot

and

Victor

should be used on good work.

BUNTIN, GILLIES & CO.

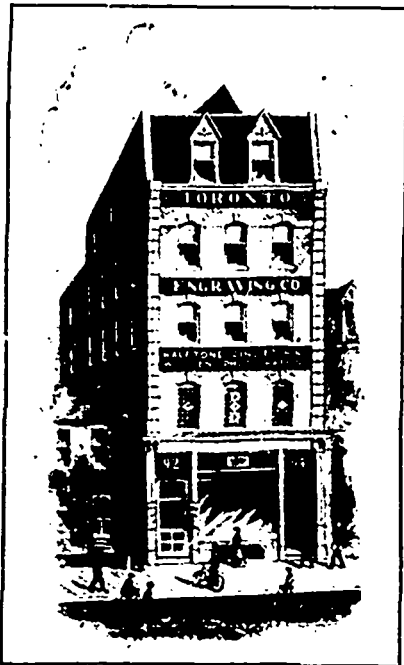
HAMILTON

Agents:

Morgan Envelope Co.

H. D. Wade & Co.'s

Printing Inks



THE TORONTO ENGRAVING CO.

In their
New Building 92 Bay Street.

WE ARE NOW
SUCCESSFULLY WORKING THE

3 COLOUR PROCESS

The Effect of the Finest
Lithograph Reproduced
In only Three Printings.
Any Printer of Ability
Can Handle the Plates.
Write us for Samples.

PARAGRAPHS OF THE PRESS.

THE directors of the Templar Publishing Co. have accepted Editor Wrigley's resignation, and appointed W. W. Buchanan editor pro tem. Mr. Wrigley was paid two months' salary. The trouble is the outcome of the annual meeting of the shareholders, when fault was found with the editorial policy of the paper during the last campaign, it being thought that the opposition to the Government was lukewarm. Mr. Wrigley has returned to Toronto.

J. A. Osborne, a supporter of Mr. Conmee, has purchased the Rainy Lake Herald.

Robt. D. Harmer, foreman of The Sarnia Post, was married the other day to Miss Alida Duncan, daughter of Wm. Duncan, Sarnia.

S. T. Scott has relinquished the proprietorship of The Qu'Appelle Progress. A. Mackie, late of Binscarth, is the new editor.

An addition to the periodical literature of British Columbia is a new Victoria weekly—The Nation—whose destinies are in the hands of Mr. D. M. Carley.

Munroe & Cassidey, Toronto, announce that the bookbinding business they have been carrying on will be conducted henceforth under the firm name of Wilson, Munroe & Cassidey.

MR. STEPHENSON WINS HIS CASE.

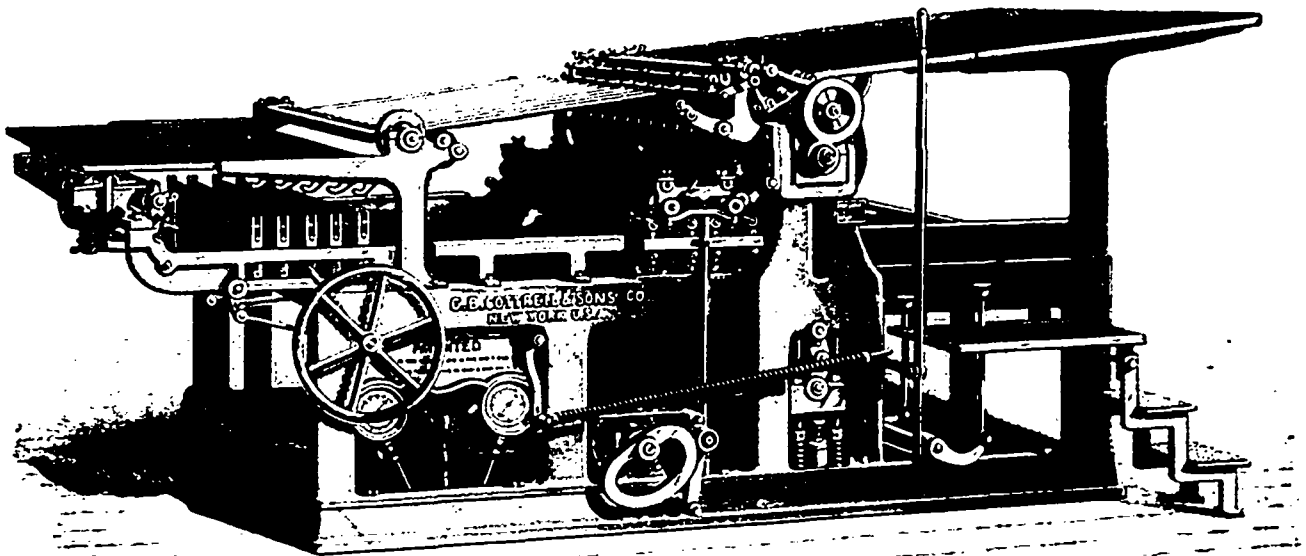
At the assizes in Chatham, Ont., March 21, the libel case of William Douglas, Q.C., Crown attorney and city solicitor, against The Chatham Planet, was tried. Mr. Douglas alleged that the paper had found fault with his services as city solicitor,

and thereby belittled his professional standing. The paper had asserted that, as city solicitor, he should have advised the city council that a natural gas agreement, which had been submitted, was not in the interests of the city; also that as Crown attorney he should not have prosecuted a street inspector for removing surveyors' monuments when the specifications for sewers had passed through his own office as city solicitor. G. F. Shepley, Q.C., of Toronto, appeared for Mr. Douglas, and John King, Q.C., of Toronto, for The Planet. Mr. King made a splendid address, showing that there was no malice, and that the criticism was a fair comment in the public interest. Mr. Shepley took the opposite view. The judge charged against defendant. The jury brought in a verdict for The Planet after being out nearly an hour. Judgment for the defendant with full costs.

PRESS ASSOCIATION HONORS.

Mr. R. Holmes, editor of The Clinton New Era, is the new president of the Canadian Press Association. Mr. Holmes represents the highest class of country weeklies, and is personally all that could be desired in a president of an association, he having had executive experience in the Mayor's chair of his town, to which he was elected by acclamation. His successor will be Mr. W. S. Dingman, "our esteemed cotem," and he in turn will be succeeded by Mr. Willison, of The Globe, if the order of promotion recognized in recent years is maintained. In this way the country weekly, the small daily and the metropolitan daily will, in turn, be represented in the presidency. The association is progressing and is doing good work for the press. —Stratford Beacon.

Seneca's Formula.



It was Seneca who pointed out eighteen hundred years ago that wisdom consists not in seeing what is before your eyes, but in forecasting the things which are to come.

The formula for wisdom has not since been changed. It is still the same. It is the printer who looks ahead to-day who is the wise man. He is the printer who realizes these three things :

FIRST.—That no one sends you work for a new press until you own the press. The public is not helping you to buy new machinery. They will patronize you according to your facilities. Their patronage is sometimes less than your facilities, but never more.

SECOND.—The wise man does not buy the press he needs to day ; but rather the press he will need a year or two hence. Have something that you are constantly reaching up to.

THIRD.—Remember that in buying the Cottrell Press you have the judgment of thousands of successful printers behind you. Reputation can only be bought by time and worth. Especially there must be the element of time. The Cottrell bears the same relation to other presses that rare old wine bears to chemically aged wine. A reputation prematurely forced is worse than none.

C. B. Cottrell & Sons Co.

Sole Agents for Canada



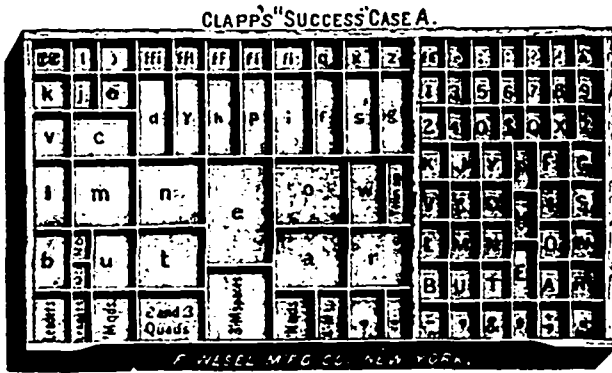
TORONTO TYPE FOUNDRY CO. Limited

TORONTO.

THE NEW CASE.

ONE THAT BIDS FAIR TO BECOME UNIVERSALLY ADOPTED -- SOME OF ITS ESSENTIAL FEATURES.

IT IS an extravagance for printers not to put in up-to-date appliances. Getting along with material simply because it is on hand in place of something that would pay so much better, especially when time counts so much nowadays in an office, is false economy. Take, for instance, the cases in common use



to-day. For a long time printers have been aware that they are not what they might be. No material improvement has been made in them since the days of Gutenberg. A moment's glance will convince any printer of this. It is wrong in its lay. The location of the lower case e box, for instance, is one that will readily show this. It is the one letter most used. And while it is near the centre of the case, it is still four inches farther from the compositor than is actually necessary, thus compelling him to reach twice the distance to accomplish the desired result. Then again, there is no reason why the quads and spaces should be in different parts of the case. As they are used together, and oftener than many of the characters, it would be more natural that they should be near each other, and as convenient to the stick hand as possible. In fact, all the characters most used should be nearest the compositor, as in all other trades the tools most employed are nearest the workman.

Of late years more or less study has been given to the printers' case, and in one or two instances slight improvements have been made, but not until recently has the desired result been accomplished.

With this issue of THE PRINTER AND PUBLISHER, we present to our readers a new case, quite different from anything yet produced, and one that covers all the points mentioned above, besides many others.

It is known as the Clapp "Success" case, and is made by the well-known printers' supply house of F. Wesel Manufacturing Co., of New York, one of the largest manufacturers of printers' materials in the country. As will be seen by the illustration, the lower case e box is brought down nearer the compositor, thus saving a distance for the hand to travel of some four inches, while all the spaces and quads are grouped together; characters most used are nearest the stick hand. It will also be noticed that the lay of the cap case is the same as that of the lower, and why not? Was there ever any reason for more than one lay of a case in an office? With the caps and lower case in one case that long reach is avoided. With the Clapp "Success" case the upper case is done away entirely, as the small caps, like italics, being used about as often, are kept

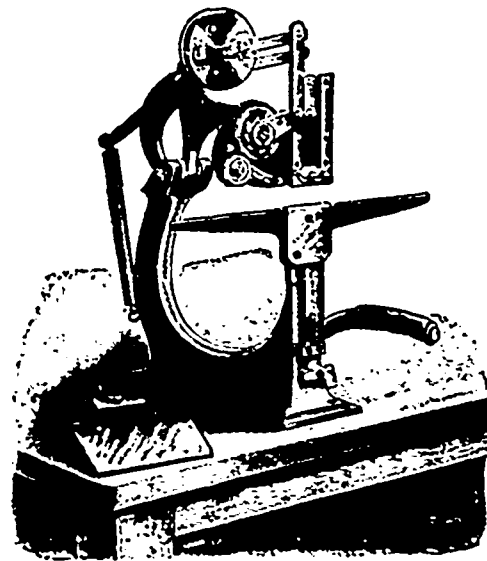
separate. This is a big saving of space. To make it more convenient for a printer to learn this new case each box is stamped with its respective character on the upper slat. For this case it is claimed that 20 per cent. and upward can be saved in composition and 50 per cent. in room. Printers that have adopted it readily find this to be a fact. The firm report large sale already, and no doubt it will come into general use. If you are interested in putting in new and modern ideas write them.

THE "SUCCESS" WIRE STITCHER.

THE one thing needful in the smaller printing offices in the way of a wire stitching machine is a machine that, while feeding direct from a spool and making its own staples, will come within the reach of all.

Such a machine, we believe, is found in the "Success" wire stitcher, herewith illustrated, and for sale by the F. Wesel Mfg. Co., of New York City. This machine will stitch from two sheets up to three-sixteenths of an inch, both saddle and flat work, making its own staples and doing the work as rapidly and as well as a machine costing much more.

The price of this machine, for hand power, is \$36, and with foot attachment, \$38. Forty cents worth of wire will make 15,000 staples. Comparing this with other machines of the same price, when staples are used, the "Success" will soon pay for itself in what it saves in staples alone, to say nothing of the convenience. It is a machine that this well-known firm guarantee, and, with their endorsement back of it, we can fully



recommend it to our friends. It is extremely simple and easily worked, doing its work as rapidly as the most expensive one, and just as well. It really fills a long-felt want.

The Copeland-Chatterton Company, Limited, of Toronto, printers of manifolding office stationery, are putting in two cylinder presses supplied by Toronto Type Foundry.

The representatives of PRINTER AND PUBLISHER being constantly in touch with Printers, Lithographers, Engravers, Publishers and other concerns using Type, Presses and Machinery of all kinds, in all parts of Canada, sometimes hear of bargains in new and second-hand plant. Any reader who wishes to buy anything, at any time should send a postal card to the Montreal or Toronto offices, when we may be able to give him a tip where the exact article he wants to buy may be had.

BRIEF NEWS OF THE MONTH.

THE Windsor Record now uses an Olin gas engine for driving its presses. Toronto Type Foundry is agent for these excellent engines.

Kentville, N.S., has a new paper called The Trader, published by E. B. Newcombe.

Oscar Eby, Hespeler Herald, has added a couple of Gordon presses, bought from Toronto Type Foundry.

Fairbanks & Porter, Oshawa Vindicator, have improved their office by the purchase of a new style, large size Gordon press from Toronto Type Foundry.

L. M. Kaiser, Roseville, Ont., has put in a printing plant at that village, bought from Toronto Type Foundry.

Smith Bros., of Vernon, B.C., have put in a complete job plant from the Toronto Type Foundry, Vancouver branch.

V. L. Francis, Woodstock Times, has added a fine job cylinder to his plant, purchased from Toronto Type Foundry.

The Mortimer Co., Limited, Ottawa, have added two high-class lithograph presses and a two-revolution Cottrell to their already extensive equipment. All were purchased from Toronto Type Foundry.

The Voice Publishing Co., of Winnipeg, have put in a Thorne typesetting machine from the Toronto Type Foundry, Winnipeg branch.

The Province Publishing Co., of Vancouver, B.C., have put in a complete plant for publishing a daily at Vancouver, B.C., from the Toronto Type Foundry, Vancouver Branch.

The Sherbrooke Daily Record has got in its new cylinder press, with attached folders, and now turns out its daily edition at a speed of 3,000 an hour. The whole plant, including type, press and folders, was supplied by Toronto Type Foundry.

R. Appleford & Sons have bought The Blenheim World and changed its name to The Tribune. They have put the office on a first-class footing, having added a cylinder press and a paper cutter to their plant, bought from Toronto Type Foundry.

C. E. Knowles, of Galt, has equipped a thoroughly up-to-date printing office in that go-ahead town. His type is all on the point system and his plant comprises first-class cylinder and job presses and a "Hercules" gas engine. The whole establishment was fitted out by Toronto Type Foundry.

The Miln-Bingham Co., Toronto, have added to their establishment another Gally Universal press. This firm caters for the highest grades of work and therefore use the best machinery. The Gally Universal is easily the best platen press in the world. Toronto Type Foundry is exclusive Canadian agency for these machines.

The Winnipeg Free Press is putting in a Cox Duplex, to print, fold, trim and paste their papers from the roll. The Cox Duplex is the only successful flat bed perfecting press in the market for fast newspaper work. Toronto Type Foundry Co., Limited, are agents for the Cox Duplex, and are putting in the machine for The Free Press.

La Minerve, Montreal's old established French morning paper, which suspended publication a short time ago, is to be revived. The Hon. G. A. Nantel, M.L.A., for Terrebonne, has formed a

company to publish it as a strong Conservative organ, supporting Sir Adolphe Chapleau, and the first issue will appear in the course of a few weeks. Mr. Nantel will be editor-in-chief, and the paper will probably be issued, for a time anyway, from Le Monde office. Mr. Royal, ex-editor of La Minerve, and the Hon. Mr. Beaubien, M.L.A., will, it is said, start another French daily in Montreal representing the views of the French Conservatives who are opposed to the Chapleau faction.

La Presse, of Montreal, the French evening paper that claims to have the largest circulation in Canada, is going to put up a handsome nine-storey building. Plans have been prepared and work will be commenced very shortly. The offices will be ready for occupation in about a month.

W. J. Keyes, Ayr, is one of the most enterprising country printers in Canada and does work that holds its own with the best city offices. His equipment is all on the point system, bought from Toronto Type Foundry, and he has recently added a Gally Universal press supplied by the same concern. Mr. Keyes' establishment is well in front.

The Metropolitan Printing Co., Lombard street, Toronto, had their office destroyed by fire on the 17th of last month. They had a point system outfit which cost over \$3,000, upon which was insurance for \$2,200. Their first equipment was bought from Toronto Type Foundry over ten years ago, and they promptly restocked from the same house after the fire.

The Toronto Engraving Co. have put in a Reliance photo-engravers' proof press. These presses give clean sharp proofs, and should be used in all first-class job offices. It is just as important to the printer as it is to the engraver to give his customer a first-class proof of the work to be supplied. Artists are noted for their high class work in proofs—printers for their slovenliness. Toronto Type Foundry supplies these artists' proof presses. While giving absolutely perfect proofs they do not injure the type or plates as do ordinary proving presses and methods, so that they are a good investment in all senses.

A GOOD PAPER DOING WELL.

A change has been effected in the management of the Bras d'Or Gazette Publishing Co., St. Peters, Cape Breton. The sole proprietors of The Gazette are D. Y. Stewart, J. A. Gillies, M.P., and A. D. Gunn, L.L.B., Mr. Stewart acting as business manager and Mr. Gunn as editor. The firm have recently received from J. C. Parkhurst, St. John, N.B., a new outfit of type, and are making further improvements in their paper. The effect of these improvements are manifested in the appearance of the paper, which is now well worthy of a high place in the rank of country weeklies in the maritime provinces.

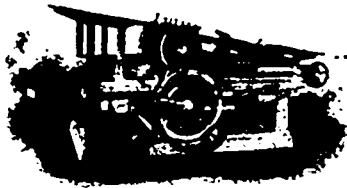
THE ENVELOPE TRADE.

The extra size of No. 7 and No. 8 envelopes made by the Morgan Envelope Co. and sold by Buntin, Gillies & Co., Hamilton, are no doubt responsible to a great extent for the constantly increasing sale of these goods. The No. 7 is large enough to enclose the ordinary No. 7 and the No. 8 is large enough to enclose the ordinary No. 8. Apart from this feature, the goods are grand value, and the making and style is unsurpassed and rarely equalled, even by much higher priced lines. Samples and quotations will be mailed from Hamilton to all applicants

If you are in business
to make money

A **CENTURY
PRESS**

Will do the Trick.



CAMPBELL PRESS CO.

New York.

Canadian Representative:

C. HOWARD SMITH

73 St. James Street

MONTREAL



PAPER AND PULP NEWS.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, MARCH, 1898.

AMERICAN PAPER AND PULP ASSOCIATION.



THE proceedings of the twenty-first annual gathering of the American Paper and Pulp Association, recently held at the Waldorf-Astoria, New York, was full of interest to all engaged in the manufacture of paper and pulp. The address of the president and the reports from the various sections or divisions upon the prospects and possibilities of the future

will be read with interest by Canadian manufacturers, who are also keenly alive to the value of foreign trade. President Hugh J. Chisholm, of the Otis Falls Pulp Co., in his address, said:

"Coming to the imports of pulp we find, contrasting '96 with '97, that they have been almost cut in two, even Canadian imports showing a very marked decrease. Our imports of pulp, however, are still considerably in excess of our exports, although this is not likely long to continue.

"It is interesting to compare our foreign business with that of other countries, both to see what possibilities there are in the way of unoccupied fields and to show how formidable some of our competitors are. Thus, Great Britain, France and Germany went outside of their borders in '96 for nearly \$25,000,000 worth of paper. Contrast that with our \$2,500,000 exported that year. They bought ten times as much as we sold.

"Here are Russia and Italy, perhaps unknown to us as markets, importing in '95 more than our total exports. In the matter of pulp, England alone imported in '96 \$12,400,000 worth. Now, as indicating hidden fields of commerce, as yet untilled by Americans, the exports of Great Britain, France and Germany in 1896 amounted to \$36,000,000 worth, Germany alone exporting over \$18,000,000 worth. Where did it go to? It should be the business of our exporters to find out.

"And, finally, consider Norway and Sweden, which exported in '96 the enormous quantity of nearly 500,000 tons of pulp, perhaps \$12,500,000 worth. Let us consider what powerful competitors they will become, when, instead of exporting this pulp, they convert it into paper with modern paper machines, as they are already beginning to do, and then place the paper on the market by methods remarkably cheap and peculiarly their own.

"In view of our growing aspirations to carry our product to the remotest lands, it is reassuring to consider how nature has fortunately adapted us to the task. The two great factors in paper making are, as you well know, abundant and cheap water-

power and wood. No nation in the world is so favored in the matter of water-power. It is roughly estimated by an eminent authority that, excluding the half of Niagara Falls, the undeveloped horse-power in the United States is 5,000,000. According to the census of 1890 one million and a quarter horse-power was represented by the water-wheels in use, so that we had four times as much remaining as we had already developed.

"No less conspicuous is our position among the nations of the earth when we consider our timber resources. It may not, perhaps, be generally known that this continent is the forest continent of the globe, and the United States is in the zone both of greatest abundance and greatest variety of trees. Those peculiar kinds adapted to paper making, fortunately, exist in large quantities, but not so great but that we must put restraint on our prodigal treatment of them. Those among us who have weighed the matter carefully are well aware that if we, as a nation, are to take and permanently hold the foremost place in paper making, we must begin at once to husband our resources. Fortunately, the science of forestry, until recently but little known, and heeded less, is ready to point out the way, and we shall learn from three of the best authorities of the country not only why we should, but how we may put in practice the principles of forestry. I hope that every one will go away resolved directly and indirectly to do what he can to secure a rational use of this mainstay of our business."

OUR PAPER WANTED IN BRITAIN.

MAJOR J. B. MACLEAN has received the following letter from a British firm of paper merchants, wholesale stationers, printers, account book and paper bag manufacturers.

"I am an importer of foreign papers, but would very much rather deal with our own kith and kin, if possible. I do not know what the Canadian paper makers can turn out in the way of caps, natures, thick browns, etc., but the secretary of the Chamber of Commerce, has given me your name as a gentleman who is anxious to foster the trade between Canada and the Old Country, and who probably would put me in communication with paper makers of Canada, and get them to send me samples of their makes, with quotations. If you would do so I should esteem it a very great favor, and at the same time it may be the means of opening up a new trade with Canada, which to me, would be far more preferable than doing business with the continental mills."

Any Canadian makers desiring to open negotiations may have the firm's name on application to Major MacLean, care of THE PRINTER AND PUBLISHER.

NOTES OF THE TRADE.

THE imports of Canadian wood pulp into Britain during February were as follows: At London, 679 bundles from St. John; at Liverpool, 5,530 bundles from St. John; at Manchester, 3,152 bundles from Halifax.

The new machine in the Canada Paper Co.'s St. Francis mill is now in operation.

The Canada Paper Co. have 1,200 cords of pulp wood distributed along the Windsor river ready for the drive.

Paper bag manufacturers have arrived at a better understanding between each other and are looking for a stiffening of discounts in consequence.

The traffic returns of the Manchester ship canal show an increase of wood pulp, paper and paper making materials from 95,478 tons in 1896 to 113,400 tons in 1897.

Negotiations are being carried on by a syndicate of Dorchester, N.B., capitalists for 40,000 acres of well-timbered land upon which there are mill and other buildings at Baie Verte.

Among the visitors to London, Eng., during the past month, were Mr. Clergue, of the Sault Ste. Marie Pulp and Paper Co., and Mr. John Stuart, of the Maritime Sulphite Fibre Co., Chatham, N.B.

The imports of wood pulp into Great Britain from Canadian ports during January were as follows: Port of London, 7,336 bundles from Halifax; Liverpool, 8,281 bundles from St. John; Manchester, 11,805 bundles from Halifax.

The directors of the International Paper Co., the big trust in news, have authorized the placing of a mortgage of \$10,000,000 on the entire property of the company as security for an equal amount of 6 per cent. bonds payable in gold.

The new mill at Chicoutimi, which is turning out 40 tons of pulp daily, has commenced shipping to the British market. The first carload was shipped to Manchester, via New York, early this month, and regular shipments will be made in future.

A new paper company in England is the Wansborough Paper Co., Limited, which has acquired the Cheddar mills. The share capital of the new company is £100,000 and £55,000 first mortgage debentures at 4½ per cent. The capacity of the mills is 15,000 tons annually.

The Lumbermen's Association of Ontario, after eight years of inactivity, has been revived and reorganized. Mr. A. H. Campbell, president of the Muskoka Mill and Lumber Co., is president. The association will meet on April 7 at the Board of Trade, Toronto, to revise the constitution. The members are in favor of an import duty on lumber, but are opposed to the regulations prohibiting the export of logs made by the Provincial Legislature at the last session.

The report of dividends paid by British paper-making firms and companies indicate that, notwithstanding the keen competition from American paper, there still remains a fair margin of profit. A recent issue of Wood Pulp contained the notice of meetings of a number of concerns at which the statements presented showed profits warranting dividends as follows: Colter Mills Paper Co., Limited, 12½ per cent.; Hartlepool Pulp and Paper Co., Limited, 10 per cent.; C. Townsend, Hook & Co., Limited, 7½ per cent.

The Egg Shippers Straw Board and Filler Co. was organized two years ago, owing to the dissatisfaction with the prices of the

straw board trust by the produce dealers of Iowa. A capitalization of \$50,000 was made and the factory located at Tama City. Since then the members of the association have been supplied at cost, and the shareholders have received 10 per cent. dividend. After 18 months' operation there remains a surplus of 33 per cent. of the capital stock. The profits are derived from the business done on the side.

The sulphite pulp makers have been considerably exercised by the appearance on the British market of a consignment from a New England mill; which was offered at £8 2s. 6d. per ton as against £9 5s. to £9 10s. which the English consumer has been paying. Wood Pulp (London, Eng.) announces that the pulp in question was undoubtedly first-class, but had not been packed, being merely bundled without wrapping, and consequently in a very dirty condition, otherwise it could easily have been sold at a better price. The United States manufacturers protested that this was a piece of damaged pulp and not a fair sample.

The Canada Paper Co. held their annual meeting on March 8, when a statement of the business transacted by the company during the past year was submitted to the shareholders and passed as satisfactory. After various matters had been discussed, the election of directors took place, resulting as follows: Messrs. Andrew Allan, John MacFarlane, Hugh McLennan, H. Montagu Allan, Hugh A. Allan, W. D. Gillean and Chas. R. Hosmer. At a subsequent meeting of the board of directors, Mr. John MacFarlane was elected president; Mr. Andrew Allan, vice-president; W. D. Gillean, assistant managing-director, and Mr. John G. Young, secretary-treasurer.

The International Paper Co. have commenced active business operations, and it is reported that one result of the formation of the trust has been that all the large news mills which are in the trust are now receiving from 20 to 30c. per hundred pounds more than when the mills were operated independently. The sales agents have been impressed with the fact that every ton of paper sold and shipped must net a good profit. In pursuance of the policy of concentration and consolidation which has been adopted, contiguous mills are being grouped and placed under one management. Mr. Morgan, who was general manager of the Niagara Falls Paper Co., has been made manager of the Niagara Falls paper mill, the Piercefield Falls paper mill, the Herkimer Paper Co. and the Ontario Paper Co.

ANOTHER SCOTTISH-CANADIAN PULP COMPANY.

The British Columbia Pulp and Paper mills, Limited, was registered in Scotland in February with a capital of £50,000 in £1 shares (5,000 of which shall receive no dividend for five years from date of registration until 5 per cent. has been paid on the ordinary shares). Objects—To enter into an agreement with Mrs. Josephine Munce or Carmichael, wife of Herbert Carmichael, chief assayer and analyst to the Provincial Government of British Columbia, and residing at Victoria, B.C., and to carry on the business of manufacturers of paper, wood pulp, wood meal, and similar products. Registered office, 48 West Regent street, Glasgow. The signatories are: W. S. Workman, shipowner, Glasgow; George Smith, jr., shipowner, Glasgow; R. A. Workman, clerk, Glasgow; John Boyd, iron founder, Glasgow; Robert D. Findlay, stockbroker, Glasgow; R. Clement Boyd, Glasgow; R. C. Mackay, Glasgow.—Wood Pulp.

Spring Business

is about to begin, and the wise printer will be well stocked with paper when the rush comes.

Printing and Writing Papers are carried in stock by us in large quantities, and the trade can rely on getting their requirements on short notice—either direct or through our branches and agencies.

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Schofield Bros., St. John.
J. Peters & Co., Halifax.
Tees & Perse, Winnipeg.
James Mitchell, Victoria and Vancouver.
John Cowan, St. John's, Nfld.

NEW MILL AT THE CHAUDIERE.

A **N**OTHER enterprise is to be started at the Chaudiere—a mill for the manufacture of tissue paper. The mill will be located in the old building heretofore utilized by the Ottawa Investment Co. as a storehouse, directly on the opposite side of Middle street from the Ottawa Electric Railway Co.'s powerhouse. The Ottawa Investment Co. are putting in a large new water-wheel from which they will supply power to it. The promoters are two citizens of the United States, now in the employ of the E. B. Eddy Co. They are being backed by the Eddy Co., and will put in all the latest machinery. Only one paper machine will be placed for the present. The paper will eventually be manufactured from sawdust, but for the present pulp-wood will be used. The projectors expect to make a success of their venture, and will employ only Canadian labor when it can be had. About \$60,000 will be spent in fitting up the mill. Men were started at the work recently and will rush the job to completion.—Ottawa Free Press.

BRITISH MARKETS.

LONDON, March 9.—Mechanical pulp makers have been greatly exercised lately, owing to the alleged endeavors of certain speculators to corner the market, to cover the "bear" sales. Norwegian makers have been frightened by their inability to place their output freely at the high prices they have hitherto demanded. There does not appear, however, to be any reason for a slump in prices. On the contrary, owing to the exceedingly mild winter, there has been difficulty in bringing forward supplies of wood, and prices for timber should therefore be higher. Should the strained relations between the United States and Spain result in a collision between the two nations the supply of pulp from the States may fall off.

The mild winter has also affected sulphite, as the supplies were shipped from the Baltic as late as January. The indications now are that the opening of navigation will be later than usual, but the market is dull.

Prices for soda pulp are firm, the bulk of the year's supply having been disposed of, and there is but little "spot" offering.

CURRENT NET PRICES, C.I.F.

	£	s.	d.	£	s.	d.
Sulphate and soda, bleached, per ton	10	0	0	10	12	10
" unbleached, first	8	5	0	8	10	0
" second	8	0	0	8	5	0
Sulphite, bleached,	11	10	0	15	0	0
" unbleached, first	8	7	6	11	0	0
" second	8	0	0	8	5	0
Pine, dry, in sheets	4	7	6	5	0	0
" 50 per cent. air dry	2	2	6	2	5	0
" extra fine	2	7	6	2	10	0
Brown, dry	4	7	6	4	12	6
" 50 per cent. air dry	2	5	0	2	7	6
Aspen, dry	6	5	0	7	0	0

U. S. MARKETS.

NEW YORK, March 15.—A considerable increase in the volume of trade in paper with advancing prices, especially in low grades. The outlook is brighter than for many months.

Chemical Fibre—The market is not as active. Foreign sulphite, bleached, No. 1, quoted at 3.25 to 3.30c.; No. 2 at 2.70 to 2.80c. Foreign soda, bleached, 2.70 to 2.80c.; unbleached, No. 1, 2.15c.; No. 2, 2.10c. Domestic sulphite, unbleached, is quoted at 1.60 to 2c. Domestic soda, bleached, 1 7/8 to 2c.

Ground Wood—The demand for ground wood pulp is fairly strong. Quotations, \$13 to \$15 at the mill.

Chemicals—Market quiet, prices steady. Bleaching powder at 1.87 1/2c.; caustic soda at 1.87 1/2c., and alkali at 75 to 80c.

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Feels it to be a duty to provide for his wife and family. The **Unconditional Accumulative Policies** issued by the

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PULP WOOD LIMITS FOR SALE

Very extensive pulp wood limits in New Brunswick for sale.

They lie on each side of a river with unlimited water power. Shipments can be made by rail or ocean vessel.

The cost of cutting and delivering at the water's edge or on board cars is probably less than anywhere else in Canada.

The property is well worthy investigation by large operators. Further particulars on application. Address inquiries, care of Editor,

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All the machinery enumerated below is guaranteed in good working order. Write for terms and our illustrated booklet of rebuilt printing and bookbinding machinery.

Drum Cylinders.

Babcock, "Standard" Two Roller
Bed 33 x 51; air springs; tapeless delivery; R. & C. distribution. Price \$1,000.

Campbell Country
Bed 31 x 46; with fine distribution. As good as new. \$700.

Campbell Country
Bed 32 x 49½; wire springs; splendid condition. Price \$800.

Cottrell & Babcock
25 x 35; two rollers; tape delivery. \$550.

Cottrell
Bed 18 x 22; R. and C. distribution. First class press. Price \$800.

Cottrell
Bed 24 x 30; R. & C. distribution. \$600.

Cottrell
Bed 21 x 27; table distribution; tapeless delivery; good as new. \$90.

Hoe Pony
Bed 17 x 21½; table distribution; tapeless delivery; box frame. \$600.

Hoe
Bed 31 x 43; prints 8 column folio. \$650.

Hoe
32 x 47; tape delivery; rack and cam distribution. Price \$650.

One Cranston Drum Pony
Bed 21 x 28; tapeless delivery; splendid order. \$700.

Potter
29 x 42; four rollers; tapeless delivery. \$1,000.

Potter
Bed 32 x 50; rack and cam distribution; tape delivery. Price \$750.

Potter
Bed 31 x 45; tape delivery; table distribution. Price \$700.

Potter, Extra Heavy
Two rollers; bed 29 x 42; tape delivery; will print double royal sheet. In splendid condition. Price \$800.

Potter
Bed 32½ x 49½; tape delivery table distribution; two form rollers. \$750.

Potter
Four roller; size of bed 36½ x 52 in.; table and rack and cam distribution; tapeless delivery, good register. Will print a 7-column quarto. Good as new. Price \$1,200.

Scott Job and News
Two rollers; bed 33 x 51; rack and cam and table distribution; tapeless delivery; air springs. Good order. Price \$1,200.

Taylor
Will print 5-column quarto sheet, table distribution, tape delivery. \$550.

Two Revolution Cylinders.

Cottrell
Bed 26 x 37; takes double demy; four rollers; only two years' old and good as new. \$1,600.

Campbell Oscillator
Two roller; bed 31 x 48; prints 6-column quarto. Good condition. Price \$600.

Campbell
Bed 41 x 56. Table distribution. Two form rollers. Price \$1,700.

Campbell
Bed 41 x 56; job and book; four rollers. \$1,900.

Cottrell
Two roller; bed 42 x 60; tapeless delivery; air springs; rack and cam distribution; splendid condition. \$1,900.

Campbell
Four roller; bed 37 x 52; tapeless delivery; very good condition. \$1,500.

Campbell
Two roller; bed 37 x 52; tapeless delivery; prints 7-column quarto sheet; very good order. \$1,600.

Lithographic Presses, Etc.

One Double Crown Mann Litho. Cylinder Press
In very fair order. \$450.

One Double Crown Marononi Litho. Cylinder Press
In good order; tapeless delivery. \$750.

One Steam Copper Plate Press
This machine is new. \$125.

One Royle Router
Almost new; style No. 2. \$150.

One Royle Router, Radial Arm
Almost new. \$200.

One Campbell Litho. Cylinder Press
Will take stone 37 x 49; this press is in splendid order. Price upon application.

One Potter No. 3½ Litho. Cylinder
Will take stone 30 x 44; good as new, has not had a year's work. Price upon application.

One Potter Litho. Cylinder
Will take a stone 31 x 44; in good order; warranted to register. Price upon application.

Payne Wharfedales.
Bed 36 x 46; four roller; patent flyers. \$850.

Dawson
Two-color press; prints 28 x 42 paper; excellent machine for posters, bags, etc., in two colors. Price on application.

Dawson
Bed 37 x 46½. Price \$800.

Miller & Richard Quad Royal
Bed 55 x 49; prints 8-column quarto; fine press. \$1,000.

Hand Presses and Paper Cutters.

Washington Press. 7 column. \$175.

Washington Press. 6 column. \$125.

One 26-Inch Beaver Paper Cutter
Price \$85

One 30-Inch Sheridan Power Cutter. Price \$100.

One 30-Inch Sanborn Power Cutter
Price \$200.

One 32-Inch W. & B. Power Cutter
Price \$250.

One 32-Inch Sanborn 87 Gem.
Price \$85.

Plow Cutters. Price \$15 each.

One 38-Inch Furnival Power Cutter, Automatic Clamp. Price, \$350.

One 33-Inch Hughes & Kimber Power Cutter.

Very powerful machine. Price \$200.

Challenge Cutter. 16-inch. \$45.

Card Cutter. 27-inch. \$25.

Job Presses.

Old Style Gordon, 7 x 11. \$75

Old Style Gordon, 10 x 15. \$125

Old Style Gordon, 13 x 19. \$200.

Ben Franklin Gordon, 8 x 12. \$100.

Eclipse, 8 x 12. Price \$75.

W. & B. New Style Gordon, 13 x 19. Price \$275.

Peerless, with Steam Fixtures, 11 x 16. \$150.

Peerless. 14 x 22; with steam fixtures. \$275.

Liberty, 13 x 19. Price \$150.

Model Jobber, 9 x 13. Price \$85.

Hoe Ticket and Numbering Press
Price \$150.

Folding Machines.

One 8-column Quarto Brown Hand Newspaper Folding Machine.
Splendid order. \$400

One Dexter Magazine Folder
Folds double sixteens; good as new. Price on application.

One Chambers Magazine Folder
Folds double sixteens. Price on application.

Miscellaneous.

Seven Horse Power "Reliance" Electric Motor, Price \$150.

7½ Horse Power Otto Gas Engine.
In good condition. \$300

10 Horse Power Otto Gas Engine
As good as new. \$400.

Eagle Card Cutter. Price \$10.

Sterling Perforator. Price \$30.

Hand Embossing Press
Takes 5 x 7 inches. Price \$50.

Hooile PAGING Machine
5 wheel. Price \$75.

Hickok Head Compressor. \$75.

Clamp Pad Press. Price \$5.

28-Inch Shears. Price \$35.

30-Inch Shears. All iron. \$75.

15-Inch Job Backer. Price \$30.

Two Seal Stampers

Hickok Power Book Sawing Machine
Price \$100.

Thompson Power Wire Stitcher
½ inch. Price \$75.

Kerr Water Motor. No. 3. \$65.

Scemple Book Trimmer. \$90.

Paper Jogger. 30 x 44. \$15.

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