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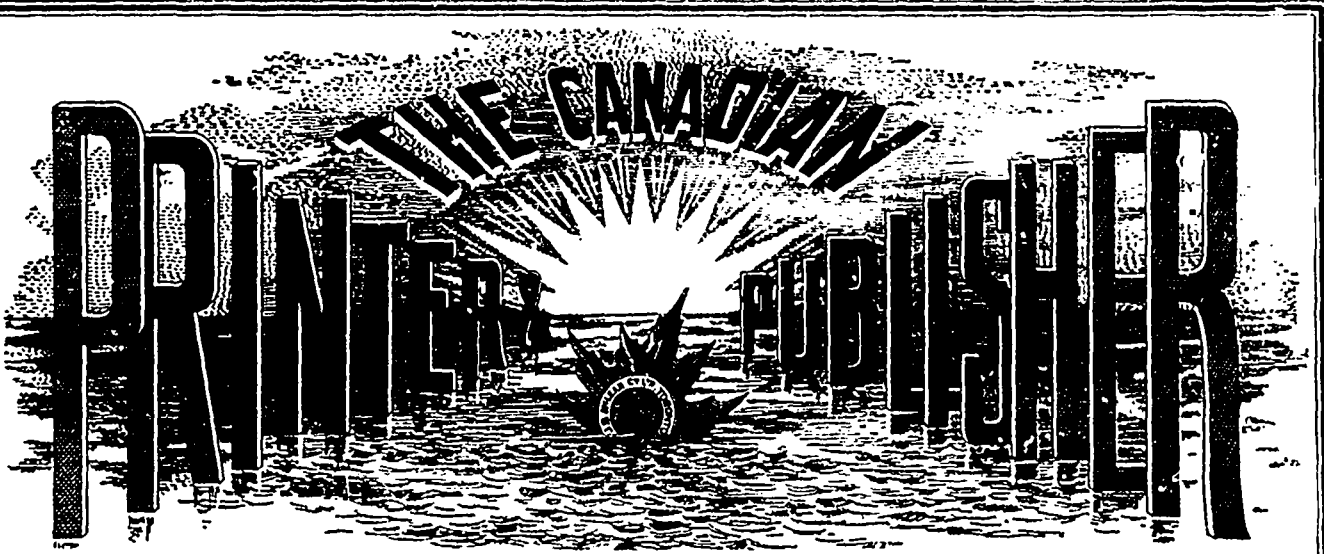
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VOL. IX.—No. 2

TORONTO, FEBRUARY, 1900.

\$2 00 PER YEAR.

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VOL. IX—No. 2.

TORONTO, FEBRUARY, 1900.

\$2.00 PER YEAR.

The Canadian Press Association. FORTY-SECOND ANNUAL MEETING.

HELD IN TORONTO, FEBRUARY 8 AND 9, 1900.



HE 42nd annual meeting of the Canadian Press Association began in the council-room of the Board of Trade, Toronto, on Thursday morning, February 1, at 10 o'clock. When the president, Mr. W. S. Dingman, of Stratford, took the chair, there was a good attendance of members. During the two days the meeting lasted, the following were present at

one or more of the sessions :

W. S. Dingman, Stratford ; D. McGillicuddy, Goderich ; W. D. Maclean, Seaforth ; H. J. Pettypiece, Forest ; A. E. Bradwin, Blyth ; D. T. McAinsh, Toronto ; A. G. F. Macdonald, Alexandria ; D. Williams, Collingwood ; Rev. J. A. Macdonald, Toronto ; A. F. Pirie, Dundas ; A. S. Forster, Oakville ; W. E. Smallfield, Renfrew ; C. B. Keenleyside, London ; N. Phelps, North Bay ; Arch. McNee, Windsor ; Smeaton White, Montreal ; Lieut.-Col. J. B. MacLean, Montreal ; Edward J. B. Pense, Kingston ; C. H. Mortimer, Toronto ; H. B. Elliott, Wingham ; A. W. Law, Toronto ; Robt. Holmes, Clinton ; H. P. Moore, Acton ; C. W. Young, Cornwall ; A. H. U. Colquhoun, Toronto ; Geo. E. Scroggie, Toronto ; G. E. Gibbard, Toronto ; T. H. Preston, Brantford ; D. Warren, Georgetown ; Ed. J. Moore, Acton ; D. B. Taylor, Tweed ; F. H. Dobbin, Peterboro' ; H. T. Blackstone, Orillia ; Theo. Hall, Wingham ; James Fisher, Mount Forest ; G. M. Standing, Aylmer ; John T. James, Bridgeburg ; H. B. Donly, Simcoe ; A. F. Wallis, Toronto ; N. W. Ford, Chatham ; W. J. Wrigley, Toronto ; Thomas E. Champion, Toronto ; Daniel Rose, Toronto ; J. S. Robertson, Toronto ; Charles Robertson, Toronto ; J. J. Bell, Toronto ; G. R. Pattullo, Woodstock ; Andrew Pattullo, Woodstock ; J. Innes McIntosh, Guelph ; Royal Burritt, Stratford ; J. S. Willison, Toronto ; James Innes, Guelph ; John A. Cooper, Toronto ; E. H. Dewart, D.D., Toronto ; Fred Croil, Toronto ; J. W. Bengough, Toronto ; R. D. Fraser, Toronto ; J. E.

Atkinson, Toronto ; J. W. London, Belleville ; John H. Thompson, Thorold ; John Motz, Berlin ; E. C. Campbell, Cayuga ; W. McGuire, Tilsonburg ; B. McGuire, Orangeville ; W. H. Keller, Uxbridge ; A. E. Lambert, Mount Forest ; D. F. Burk, Port Arthur ; Gordon Waldron, Toronto ; Thos. W. Whalley, Arthur ; R. L. Mortimer, Shelburne ; L. H. Dingman, St. Thomas ; John Lewis, Toronto ; John A. Copland, Harriston ; W. H. Withrow, D.D., Toronto ; Miss F. E. Withrow, Toronto ; Mrs. Cummings, Toronto ; Miss Callaghan, Kingston ; J. D. Reid, Burk's Falls ; George Wrigley, Toronto ; L. G. Jackson, Newmarket ; J. H. L. Patterson, Toronto ; W. H. Miln, Toronto ; J. M. Humble, Toronto ; J. J. Cassidy, Toronto.

REPORT OF THE EXECUTIVE.

The secretary then read the report of the executive, as follows :

To the Members of the Canadian Press Association :

GENTLEMEN.—Your committee beg to report a year which has brought success and expansion to the newspapers of Canada. The marked prosperity of the country has reacted on the newspaper publishing business, and circulation and advertising patronage have increased. We believe also that the tone of Canadian journalism is showing a steady improvement, and that the Canadian newspapers of to-day can compare favorably with those of any other country in tone, liberality and enterprise. We are thankful to be able to report that "yellow" journalism has no place in our midst.

The Canadian Press Association has felt the prosperity of Canadian newspaperdom. Financially and numerically it was never in a better position than it is to-day. It gives us great pleasure to be able to make such a report at this, the 42nd annual meeting of the association.

In consequence of a resolution of the last annual gathering, the executive at its first meeting appointed a special committee to deal with the proposal to revive the annual excursion. This committee, consisting of Messrs. Macdonald, Tarte, McKay,

and Ross, had several interviews with the Hon. Mr. Sifton and Mr. Shaughnessy, of the C.P.R. The committee, with the aid of Mr. Sifton, persuaded the C.P.R. to give us a special rate for an excursion to the Pacific Coast, afterwards, the Grand Trunk came into the arrangement and offered to extend us the courtesies of its line so far as these were required.

The result of this was that about 100 persons left Toronto on August 8 and traveled over the G.T.R. and C.P.R. to Vancouver and back, having the best trip the association ever enjoyed. Both railways were very generous. The Minister of Marine and Fisheries placed the Government steamship Quadra at our disposal for a trip from Vancouver to Victoria and return, which was much enjoyed. The main body of the party was away from Toronto 23 days, some remaining over in Winnipeg and returning via the C.P.R. steamers from Fort William to Owen Sound. The C.P.R. Telegraph Company extended to the members of the party the free use of its lines for social purposes during the whole of the trip, a privilege which was much appreciated.

Through correspondence with the Canada Atlantic Railway and the Intercolonial Railway, we have secured the consent of these companies to honor Canadian Press Association certificates with the 2c. rates in the same way as the C.P.R. and G.T.R. have done for many years. Our thanks are due these companies for this concession.

We would recommend that no annual excursion be held during 1900, but that an attempt be made to take a newspaper party in 1901 through the Maritime Provinces, in order that Ontario journalists may have an opportunity of seeing the beauties and resources of Eastern Canada, and of becoming better acquainted with our brother journalists in those Provinces.

We would suggest also that the association consider the advisability of holding its next annual meeting in Montreal.

The report was received with approval, and the suggestions regarding the place of meeting and excursion were left to the committee on resolutions. This committee was then appointed by the president as follows: Edward J. B. Pense (chairman), Lieut.-Col. J. B. MacLean, C. W. Young, A. H. U. Colquhoun. The secretary proceeded to read the treasurer's report, as follows:

REPORT OF THE TREASURER.

MR. PRESIDENT AND MEMBERS.—From the standpoint of the treasurer of the association, the year 1899 was a banner year. The receipts from fees increased nearly \$100, and the total amount of money handled by the treasurer was over \$400 greater than in any recent year. Although the receipts were increased very materially, the expenses were little more than those of the previous year, and consequently the balance on hand on January 1 was \$174 64, as against \$114 44 a year ago. This is a gain of \$60.20.

The receipts from fees for the last few years are as follows:

1892.....\$451 00	1896.....\$362 00
1893..... 395 00	1897..... 382 00
1894..... 412 00	1898..... 336 00
1895..... 365 00	1899..... 432 00

It will thus be seen that the receipts are nearly what they were in 1892.

The number of certificates issued for the same years are as follows:

1892.....207	1896.....169
1893.....177	1897.....179
1894.....166	1898.....164
1895.....160	1899.....190

On January 1, 1895, the debt of the association was \$260; on January 1, 1900, the surplus was \$174 64.

The detailed statement for 1899 is as follows:

RECEIPTS

On hand from 1898.....	\$114 44
Banquet receipts.....	79 50
Advertising in Annual Report—	
E. B. Eddy Co.....	\$10 00
Canada Paper Co.....	10 00
Miller and Richard.....	15 00
Toronto Type Foundry.....	10 00
Grip Engraving Co.....	8 00
	<hr/>
	53 00
Excursion subscriptions.....	180 00
Received from fees.....	432 00
Interest.....	3 30
	<hr/>
	\$862 24

DISBURSEMENTS.

Postage.....	\$ 44 81
Principal Grant.....	7 00
Central Press Agency.....	2 10
Printing—	
Apted Bros.....	\$27 70
Brown Bros.....	4 00
Speers & Co.....	3 00
Stratford Herald.....	5 40
MacLean Pub. Co.....	3 00
	<hr/>
	43 10
Banquet expenses.....	121 35
Rent, Board of Trade (annual meeting)....	4 00
Annual Report—	
Stenographer.....	\$10 00
E. B. Eddy Co.....	13 50
MacLean Pub. Co.....	84 40
	<hr/>
	107 90
Excursion expenses.....	201 50
Galbraith & Lucas (photos).....	2 50
Copp, Clark Co.....	5 75
Executive expenses.....	41 00
Secretary's salary (1899).....	100 00
Sundries.....	6 59
Cash on hand December 31, 1899.....	174 64
	<hr/>
	\$862 24

This satisfactory statement, which had been duly audited, was received with much pleasure, and a short general discussion took place on the report, which was adopted on motion of Lieut.-Col. MacLean.

THE PRESIDENT'S ADDRESS.

On rising to give the annual presidential address, Mr. Dingman was loudly applauded. He said:

GENTLEMEN.—The good attendance with which this 42nd annual meeting opens, combined with the record of the past year, is gratifying evidence of the vitality of our organization. The year just closed has been a record year in point of membership, which has reached the highest figure—204—in the history of the association, and our finances, as a report has just shown, are quite satisfactory.

Encouraged by these facts, we should not rest satisfied, but should promise more sustained effort to make the annual meetings increasingly profitable and inviting alike to daily and weekly and periodical publishers, as well as to members of their staffs.

It is to realize this aim more fully that the effort to hold sectional meetings during an afternoon, urged by Mr. J. S. Brierley during his presidency, is revived on this occasion. It is felt that the interests of various classes of members can be served by such a plan, under which those whose circum-

stances and surroundings are similar, can meet and compare experiences without feeling that their proceedings are irksome in any degree to others.

Sectional meetings, being held in private, will afford opportunity for free and informal interchange of experiences, and consultation upon methods and subjects of peculiar interest to the respective classes of journalists, that should result in signal advantage; whilst the general sessions preserve a common plane upon which we may all meet and participate in discussions upon broader topics.

The hearty cooperation of the entire membership is confidently solicited in the inauguration of this feature. If persevered in and perfected, upon due trial, it may aid materially in widening our membership; there being no reason why a further sub-division might not be made than that to be made to-day, provided the interest of good journalists who now hold aloof may thereby be awakened in the work of this association.

The perfecting of this feature should deprive of his text the individual, not unknown in the history of the association, who has sought to arouse jealousies between different classes of journalists. I am glad to say such attempts never succeeded, because of the good sense of newspapermen. One class is regularly being recruited from the ranks of another; the weekly publisher of to-day is the daily publisher of to-morrow; the city editor of a daily may next week embark in business as a weekly publisher in a country town; the young reporter of a few years ago is not seldom to be found in the chief editorial chair of a leading metropolitan paper. The Canadian Press Association includes, and should aim to interest, all these classes of journalists, bearing in view that the keenest student of daily discussions may be an ambitious weekly publisher, whilst victims of the daily grind may often cast longing, envious eyes upon the comfortable and independent situation of the weekly editor.

The great event of the year was the excursion to the Pacific Coast under the association's auspices. Previous excursions had been conducted mainly to provide a holiday; this excursion combined patriotic impulses and the holiday trip so completely, that, while unsurpassed for sublimity and variety of attractions, left impressions to be gained in no other way of the illimitable resources and vast possibilities of our country. The partial realization afforded of the greatness and grandeur of Canada, with its wide timber tracts, dazzling mining regions, boundless breadths of grain lands, almost endless ranches and peerless mountain scenery, made enthusiastic Canadians of those who before had depended upon cold book knowledge for their conceptions. The trip was also a revelation as to the tremendous physical difficulties that had to be overcome in carrying this great railway line through the Rockies, and hence added to the admiration for the men, who, undaunted by tremendous obstacles, pressed to a successful conclusion the task of uniting Eastern and Western Canada by a band of steel. One hundred ladies and gentlemen drawn from the Eastern Provinces, beginning at Halifax, composed the party who traveled to the coast in a sumptuous special Canadian Pacific train, returning by the alternative Crow's Nest Pass route and through the great lakes. The railway service throughout was such that could not fail to call forth wonder and admiration. The service provided by our great national railways cannot be overpraised. The association owes to the masterly management of both the Canadian Pacific and the Grand Trunk the opportunity supplied by this excursion to view the rich Canadian expanse, much of it untrodden a few years ago, to the greatest advantage and at moderate cost. Especially should be blazoned abroad the splendid complete-

ness of the Canadian Pacific transcontinental service, and the watchful vigilance which created its reputation for immunity from serious accident, and is earning for it the title of the greatest and best-managed railway in the world.

The welcome accorded to the party by municipal, commercial and press bodies throughout the trip, was of the warmest and kindest description. Beginning at Gravenhurst, where a reception was accorded through the cooperation of the municipal authorities and the Muskoka Navigation Co., the pleasing experience was repeated at Port Arthur and Fort William, Rat Portage, Winnipeg, Portage la Prairie, Brandon, Regina, Calgary, Vancouver, Victoria, New Westminster, Rossland and Nelson, while invitations from Seattle, Greenwood, Fort Steele, Virden and elsewhere had to be declined because of the press of time. Journalists who accompanied this excursion will ever feel a personal interest in the Great West, kept vital by recollections of the warm hospitality, the fraternal greetings, and the display of the same keen and sturdy Canadianism throbbing in every heart from coast to coast. The descriptive articles with which the Eastern press has since abounded, respecting our Great West, must serve to inspire other Canadians with some of the pride and enthusiasm which we feel, and so promote Canada's prestige abroad.

Journalism out West was found to be thriving; and men of energy, enterprise and ability were everywhere in evidence in its ranks. The journalist of Eastern Canada may regard with fraternal pride the press of Western Canada, who, in enterprise and public spirit, set a strong, leading pace, and are proving a powerful factor in the development of the country.

The Pacific Coast excursion must have served to emphasize in the minds of its participants certain points brought out by Lieut.-Col. J. B. MacLean, in his annual address as president a couple of years past, and also in his paper read a year ago upon the tourist question. Inasmuch as experienced travelers regard the scenery of the Canadian Rockies as not only richer than that via United States transcontinental lines, but also describe it enthusiastically as surpassing that of the famed Alps of Switzerland; and inasmuch as our far north presents the finest remaining fields for the modern hunter, it is worth while to be reminded of the advantages Canada should be able to gain by attracting tourists from Europe as well as from the neighboring republic. Col. MacLean pointed out, among other things, that sportsmen of Great Britain are estimated to spend annually about \$224,000,000. When to this is added the amounts spent in travel and sports by the American and British people and the well-to-do classes of Europe, it is evident that here is a field which Canada has barely begun to exploit. Considering the natural playgrounds afforded by New Brunswick, by the Muskoka and Parry Sound districts, by the Lake Superior and Lake of the Woods regions, and, to crown all, by the Rockies and our Pacific Coast, Col. MacLean's view that Canada should attract annually one million tourists from the United States does not appear extravagant; we certainly ought to be able to attract one million from the United States and Europe combined.

In support of the reasonableness of this estimate, I quote some facts which Col. MacLean has helped me to procure, showing how quick has been the response to what have been, so far as Canada is concerned, practically a few isolated organized attempts to attract tourists. The best work is probably done in New Brunswick and Nova Scotia, in both of which Provinces there exist tourist associations. The New Brunswick association, now in its third year, reports that last year the tourist traffic was exceptionally heavy. The Nova

Scotia association estimates that 50,000 Americans visited the Annapolis Valley, a low estimate of their expenditures being \$5,000,000, a goodly sum for one portion of that small Province. The neighboring State of Maine is said to have reaped a revenue last year of \$12,000,000 from Summer visitors, distributed in small sums and chiefly in the poorer districts. Senator Frye, of that State, says they felt the depression less because so much extra money was distributed among the people by outsiders. The Chateau Frontenac Hotel, Quebec, had 1,000 more visitors last August than ever before. The Grand Trunk Railway carried about 22,000 Southern tourists to the Muskoka and Parry Sound regions last year, against a former record of half that number. There would have been more but for lack of hotel accommodation, a want which is on the way toward being filled. The districts reached through Lindsay and Peterborough are to be advertised this year extensively in the United States. They offer a similar playground to that of the Muskoka region. Indeed, the tourist field in Northern Ontario is practically boundless. The Canadian Pacific and Canada Atlantic Railways are making extensive plans for bringing thousands of Americans to the magnificent shooting and fishing grounds and Summer resorts in the area north of Parry Sound and Mattawa. A present drawback is the lack of good hotels; the quicker they are supplied the sooner will be the influx. Visitors from the South do not mind \$3 to \$5 per day—occasionally more—provided they get the accommodation. Municipal authorities, boards of trade, and newspapers can do much to turn the footsteps of the immense army of tourist travelers, including sportsmen, sightseers, Summer resort visitors and prospectors towards Canada. These facts should help to prompt a ready appreciation of the enormous sums of money these people leave in the countries they favor, and a very large share of which Canada should, by well-directed effort, be able to secure.

I observe that consular reports show that during nine months of 1899 some 2,500,000 tourists visited Switzerland, leaving in that country an average of 80 francs (\$15 44), or a total of \$38,620,000. The average American tourist, however, would spend not less than from \$50 to \$100, whilst the European or Asiatic tourist passing through Canada would average more like \$200. The tourist not only spends freely, having economized at home that he may have the funds to spend abroad, but he knows a good opportunity when he meets it, to which fact we owe not a few great investments of foreign capital, especially in our Great West, since the advent of the Canadian Pacific Railway.

I preach to you the duty of talking up our country. We might even brag of it. The press, by zealously utilizing opportunities to enlarge upon Canada's attractions, can infuse in our own population a strong sentiment on the subject, and through existing ties abroad help to entice a greater flow of visitors. To realize the utmost advantage from this source, however, we need the fast Atlantic service, and the statement may be hazarded that Canada would profit enough from the flow of tourist travel alone—and that is only one item of advantage—through our country by the aid of such a service, more than to pay for the subsidy. Further indications seem to be narrowing down to the Canadian Pacific Railway as the one, if not the only, corporation adapted to execute such a project with credit to Canada and with the maximum of satisfactory results. Why should not the press unite to urge this solution of the fast Atlantic problem?

One of the earlier Canadian Press Association reports tells us that the primary object aimed at in the establishment of the association was that of creating more intimate relations,

socially, among the editorial fraternity, and by bringing together annually members of the Fourth Estate in a reunion where party differences should be forgotten and social acquaintanceship formed, thereby tending to check the asperities which unfortunately too often were apparent in the discussions of public questions, and to banish as far as possible the bitterness of tone which characterized the public press.

This laudable object has not been entirely achieved, nevertheless an encouraging and steady improvement in the tone of the press is apparent. The progress of general education and refinement has had much to do in helping toward this desired end. Occasionally, however, the relations between neighboring publishers are still ludicrously uncivil, whilst the menial work of party organship is much too eagerly performed. Emulation of the lofty tone affected by party leaders, who realize that by preserving their temper and exhibiting courtesy towards opponents, they create the most favorable popular impression, will, no doubt, in time become general among the press. A remedy in many cases may be found by becoming attached to this association and surrendering to the humanizing and elevating effects of mingling with a community of editors in their genial and better selves.

The introduction of more intricate machinery in the printing business, necessitating a higher average of intelligence in the labor employed than sufficed 25 years ago, raises the question whether employers should not seek to question their consciences on the subject of material for apprentices. The boy who has hardly learnt the rudiments of a meagre education cannot be trusted to develop the intelligence and accuracy that the printing business in this searching day demands of an operator. In the Province of Ontario the educational test of having passed the high school entrance examination is none too rigorous, in view of the higher order of intelligence now required. A higher class of labor would be more self-reliant, and if such an employe demands higher wages, he will be worth the money. I mention this subject, believing that employers are under obligation to the craft in general, as well as to their own interests, to aid in raising as rapidly as possible the average of intelligence and merit to be found in the printing operator.

The evil of ignorant competition we shall doubtless have always with us. It is a discouraging task to deal with the man who is willing to cut his own throat to spite a competitor. It may be that in some cases he is not fully educated as to the various items that enter into the question of cost, and that must be met before profit can be expected. The practical talks and conferences at meetings of this association, if the culprit could be enticed thereto, would help to ameliorate this evil. I have no doubt there are cases where it would profit a member of the association to pay the entrance fee of his rival in order that he may be brought to hear common sense expounded by persons to him disinterested.

I have to thank the membership of the association for their unfailing courtesy, support and forbearance during a year in which the duties of the president have been somewhat arduous. By way of reminding successors that the office is no sinecure, I may say that fully 300 letters were written by me in my official capacity, apart altogether from the correspondence conducted by the association secretary. My good fortune to have so capable an assistant as Mr. John A. Cooper—who will be the despair of succeeding secretaries—has helped me through, and we are much indebted to him for whatever success has attended the year now closing. It has been a pleasure to serve with the excellent executive whom you elected, and the close of my official year finds in me at once

a spirit of resignation and of pride in having been privileged to occupy this post of honor in connection with one of the most influential bodies in the Dominion.

On motion of Mr. Robert Holmes, M.P., seconded by Mr. H. P. Moore, the address was referred to the committee on resolutions, in accordance with the usual practice.

NOMINATION OF OFFICERS.

The nomination of officers being called for, the following were nominated, and no other candidates being named, they were elected by acclamation :

For President—John S. Willison, The Globe, Toronto.

For 1st Vice-President—A. G. F. Macdonald, The News, Alexandria.

For 2nd Vice-President—D. McGillicuddy, The Signal, Goderich.

For Secretary-Treasurer—John A. Cooper, The Canadian Magazine, Toronto.

For Assistant Secretary—A. W. Law, The Monetary Times, Toronto.

For Auditors—H. T. Blackstone, Orillia Times ; A. E. Bradwin, Blyth Standard.

The nomination of Mr. Willison for President was accompanied by references to the advantage accruing to the association in having so distinguished a member of the press for its head. The Secretary, Mr. Cooper, who had privately expressed his wish to retire from the position, was again nominated in order that the association might have the benefit of his executive capacity and energetic services for another year. The following were then nominated for the executive committee :

A. H. U. Colquhoun, C. W. Young, C. H. Mortimer, H. J. Pettypiece, Smeaton White, F. H. Dobbin, A. McNee, Geo. E. Scroggie, C. B. Keenleyside, A. S. Forster, L. J. Tarte, J. T. Clark, J. F. MacKay, W. Ireland.

The next item of the programme was "Newspapermen in Politics." Several of those appointed to speak were unable to be present. Mr. R. Holmes, M.P., explained that he was not present because his name was down in the programme, but, because, having been unavoidably absent last year, he made a point of coming this year. He considered the election of a newspaperman to the House of Commons as much an honor to the House as to the newspaperman. The newspaperman could think quicker, act more promptly and come to a conclusion more logically than the average member of the House of Commons. He was at home wherever he went, and kept in touch with all public questions. His advice to all members of the newspaper profession was, if possible, to get into the House of Commons or the Legislature, and those bodies would be the better for it.

Mr. H. J. Pettypiece, M.P.P., Forest, regarded the absence of some of those who were to speak on this subject as due to their being expected to tell something about their political lives. (Laughter.) He did not see why Mr. McGillicuddy's name was not on the programme, as he was the only man there in politics who had really profited thereby. (Renewed laughter.) He believed that if the members at the present meeting exchanged places with the members of the Legislature the country would be the gainer.

Mr. T. H. Preston, M.P.P., who said he was too young in politics to speak in that connection, then read, by request, a paper on Sheldon's ideal newspaper :

SHELDON'S IDEAL.

BY T. H. PRESTON.

In presenting to you a few thoughts, under the above caption, I ask you to lose sight of the writer, and also of the newspaper whose columns he controls. In neither will be found a Sheldon ideal.

It is well to recognize at the outset that Mr. Sheldon's conception of what a newspaper ought to be is human, and, therefore, fallible. True, he takes a Divine exemplar, and would solve all moral questions with the great solvent, "What would Jesus do?" but when it comes to putting oneself in the Master's place it is found that individual conscience, moulded largely by heredity, environment, mental training and perhaps inclination, comes into play. No two men, applying the test suggested by Mr. Sheldon to half a dozen moral problems, would arrive in all instances at the same solution.

Mr. Sheldon's interpretation of the Divine mind must be accepted with reserve, but his conclusions are, nevertheless, useful in that they are calculated to stimulate thought. There are few right-minded journalists to whose minds such questions as the following have not been presented :

Have we no higher mission than satisfying the public appetite, if depraved, with that for which it seems to crave ?

Is there no other standard of policy in conducting a newspaper than, "Will it pay?"

Is there no limit to the demands which political parties may make upon us for moral support ?

How many of us are conscious that we have answered these questions in a manner that will square with our own ideals, let alone those of Mr. Sheldon ?

Interest in this subject is intensified by the fact that Mr. Sheldon is to have an opportunity for one week, beginning the 13th prox., of conducting every department of The Daily Capital, published in his own city, Topeka, Kansas, according to the lines laid down in his now famous work, "In His Steps." Unfortunately, the experiment will be too limited to be conclusive, save, perhaps, in one respect. Mr. Sheldon will speedily discover, if he is not already aware of it, that his "ideal" will not be unreservedly accepted, even by those who are in general sympathy with it, and many flaws will be detected by captious critics. Indeed, he is already being asked, in view of his announced determination to increase the selling price of the newspaper in question for the week in which he is to have charge, from 10 cents to 25 cents per copy, if Jesus would be guilty of such a worldly act as putting up a "corner?" In other respects the trial will be inconclusive. An "ideal" newspaper cannot be created or exemplified in six days. What is wanted is not an abnormal production, but a type of newspaper that will stand the wear and tear of time and of competition. Nor will a six days' trial throw any light upon the very important problem as to whether a newspaper conducted a la Sheldon can be made self-sustaining. For that matter, Mr. Sheldon himself does not seem to be at all sanguine as to the financial outlook, because, towards the close of his book, Editor Norman is described, "by means of the money given him by Virginia, creating a force in journalism that in time came to be recognized as one of the real factors of the nation, * * * a daily illustration of the might of a Christian press, and the first of a series of such papers begun

and carried on by other disciples who had also taken the pledge." Also, at the Detroit Christian Endeavor convention last year, in a speech received with applause, he asked: "Who, in this age of magnificent endowments, will give \$1,000,000 for the establishment of a great Christian daily newspaper?"

In advance of the appearance of the Topeka model, we are compelled to resort to Mr. Sheldon's book in order to get a conception of how he thinks a newspaper should be conducted. Of the supposititious Raymond Daily News, which had hitherto been a journal of yellowest hue, we read:

It (The News) was being edited in such a remarkable fashion that its subscribers had never been so excited over a newspaper before. First, they had noticed the absence of the prize fight, and gradually it began to dawn upon them that The News no longer printed accounts of crime, with detailed descriptions, or scandals in private life. They noticed that the advertisements of liquor and tobacco were being dropped, together with certain other advertisements of a questionable character. The discontinuance of the Sunday paper caused the greatest comment of all, and now the character of the editorials was creating the greatest excitement.

Then follows an extract from an editorial on "The Moral Side of Political Questions," in which this policy is outlined:

The editor of The News has always advocated the principles of the great political party at present in power, and has, therefore, discussed all political questions from a standpoint of expediency, or of belief in the party as opposed to other organizations. Hereafter, to be perfectly honest with all our readers, the editor will present and discuss political questions from a standpoint of right and wrong. The same principle will be observed in the office towards candidates for places of responsibility and trust in the republic. Regardless of party politics, the editor of The News will do all in his power to bring the best men into power, and will not knowingly help to support for office any candidate who is unworthy, however much he may be endorsed by the party.

It is also said of the reformed News that

there is an absence of slangy, sensational, scare-heads. The reading matter under the head-lines was in perfect keeping with them. In two columns the reporters' names appeared, signed at the bottom, and there was a distinct advance in the dignity and style of their composition.

I am sure we will not all agree, in every detail, with the programme suggested by The News, and yet there is little of what can fairly be characterized as being too ridiculous for consideration, even by the practical journalists who compose the Canadian Press Association. The Sunday newspaper problem does not confront us in Canada, because the law stands in the way, and there are few publishers who would care to have it changed. Had the law forbidden the publication of reports of prize fighting, in placing the fights themselves under the ban, no one would have been a loser. The other suggested reforms may be more debatable, but many of them might be carried out without loss to the newspaper, even from the standpoint of revenue.

That a daily paper conducted along the lines of The Raymond News is possible anywhere, there is no question. That it can be successfully conducted on a commercial basis is not by any means so apparent. We have religious weeklies, and less frequent publications of all types, which are able to pay their way because of the small expense entailed in their publication, and the large extent of territory over which they circulate. With a daily newspaper, the situation is different. The expense of publishing is very great; news becomes stale when it is carried very far by post or mail, and the average reader demands all the news, and not merely that which is selected for him by a moral censor. Sheldon's ideal daily, it is clear, can only be made financially profitable when a sufficient number of people ready to accept it can be found at or near any one centre of population.

More important than the Topeka experiment is the fact that

we have in our own country a daily newspaper which Mr. Sheldon intimates closely conforms to his ideal. The Montreal Witness takes no notice of prize fights; it does not print accounts of crime with detailed descriptions, it does not print a Sunday edition nor does it open its advertising columns to announcements of theatres, billiards, liquors, cigars, or even balls. It has been known to cancel the advertisement of a grocer who sold liquors, although not advertising the same in its columns, and it absolutely refuses to do job printing for any business to which it is not prepared to sell advertising space. It is also fairly independent of political parties, and will support no man for office whom it believes unworthy to fill it. It is, if anything, in advance of The Raymond News and of the views of a large percentage of Christian business men. That it has existed for many years amid environments, not especially favorable to success, shows that the Sheldon ideal is not unattainable.

But could a journal like The Montreal Witness be made to pay in a smaller centre, say in a city which can support not more than two daily papers, and in which both of the leading political parties must of necessity be represented? In such a field success for a newspaper not in alliance with either political party would seem to be impossible, and yet such an alliance is incompatible with the absolute independence of criticism of policy and acts which the Sheldon ideal calls for. What would an Edward Norman do in such a position? Would he abandon his newspaper to some more pliable and less conscientious than himself? Or would he seek to do the best thing possible in his limitations?

The conclusion seems justified that daily newspapers of the Sheldon type are commercially feasible when the field is sufficiently large to secure reasonable patronage for them, but, that until the moral education of the masses is more advanced than it is at present, they cannot be numerous, and are not likely either to be widely circulated or to be money-makers. That they will be respected, and possess an influence out of proportion to the number of copies turned from their presses, goes without saying.

Among the daily newspapers of Canada there may not be many Sheldon ideals and few moral crusaders. There is much, however, that is commendable and many signs of advancement. It may honestly be said that there is a growing disposition, both in the sanctum and in the counting-room, to weigh the moral as well as the financial aspect of any proposed line of action before entering upon it, and there are but few of our papers which may not unreservedly be admitted to the family circle. There is also a considerable increase of independence displayed even by party organs, and, with expanding revenues, this commendable spirit will be increasingly manifest. It may not be important that we should strive to attain to the Sheldon ideal, or the ideal of any other man, no matter upon what it may profess to be based, but it is certainly reasonable that we should have for ourselves a lofty conception of what is right, and with it sufficient spinal column to live up to it. To us the French axiom "noblesse oblige" is not inapplicable. If high rank brings corresponding obligation, so must great opportunity for public service bring corresponding responsibility for its proper use.

The association then adjourned, to meet in separate sections privately during the afternoon. It was understood that the discussions at the afternoon meetings would be private, and that the papers themselves might also be private where their authors desired it.

WEEKLY SECTION WITH PRIVATE DISCUSSIONS.

The practical subjects discussed, and the earnest, practical manner in which they were handled made the meeting of the "Weekly Section," at 2 p.m. on Thursday, one of much value to those who attended. As the meeting was "behind closed doors" it would be a breach of confidence on the part of THE PRINTER AND PUBLISHER representative who was present to give a report of the discussions that followed the reading of most of the papers. With the consent of their writers, however, many of the papers will be published. It would be difficult to state which aroused the greatest interest.

Mr. George Sawle's paper on "The Scope of a Reporter on a Town Weekly," which was read by President Dingman, caused least discussion, but the rapt attention which was given its reading showed that its message was not lost on its hearers; that it presented possibilities not grasped by every publisher.

The discussion which revealed the greatest diversity of opinion followed the addresses by A. G. F. Macdonald and A. F. Prie on "The Editorial Page in a Country Weekly"; while the "Symposium on Plate Matter" started by C. W. Young, showed the least diversity—the members generally uniting in an opinion which may lead to interesting developments before long.

The discussions of the papers on presswork and job work were largely technical and detailed, the interchange of ideas, and methods, which had been derived of experience, being at once interesting and practical. James Fisher's paper on "Markets in a Country Weekly" was listened to with an attention that betokened an interest in the subject handled. The last topic on the programme was educative, for it showed plainly that "the brethren" of the weekly section are looking after their own interests in an independent, business-like manner.

PRESSWORK ON COUNTRY WEEKLIES.

BY JOHN H. THOMPSON, THOROLD POST.

Having been assigned a subject of which I am almost absolutely ignorant, I approach it with fear and trembling. The small boy who has just experimented with his first toy pistol should be as able to discourse on the science of gunnery as I to tell this critical audience anything about presswork.

Four months prior to Confederation, in 1867, I received the degree of P.D. in the office of The St. Catharines Post, then conducted by Fisher Monro, afterwards known to fame as the dynamited police magistrate of Orangeville—several times narrowly escaping a sudden trip skywards as a punishment for over-zeal in enforcing the laws relating to the liquor traffic. It is only a coincidence that the dawn of my experience was on a paper of the same name as the one on which my star seems likely to set. In that office was an old drum-cylinder Hoe press, with which I became somewhat acquainted in a managerial capacity—that is, bossing on the handle, while the other fellow fed the paper, and issued his commands to me to go faster or slower, according to his skill at feeding. In 1868—18 months after my initiation—Mr. Monro failed; the paper, minus the plant, went into a job office, and, following the fortunes of the paper, I soon found myself out of a job. The term of my apprenticeship was completed in several different offices, and my experience at presswork was widened by an

extended acquaintance with the handle-bar of numerous Washington hand-presses.

In 1885, having passed through the various stages of P.D., two thirds, journeyman, would-be proprietor, and finally proprietor actual, I sold out *The Stirling News Argus*, hand-press and all, and purchased *The Thorold Post*, published, to add to the coincidence aforesaid, only four miles from the scene of my first "Post"-ing. Here I found a D. D. Fairhaven press, made, as near as I could ascertain, just previous to the American War, and very evidently used hard and constantly ever since that unpleasantness. And on this press, as my own foreman, pressman, and all-round man, has been gained all the real experience at presswork of which I can boast.

But in passing I should say that on those Washington presses referred to, I found it quite possible to do some much better work than is to-day often turned from expensive power presses, purely because of the lack of ambition, the inborn slovenliness, of the pressman—who is very often the proprietor as well, and the one most interested in getting the very best work possible from his plant. The very latest addition to my exchange list, a weekly from a thriving town north of Toronto, shows a good assortment of type in good condition, fair taste in display, but such weakness in presswork that the paper would only be laid down with a feeling of disappointment, the eyesight suffering in the attempt to read it. The color was even, and evidently all that was wanted was a little more of it, with a little more impression, to improve the appearance of the paper fully 60 per cent. What was it that prevented the pressman from supplying those two simple needs, or the proprietor from requiring it of him? *U*-ambition. It was too evidently a case of "that will do"—an instance of the great mountains of passiveness and mediocrity with which every branch of life is filled. The man who printed that paper as well as he did, could have printed it 60 per cent. better with the facilities he had right in his hands, and it is only his reproach that he did not. And nearly all this can be said of nearly every sheet the face of which bears the impress of poor work at the press. Such papers are apt to be the product of a "born journalist" in the sanctum and an untaught printer at the press—the born journalist often a played-out schoolmaster, and the printer an overgrown amateur.

But, to get back home, and to speak from experience—where only I feel confident—permit me to show you some results from the ancient Fairhaven before mentioned.

[Mr. Thompson here exhibited some specimens of presswork.]

The blanket first found on the press was of felt, with a cotton sheet thickly caked with ink; the paper was wet down, because I had been taught that it had to be wet; the rollers were kept in fairly good condition by recasting or renewing from time to time; and quite a presentable sheet was turned out. Soon it was found that to renew the sheet quite frequently also effected good results, and often removed serious difficulties, giving rise to the question why so many presses are allowed to run until the sheet resembles more a mammoth stovepipe than a delicate surface with which to get good printing from destructible type faces. I was then in my apprenticeship only as to presswork, hence the groping for the better way. In time a renewed felt blanket was tried, and discarded for two thicknesses of fine tweed, and this gave considerable satisfaction. But last March there was a revolution. The *Post*, for several years had been running a readyprint side, never acceptable, and when a notice came that it would henceforth

be charged \$2 per week for special makeup—(I allowed no ads. in the readyprint side)—we brought forward a plan which had long been hatching, and turned to the old Fairhaven for assistance in bringing it to fruition. The old time blanket and sheet were removed, and instead a blanket of newsprint was put on—as much as 35 sheets—with two thicknesses of strong, thin manila as a drawsheet—and with this equipment to the old inboat, aided by good rollers, we commenced to print on dry paper, and have since been turning out a sheet of which we have still less reason to be ashamed. At the same time the form was changed from four pages to eight, without enlarging—though many readers deemed it an enlargement because there were more pages—the style of display in ads. was made more subdued to suit the smaller size of page; ads. were barred off the first page; display locals were ruled out as a replacement; the boiler plate and bases were all shipped back to the foundry; more help was taken on, and all the type set at home, and several other improvements effected.

In short, having set out to expect great things from the old Fairhaven, we cooperated with it in producing good results by rendering it all the contributory assistance possible. Now, I realize that I have told you very little about presswork, because I know very little about it. I have merely told you that we have secured the best work, substantially, possible from the facilities we possess, and how we did it. The same thing is the privilege of each other printer, and he who lives short of his privileges, in this as in other things, is simply getting less out of life than there is in it for him. Mr. Smallfield will likely be able to tell you something about presswork.

MR. W. E. SMALLFIELD'S PAPER.

MR. CHAIRMAN AND GENTLEMEN—It has been a matter of some wonder to me how it came about that the President or his advisers pitched upon me as one of the speakers on this presswork topic; because I do not consider myself specially fitted to deal with it. Anything I have learned about presswork has been of the "picked-up" character, without expert advice or instruction; and of late years I have had even less to do with the routine work of that department, even on my own "country weekly." But I felt that the plan adopted by our President and the executive this year was so admirable, and would tend so much to make our meetings more profitable, that I determined to say what little I could on the topic assigned me, even if I did little more than help to start discussion. I do not suppose that anything is expected to be said about the hand-press. I served my term on the old Washington; but that was nearly 20 years ago. Its day is pretty well done, I fancy, even in the most of the country offices. The cylinder-press is creeping in. It is with that I will deal. Our first venture was a Hoe, second-hand. It did very well, as Hoe's machines always do, so far as work went, but was a worse man-killer than the Washington, when it came to turning by hand. It was not long before a steam engine followed the cylinder in The Mercury office. All went merry as the time-honored wedding-bell until we had our fire experience. Then we fell into the hands of the machinists. The press and engine had stood in one end of the front building, and the fire had been pretty well quenched before it reached them. The machinists told us they were not seriously damaged. They could fix them up. They did so, to the tune of some \$200 or \$300, which we had perhaps better have thrown into the fire. At all events, we had many troubles with press and engine thereafter; and I learned to my sorrow how many parts there were to them; for, at that time, the duties of pressman and engineer fell to my lot. Toggle-joints that smashed once or

twice; vibrators that wouldn't vibrate at the right time; fly-fingers that wouldn't fly steadily, and so on. As I have said, I was then my own pressman, and the grey hairs that now adorn me were developed in those days. A change was decided on. As, at that time, I had no thought other than of continuing to be my own pressman for some time, I was determined to get something simple. A press with as few parts in it as possible was to be my choice. I visited Toronto and looked over the machines in the warehouses. Finally my choice lay between a two-revolution Campbell, Campbell Oscillator, and a Wharfedale. All were the same price. While I knew that the two-revolution was considered the more valuable press, I saw that the Oscillator looked simpler, and I knew, too, that that class of machine had done good work on the old Insurance Bulletin.

The order was given for the Oscillator. Its simplicity of build had won the day. The press came; was put up; and, for the next two months, two grey hairs grew in my head where one had been before. I confessed to myself that I had made an awful mess of it. However, a local watchmaker was a handy machinist. I struck a bargain with him, and gradually he evolved order out of chaos. Our shafting had been too light, our power too uneven. I have found that with this press, and I suppose it is the same with all, a strong and steady power is required, and an even speed. That means an even distribution of the ink, and even flying and laying of the sheets. My power is a gasoline engine, and, for a time, was much subject to fits of unevenness. With some home-made improvements we have steadied it down, and now we have a considerable amount of comfort in our press-room.

Our first press was rack and screw distribution only. The present press has table distribution as well. The press with table distribution is, to my mind, much the preferable for an office where one press has to do both newspaper work and poster work. We touch the fountain screws as little as possible. We get them set to supply the right flow of ink for the paper at the usual speed of the press, and then we leave them set there. Our poster jobs do not, I fancy, average over 100 at a time. We ink with a brayer, putting on extra for the display lines where needed. For the poster work, we use our regular news ink, thinned with a little coal oil. This is kept on hand, ready, thinned in a can. When the job is done, the ink, being of practically the same quality as the news, is little trouble to get rid of. A dozen spoiled papers run through, and the ink is nearly right for the next run of the newspaper. We wash our rollers very seldom; I doubt, if we wash them more than four times in a year. Our basement is fairly moist; the ceiling above the press protected with building paper, so that dust does not fall on to press or rollers. They work splendidly all Summer. In the Winter, the hot-air furnace rather dries them up. This we remedy, as far as possible, by water being allowed to drip on the top of the casing of the furnace, making steam.

The set of rollers supplied with the press ran for three years. I think they were Nurse's composition. They would have run longer, but we wanted to do some half-tone work, and thought they were rather too played-out for this. The last set we secured from the Toronto Type Foundry Co. We have had them a year now. They are in fair condition, but I do not think they are as good as the original set. We wash the rollers with press oil, not coal oil.

Our method of setting the rollers is to lower them in their cups till they just touch or "kiss" the face of the type. Then we run the form from beneath the rollers, lower the vibrator,

THE VALUE OF WEIGHT

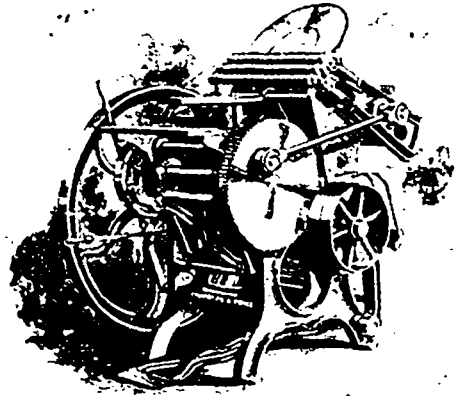
Fitzsimmons lost to Jeffries because he lacked weight; therefore strength and durability.

THE CHANDLER & PRICE PRESSES
EXCEL ALL OTHER GORDONS IN
WEIGHT, STRENGTH AND
DURABILITY

Were it not that WEIGHT, mechanically distributed, is necessary to obtain strength and durability, we assure you that with present high prices for material, we would take advantage of lightening the construction of all our machines.

The record, of which we are justly proud, proves that WEIGHT as well as careful construction, is a requisite the printer can not afford to ignore in a durable, money-making and money-saving machine.

The CHANDLER & PRICE GORDONS have fifteen malleable iron parts in their construction. All have steel rocker-shafts. All sizes larger than Eighth Medium have forged steel fly-wheel shafts. What has yours?



THE SAME RULE APPLIES TO
THE CHANDLER & PRICE PAPER CUTTER

Assuring by its superior WEIGHT, rigidity, strength, accuracy and durability.

CONSIDER THE ABOVE FULLY WHEN YOU BUY PRESSES OR PAPER CUTTERS.

THE CHANDLER & PRICE CO., Makers,
CLEVELAND, OHIO, U.S.A.

For Sale by Dealers Everywhere.

REASONS WHY!!

You gain as much by sending us your paper regularly as we do—more in fact. We clip your editorials, local news, crop reports—everything of interest—and send them to subscribers all over Canada. Every clipping bears the name of your publication and its address. A few of those who receive clippings from us are: The Earl of Minto,

Major-General Hutton, Hon. Clifford Sifton, Sir Oliver Mowat, the President of the Canadian Pacific Railway, the Grand Trunk Railway, the leading banks, besides scores of private firms and companies. Thus, the influence of your paper is extended—your news and views are brought before men who would never have the opportunity of reading them but for our Bureau. Then, your publication is brought before half a hundred business concerns who have advertisements to place. Patent medicine and other large companies and advertisers purchase clippings. It surely would repay you the cost of a year's subscription to be kept constantly and prominently before men who are giving out fat contracts.

Think it over, and, if you are publishing one of the few papers we are not receiving, put us on your mailing list now.

The Canadian Press Clipping Bureau

505 Board of Trade Building, MONTREAL, QUE.
 Telephone Main 1255.

26 Front Street West, TORONTO.
 Telephone 2148.

then just touch or kiss the rollers to the vibrating rollers; then tighten the form rollers to their place against the vibrator.

We print our paper dry. Haven't damped down a sheet for years. When you have an assortment of type, unevenly worn, purchased at different times, this may not be practicable. But our way, with an outfit of type bought all at one time, saves a lot of trouble. It may use a little more ink. But, take it all round, I think, gives a neater looking paper. It also make possible the printing of half-tones. I think we all realize that in competition with the dailies and the cheap big weeklies we must have special articles touching local events; and if these are illustrated so much the better. The camera, half-tone cuts, and printing dry make this possible. I hold in my hand a copy of my two last issues. It is 2½c. paper; 7c. ink; and 120 screen half tones. This was not washed up once from beginning to end of edition, and the rollers had not been washed in three months. This week's issue I have here. For this the rollers were washed. The cut was cleaned out only once in the run. This sheet I hold in my hand was at least 700 after the cut had been cleaned out.

Some compliments have been paid us for the success with which we have brought out these half tones on cheap paper. We used to print the cuts just as they came from the engravers. Now, we try overlaying. On this one I hold in my hand, the overlaying was done in about ten minutes. We cut out two sheets of the tympan, where a rule cut into the tympan left a white mark across the face of the cut. In place of the paper cut out, we put three sheets of paper of an old lithographed poster. Then we printed a blank sheet, and cut out a vignette of the head in the picture. This we pasted on the lithographed paper just over where the head showed, leaving the background of the cut light. Then another sheet of the litho paper over all; then another vignette overlay, and the cut came out as you see it.

For packing, we have a rubber blanket, and cover it with about half a dozen sheets of ordinary news-print paper.

The impression screws we have not changed for two years. The less "tinkering" about a press in a country office, the better for the owner's comfort and pocket. Repairs in three years, about 30c., the cost of two leather straps that wore out.

COUNTRY JOB PRINTING.

BY H. P. MOORE, FREE PRESS ACTON.

Many of us remember quite distinctly when *The Globe and Mail* and other leading dailies operated a job department as an adjunct to their business, evidently considering it a very important part of the business. These have long since been relegated to other management or proprietors, and, to-day, in some of the larger towns of the Province, newspaper proprietors are considering the advisability of disposing of this department. But in the country printing office the job room is inseparable. It is from the job department, as much as from the newspaper, that most of us make our livelihood. It is from the job printing that many a country newspaper has achieved its success. It is well then that this department should have our careful concern.

Too long in the past have the products of the country job office been given a position inferior to that of the big city job offices. I see no reason why this should be perpetuated. We have as good brains; equal opportunities for attaining technical knowledge, securing material, machinery and other stocks; and appreciative customers can be secured or educated in any locality.

It is essential that the country job printer, with aspirations for success, work with an intelligent and determined aim to gain a reputation in the community as an intelligent, honest, first-class printer whom people will be willing to trust with their work without competitive bidding. Be a man among honorable men, and of value to the community in which you are doing business.

Look at every job coming through your hands through a financial microscope. The danger of failure lies in unreasonable competition, loose management, and careless execution of work; and a partial cure for these delinquencies will be a more thorough study of the financial side of the business, which will necessarily direct attention to the details of all departments. This, if we cultivate details as we should, will be more easy of accomplishment with us than with the big city offices, because we are more intimately associated with the mechanical execution of the work. We should, therefore, turn out work of a profitable character which will creditably stand beside the products of the city offices. To their credit, be it said, numbers of our country offices are to-day sending large quantities of work into the cities, and to points remote from their location.

Job printing has become a prominent feature of commercial life in the country as well as in the city, and it is our privilege to take advantage of this, but let us do it on business principles. In running a country office, or a city office either, for that matter, the safest rule to follow is to decline work that will not pay reasonable compensation. It is usually the printing offices which are overcrowded with work that make the least profit. We cannot afford to wear out material without having the money in sight to have it replaced.

In order to make money in the job department, sentiment and artistic considerations must be largely subordinated to the financial element. The business of the office should be conducted on the same basis as that of the merchant or contractor—give nothing for which customers are not willing to pay. Take plenty of time to do the figuring and do not give an opinion as to prices without looking at the transaction from every standpoint. Lose sight of the artistic side of the bargain until the financial element has been adjusted. Take advantage of no man's ignorance, be truthful, and straightforward, and see that employes do not deceive nor misrepresent, your own character and self-respect should never be for sale.

System is one of the most important factors in the successful management of any enterprise, but above all in a printing office. System should govern every department and every employe. An experienced printer says:

"Upon the pressman, more than any other workman, perhaps, depends the credit of your office. Clean presswork hides a multitude of sins of composition. A good pressman can protract the life of your type one-half longer than a poor one. But good men are as much needed in the composing room. The compositor who can and does show a satisfactory proof of display work, whose work rarely ever requires alteration, is more profitable at good wages than the cheap workman whose proofs require repeated alterations. Yet, here we stumble over one of the greatest losses of the composing room. The standard of taste held by our customers is one thing, that of our journeymen is another. Too many of our compositors believe that the beauty of a bit of printing depends upon its intricacy and its difficulty. To twist rules, to curve lines, to overlay with ornaments, seems to them the great thing in typography. I need not say that this is expensive work. Hundreds of dollars

are thrown away by compositors who are more eager to show their skill than they are to meet the taste of the customer."

Neat, plain, clean, simple, well-printed work is always attractive and more satisfactory to customers than over-ornamented productions.

Speaking of the tendency of the young job printer to use a superabundance of ornamentation. Theodore L. DeVinne, the well-known New York printer, in speaking on this subject, says :

"I am frank to admit that, in my youth, I have had the taste that I now condemn ; I have done my share in curving types, in twisting rules, in combining borders, in engraving tints, and in the indulgence of every other eccentricity of typography. I have given them up, as others have done, for the good reason that these kinds of work are not wanted by the best buyers of printing.

"I well recollect the mental pang that I suffered some 45 years ago, when the late A. J. Downing deliberately drew his pen across the ornamental portions of a catalogue title that I had elaborated with great pains, in a most ingenious and artistic arrangement, and for which I expected praise instead of blame. 'Let me give you a good rule, my lad ; it is an old architect's rule, which will hold good forever. You may ornament construction ; you must not construct ornament.'

"'I do not fully understand ; please explain further,' I answered.

"Then he did explain. He showed me that in the setting-up of this title I had been more intent on showing the ornaments, the new fancy types and borders of my master's office than I had been in displaying his words ; that I had been more anxious to show my own skill as a compositor than his intent as a writer or advertiser. It was a good lesson ; I never forgot it. I pass his advice over to you—'Ornament construction where ornament is needed, but never construct ornament.' Never go out of the way to lug it in ; never forget the intent of a writer or advertiser ; do not select or arrange types so that the reader will think more of the type or the manner of composition than of the matter itself.

"'The last thing to learn is simplicity.' We spend a deal of time and thought and money in displaying types, in trying to be striking, eccentric or original, and when we are done we often find that we could have reached a better result by simpler means with less effort and less cost."

His early experience is that of most of us and is worthy of study by the more youthful members of our craft.

To illustrate this point, the following experience of a young printer and his foreman from a copy of *The Inland Printer* of 1892 :

HIS FIRST ATTEMPT AT JOB PRINTING.

"Sam," called the foreman of a job printing office on the Pacific slope, a short time ago, to a boy who was putting away slugs in the rack. "Yes, sir," said Sam, as he stepped briskly to the foreman's desk. "I want you to set a business card for the office," and the foreman handed him a slip of paper upon which the following was written : "Neilson & Co., Commercial Printers—Book Printers, Job Printers—Motto : 'Work as promised—Low Priced Work.'—18 Southern St., Los Angeles, Cal."

Sam was an apprentice who had spent about two years in the office, and had acquired the ability to set straight matter fairly well. His proofs were not so "dirty" as those of many so-called journeymen who were occasionally employed by the office at "rush" times, and he had more than once set a simple table that would "lift" and not pull out while running

on the press. But this was the first time he had ever been given a display job to set, and he felt a somewhat pardonable pride in being selected to set a card for "the office."

"I am kind of busy to-day," said Mr. Thomson, the foreman, "and want you to set this card in your best style. Make a prominent line of the words 'Commercial Printers,' and let the firm name and the location be subordinate to it. I want a neat, tasty job. Here is the size of the card it will be printed on, and give it a fair margin."

"All right, sir," said Sam, and he went to his alley feeling twice as big as he ever before felt. He looked at his copy, and read it over and over until he knew every word on that slip of paper ; then he set his stick to the measure he thought would suit the job, and started to set the principal line. There were about fifty job fonts in the office, some of the type being very light and delicate, some the reverse. After trying half a dozen different sizes and faces of type, he hit upon the type shown in the second line of sample No. 1. This he deemed too short, and visited the case in which the borders and card ornaments were kept, to get some end pieces to lengthen the line and give it a finished appearance. Next he set the firm name ; and, as he had been told that two consecutive lines in a job should not be the same length, yet feeling that the firm name should, in honor bound, be set in caps, he selected the type shown at the head of the first sample. But this made too short a line, so another visit was made to the ornament case, and, selecting two pieces of border, with the addition of a rule below the name to give it strength, he felt satisfied it would do. Then various other cases were visited and types tried, with more or less satisfactory results, until the whole card was set ; and, after two hours' hard work, and with a somewhat excitable feeling, a proof was pulled and carried to the foreman. "I guess that ought to catch his fancy," was the remark Sam made to himself, as he laid the proof on the desk. But his pleasant anticipations were doomed to disappointment.

"Why, Sam," said Mr. Thompson, "that card won't do. There is too much flourish about it, and the type and ornaments don't harmonize. The name must be set larger and the end-pieces left off. The word "motto" is altogether too big, and takes up more than its proper share of space. Try again."

Sam went back to his case somewhat discouraged, but he was a brave-hearted fellow, and, saying to himself, "Well, Rome was not built in a day ; I must make up my mind to go slow," started in to make the changes suggested. After working some time upon it, the result shown in sample No. 2 was attained ; and feeling satisfied he had made a great improvement in its appearance, another proof was taken and shown to the foreman with a somewhat more subdued air than the first.

"Well, Sam, that is a little better," said the foreman, "but it will hardly fill the bill. Set the words 'Commercial Printers' in a larger type, more in the centre of the card ; put the words 'Book Printers—Job Printers' at the top, in opposite corners ; bring out the location in more prominent type, and let the motto come down in the lower left-hand corner in small, plain type."

Sam felt more discouraged than ever, and began to feel that life was scarcely worth living. He was beginning to experience the trouble that many job printers are subject to while trying to please a customer when they have only a vague conception of what the customer's idea of a good display job really is. The halo which he had always imagined crowned a job printer's existence was fast being bedimmed, and he

was beginning to tread the rough, rocky path which so many of his predecessors had traversed on the road to excellence. But he put on a bold front and went to work with a will, determined to make a good job if he had the ability to do so. He discarded all the lines he had set in his previous efforts, except the firm name, and, bearing in mind the foreman's directions, labored to produce a job that would, at least, show that he was trying to do as much as anyone could reasonably expect of a boy unfamiliar with such work. A proof of sample No. 3 was carried to the foreman with some misgivings. There was something in its appearance that was not pleasing, and he felt that it would not be very acceptable to the man who had found fault with his previous efforts. And in this he was not disappointed.

The foreman looked at the proof for a minute as though undecided what to do or say. That it did not please him was evident, and Sam was not unprepared for what followed.

"I guess you had better change some of the lines in this card, Sam. Make the top line a little smaller; the firm name should be a little more extended; the street name ought to be in a lighter type, and the town and State in a similar type, but a trifle larger. Make a separate line of the motto, and set in a smaller type, so as not to be so obtrusive."

Sam's heart sank down with a thump. Would he ever get that card right? Would he have to keep setting and resetting that card as a punishment for his past misdeeds? It began to look as though it might be so. As he walked wearily back to his case, holding in his hand the proof that looked so much like a death warrant, the words of an old familiar song he used to heartily sing at school came back to his memory, and it seemed to him that again he heard his schoolboy friends shouting with him—

If at first you don't succeed,
Try, try, try again.

That settled it. He determined he would have that card right if it took all Summer, and all Winter, too, to accomplish it; and, after selecting line after line and throwing them back in the case, he handed to the foreman a proof as shown in specimen No. 4.

"Sam, you are improving rapidly," said Mr. Thompson, and Sam felt that he was at last reaching the plane of a competent workman; so much does a few kindly spoken words do to encourage a seeker after excellence. "But,"—oh, that word "but"—"I don't think the firm will care to print it and send it out as a sample of their work. Let it go till the morning and try once more."

It was now time to quit work, and Sam went home feeling that his day's work was lost. He had essayed to do well, but all his efforts had resulted in disappointment. He went to bed that night and dreamed that the sky was a great business card; the stars resolved themselves into letters, and stretched across its vast expanse appeared the words "Commercial Printers" in brilliant characters, while above and below it appeared the remaining lines of his copy in various designs, now bold, now fading away into dim uncertain lines, until the whole thing vanished from his troubled mind and he slept the well-earned sleep of the worn-out toiler.

In the morning he awoke much refreshed and went down to the printing office. On the way he resolved to ask the foreman to give him some idea of what he wanted the card to look like. So, when the bell rang to commence work, he walked up to the foreman's desk and said: "Mr. Thomson, I have made four attempts to set this card to suit your ideas, and have failed. Now, will you tell me, please, just what you

want me to do with it?" Somewhat struck with the boldness of this speech, Mr. Thomson looked straight at Sam, and then, as though a new line of thought had struck him, said: "Sam, I am to blame, in a measure, for your want of success with that job. I ought to have explained to you in the first place how you should set it and what type would be most suitable to use. I have some time to spare now, and will show you how to go about setting such a job in the future." He then took Sam in hand, and by suggesting the type he should use, and the proportion which one line should bear to another in length and prominence, the card shown as specimen No. 5 was produced, which, for neatness and good appearance, will compare favorably with the cards sent out from many pretentious printing offices in the large cities of this continent.

The above is not altogether a fancy sketch. Many a printer who now rises at the head of the profession has gone through a similar experience to Sam's in the early days of his acquaintance with a printing office; and though it is not due to studied neglect on the part of foremen that the apprentice does not receive the instruction to which he is entitled, yet there are instances constantly occurring in which it would appear that the apprentice is expected to know, without being told, just how to set any kind of a job which may be given him, and sometimes is rewarded with harsh words, or something worse, because he does not possess the knowledge and experience of men who have labored for years in the art of printing.

Sam will do a great deal better with the next job that is given him, if his foreman will give him a few words of instruction as to the kind of type he should use, the manner of spacing the lines, and the general appearance of the job when finished. And the foreman, also, will not have nearly so much to bother him in the way of poor-looking work or lost time, if he takes care to spend a few moments in giving some idea of the kind of job he wants when giving out copy, instead of having to get it set over, because of insufficient instruction.

A set of books, systematically and regularly kept, is a labor-saving device, and a necessity in every well regulated country job office.

I have spoken of the country printers who are up to the times, receiving orders from the city. The mail-order business is worthy of cultivation. There are numerous points where the country printer can legitimately look for trade. The mail order idea may be worked here to profitable advantage.

Let the proprietor of every country job office give his business personal attention in all its details, be ready to take off his coat himself when necessary, and, in superintending the execution of his orders, have every job done as well as it possibly can be done, never passing it through with the thought that it is good enough. It'll do. The best is never too good to bring successful and growing trade.

THE EDITORIAL PAGE IN A COUNTRY WEEKLY.

BY A. G. F. MACDONALD, ALEXANDRIA NEWS.

The editorial page in a country weekly newspaper forms the true criterion of the character and influence by which it should be judged.

It is doubtful whether the editorial columns of a metropolitan daily are so closely and continuously perused and studied by its readers as the subscribers of the country newspaper scan the editorial page of their rural weekly.

When it is borne in mind that the country weekly is largely the sole source of information upon topics of public interest

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available to the dwellers of the farmhouse and also the long and comparatively solitary evenings which is their lot, it is not to be wondered at that the entire contents of the weekly visitor are read and reread. From this fact it is clear that the editor must always feel conscious that the opinions which he enunciates upon matters both of general and local interest, and the reasons which he offers as the ground of such opinions, will receive the closest attention and scrutiny. He must, therefore, exercise the greatest care that nothing should be permitted to be published in his editorial columns but what will commend itself to the favorable judgment of his readers. He has at all times to bear in mind the fact that the great majority of his patrons are unable to spare the time, even if they have the inclination, to inform themselves fully upon matters pertaining to the political government of the country. In dealing, therefore, with questions of a political character he should refrain from referring thereto in any other than in the most general terms. He should also avoid as much as possible the introduction of copious statistics which are intelligible and of utility only to a limited class. A well-written and bright summary of the views of leading men in the political world will prove as instructive and certainly far more entertaining to the average reader than a carefully prepared and somewhat obtuse political essay.

As municipal government is more easily understood in rural sections the editor should pay particular attention to this department of public affairs, and a series of articles bearing thereon, short and concise, cannot fail to be read with interest. In fact, municipal affairs play such an important part in rural life that an editor of a country paper, if he desires his journal to enjoy any influence or weight in his constituency, must post himself fully in municipal matters.

All data pertaining to the cultivation of the soil, farm products, the raising of stock, good husbandry, and the well-being, progress and success of the farming community in general must receive special and constant attention. The editor should seek to make himself thoroughly familiar with the handling of these subjects, and if he has any practical experience in the art of agriculture he will be so much the more thoroughly equipped. He should also make a careful study of the markets for the farmer, including transportation and good roads, so as to intelligibly deal with them in his editorial columns. He should be careful not to overlook the social and domestic sides of rural life, and, from time to time, the introduction of articles dealing with the home-life of the farmer and his family will be found most acceptable by those in whose interests they are written.

In the composition of the various articles appearing in the editorial columns a high-flown or florid style should, by all means, be avoided, good Anglo-Saxon alone being ample. The language in which they are couched should, by its simplicity and straightforward style, convince the reader that the writer not merely understands his subject, but is thoroughly alive to the importance of the matter dealt with. It is scarcely necessary to observe en passant that personalities and such ilk should never be indulged in under any provocation. An opponent is at all times entitled to be treated with proper respect, as opinions will always differ, and no controversy can gain by the introduction of such unworthy tactics.

One of the characteristics distinguishing the metropolitan daily from the country weekly consists in the fact that, whereas the former deals almost exclusively with affairs of a public nature, the latter mainly treats of affairs of a local and personal character. The principal aim of a country editor should be to

keep in touch with, and gain the confidence and respect of, his readers, so that, while on the one hand he seeks to be looked upon as a leader in all matters pertaining to their welfare, his readers may consider his journal as the natural exponent and champion of their interests. The country newspaper is largely the one channel through which the residents of a rural district receive information about the world in general, and their neighborhood in particular, and if carefully, ably, and conscientiously conducted, the community in which it is published cannot fail to be benefited and improved as the natural outcome.

The responsibilities of a country editor in the conduct of his editorial department are thus seen to be of an important nature, and when one takes into consideration that, in addition to the duties of an editor, he is, in the vast majority of cases, compelled to devote a large portion of his time and ability to the practical duties of a publisher; to fulfil the position of a reporter, to discharge the owner's work of superintending the mechanical production of his paper, the management of its finances, and the thousand and one minor, but equally necessary and indispensable, details connected therewith, it cannot be denied that his profession is one which fairly entitles him to the respect and admiration of the public whose interests he so faithfully preserves and guards; and, that amongst the builders of this Empire, and especially that portion embraced within the Dominion of Canada, no class or profession can rightfully claim greater consideration than that hard-worked, untiring, unselfish, patriotic but ill-paid and much-abused individual who has the honor (?) of presiding over and conducting "The Editorial Page in a Country Weekly."

THE SCOPE OF A REPORTER ON A COUNTRY PAPER.

BY G. R. T. SAWLE, WELLAND TELEGRAPH.

A reporter on a country weekly can, with a district or country field, transform the eight-page patent inside or the old-fashioned blanket sheet to a 12 or 16-page country weekly, and make it pay. The job cannot be done in a day, or in one issue, but he must have a long-drawn-out opportunity and a miscellaneous ability that most newspapermen would shun and consider unnecessary.

To begin with, a reporter undertaking that kind of a contract must have a preparation of patience, moral strength, and religious langour well "justified" and "on its feet." He must see things and do things and know things that would shock and worry even the country editor. He must be a part of the editor, yet greater than the whole.

While the boss of the sanctum sits in his swinging chair and talks of wheat, bad roads, Canadian gold stocks and the price of butter and eggs in Ladysmith, the reporter has to hustle through the weather, telling his rural friends how to dress and undress hogs, explaining why sugar-beets should not be planted on Sunday, and giving the scientific reasons for growing them under the ground; giving semi monthly preachers requested and rejected hints for their next sermon, and listening to an impromptu address on how to run a newspaper and why reverend gentlemen should not pay for their subscriptions. He must call on merchants who want to talk politics, stocks, and almost anything but advertising; visit family doctors, who, in a fatherly manner, tell him to drink, not to drink, take more exercise or keep earlier hours. The editor can sit behind the counter of the stationery department and put his thoughts and poetry into unread and unappreciated editorials, while the reporter has to recite "The Bural of

General Wauchope" to a bar-room congregation, write an "intrinsic value" address to the departing teacher of Union S.S. No. 7, and reply to the press toast at a score of oyster soup and ginger ale banquets. The editor will take the "comps." to all the good shows, and the reporter is expected to buy tickets for all the Red Cross benefits and church entertainments. When a reporter can accept this as a daily routine, and knows the history of all the family feuds and scandals in the country, he is ready to enlarge the field of a country weekly.

I am almost certain there are few counties in Ontario that will not give one or two newspapers the support of a 3,000 circulation or more. But it must be a county paper. In our own county of Welland, one of the smallest in the Province, we have two, both published in the county town, and both having an average issue of 3,000 copies. Of these, 2,500 will be within the free postage limit. I might add that the county of Welland has a population of 30,000, has three towns and five incorporated villages, supports one daily, seven weeklies, and five printing offices where no paper is issued. Thirteen miles from Welland is the city of St. Catharines, in Lincoln county, with three dailies.

The Telegraph has been in existence 37 years, and was originally intended as a county weekly, and always had a fair county circulation. During the past 10 years other papers have crowded the field, but the Welland papers have managed to hold their prestige and continue to increase their lists. At the present time they cover the news of the county as thoroughly, or more so, than most papers cover their own town.

To do this, a paper cannot rely on correspondents. The public of to-day demand news; all the news, and reliable news. The opinion of the people in the various localities must be catered to and their ideas quoted, and anyone who ever edited a country newspaper knows that correspondents cannot give satisfactory results. A man with a nose for news is not content to lay up in a village or township store and scribble notes for glory or 50c. a week.

The experience of the Welland papers has warranted their covering the field weekly with an office representative. It's expensive, but it pays. The Telegraph averages 25 columns of purely county news, from 20 to 25 different sections. Over half of this copy is furnished by the reporters, four or five columns from correspondents in small sections, and the balance from society secretaries and various sources. I personally work seven towns and villages every week, taking two each day beginning on Monday, and reserving Thursday for the town of Welland. Each of these places is worked precisely as our own town, requiring a personal acquaintance with all official, business and society people. The Tribune, our worthy "cotem," covers the district in much the same manner, and there is much the same keenness for scoops between the reporters as exists on a daily. We publish on Thursday evenings. If a good news item appears in any of these towns after my regular visit and before the hour of going to press, a personal friend will forward the facts or the telephone is brought into use.

An experiment was made a couple of years ago by putting two reporters on the road and so working as to visit all the towns on Wednesday and Thursday, each alternating his trip. While this had its advantages it did not prove a success. Apart from the expense, it was found one man could work much more advantageously than two. He preferred, even with longer hours, to cover the whole district, for the news of one town assists very materially to keep in touch with the news of

other places. One man devoting his whole time to the outside work gives better satisfaction than the divided attention of several employes of the office.

By thus giving the citizens of outside places good local news in regular positions in the paper their attention is attracted; by continuing with news that is authentic, and which can always be relied upon, you win the confidence of the community, and it is then looked upon as a home paper. With that confidence come subscriptions and good local advertising patronage. In one small town alone The Telegraph has over \$300 worth of regular advertising per annum, and that in competition with a local paper and another county paper. The subscription list, of course, varies with the population of the locality, but almost every house in the county contains either one or both of the county papers.

The reporter is also canvasser for advertising and job work, but the latter is pretty evenly divided among the many printing offices in the district. The two days of the week not taken up with regular duties are devoted to this and irregular visits to the smaller villages.

In the wheeling season, the facilities for gathering district news are much greater and much more ground can be covered. A good news item from a rural correspondent, which is often dismissed by him with two or three lines, should be followed up and given the prominence it deserves, even if it takes a whole day, for an outlying community appreciates the visit of a reporter and a "write-up" almost as much as they do a big gun of politics.

We have found it trying, but profitable, to keep the influence of cliques and parties out of our correspondence and news, and we leave politics wholly to the editorial page.

To a reporter who is entering a new locality for outside news and business, I would recommend him first to make a friend of the mayor or reeve. He is a better man than the chief of police to know, and his patronage is worth considerable trouble. The clerk of the council, who usually holds a number of other offices as well, is a man who can furnish much news, and should be called on regularly. The professional men are usually the hardest to approach, but they are generally reliable and make valuable friends. The parsonage, the manse, the rectory, etc., are also necessary visits, but the reporter must first fortify himself with a positive opposition to free advertising for Sunday-school entertainments. The newest news, however, will come from a "find" among the merchants or clerks, and one of the few pleasures of the business is to visit the pretty telephone and post office girls. The most essential point in gathering news is accuracy, and what you print must be correct in every detail. A reporter should never believe anything he hears until he knows his man or has undeniable proof of its truthfulness, for one error may destroy the reputation of years.

MARKETS IN COUNTRY WEEKLY.

BY JAMES FISHER CONFEDERATE, MOUNT FOREST.

To newspapermen who are sufficiently alive to attend the sessions of the Canadian Press Association, it is scarcely necessary to speak of the value of market reports. Time was when space was given to the local market reports in many weeklies only to fill up a corner, and it was left standing, issue after issue, without change. That is not generally the case to-day, for the average country weekly has improved in this as in many other respects. Every live farmer wants correct market reports in his local paper, and he watches that department just as closely as does the greatest financier the movements in

stocks in his morning journal. The prime necessity in connection with market reports is, of course, that they be correct, and, when once your paper gets a reputation for reliability in this respect, you can count on many staunch friends among the farming community. In connection with your local market, it is necessary not only to have correct quotations, but if there is a regular market place in your town, a description of the demand for certain products on market-day always forms an interesting feature of your next paper. It not only provides valuable information for the farmers, but is of the greatest assistance in building up your market and attracting sellers to it from many miles' distance. I have in mind one town at least whose market has secured a wide reputation, a great deal of the credit for which is due to the everlasting descriptions and reports of the market in the local papers. "Have a good thing and let the world know it, and they will make a beaten path to your door." Printers' ink can be used to immense advantage in letting the world about you know what a fine market you have in your town, and thus, indirectly, your town and your own business are benefited.

But the modern farmer demands something besides the report of his local market. He wishes to study the effects of outside and larger markets upon the market at home, and, for this reason, desires a paper that contains reports of such. A man who recently sold a carload of stockers by auction in my neighborhood told me the other day that he would have made a couple of hundred dollars more if he could have had his sale the day before the report of the Toronto live stock market appeared in the papers. It will be seen, then, that reports of these markets are a necessity to the farmer who wishes to succeed, and there is no reason why the country weekly should leave the furnishing of such reports entirely to its big competitor from the city. In connection with this, I was rather amused lately to notice in a village weekly a paragraph which read something like this: "The farmers of this neighborhood are becoming keen business men, and are certainly alive to their own interests. 'Does it give the markets?' they invariably ask, when they come to this office to club with a city paper." I searched for a single market report in that weekly, but there was not a line anywhere to say what prices were being paid for produce, even in its own village. It occurred to me that if the editor had been as much alive to his own interests as were the farmers, he would have made an effort to supply them, to some extent, at least, with what they were so anxious to see in the city journals. There were, in the paper to which I refer, several paragraphs from our own correspondent "at Hog's Hollow" who was wondering "Where was Bill going the other day?" "How did the new cutter and the grey horse?" "How did Jack feel when the other fellow ran off with his girl on Saturday night?" but no word about markets. My experience is that the reports of outside markets in the average country weekly must be brief, but, to be of service, they must be the latest, and, with the rush of local matter on the day or two preceding publication, there has to be a limit somewhere. But, though brief, they should not be forgotten.

PLATE MATTER.

C. W. Young, of The Cornwall Freeholder, led a symposium on plate matter. In his opinion, plate matter was a necessary evil on a weekly paper, and most publishers would dispense with it if they could. Whatever its advantages might be for the smaller dailies, the news service was disappointing to weekly men. It did seem as if it should be possible to edit a satisfactory summary of the week's news, but the plate

people said it could not be done, owing to the different views of public men and different days of publication. Apart from this, too, the make-up was slovenly. Matters that were of great importance were glossed over, while columns were often given to unimportant affairs, and a daily fragment of a news story was sometimes given, which had to be thrown out at considerable inconvenience. The publisher of a political paper has frequently to edit the plate with a saw, or bring down upon his head the reproaches of indignant subscribers.

THE DAILY SECTION IN PRIVATE SESSION.

The "Daily and Periodical" section, which also assembled at 2 p.m. on Thursday, was well attended. The experiment of a separate meeting with private discussions proved a drawing card in this case too. It has always been rather a problem to get the members of the editorial and business staffs of the large daily papers to take any active part in the proceedings of the association. The kind of paper reads, and the liberty of comments exercised at this session, however, are likely to attract many who have hitherto held aloof.

The first question was "Some Phases of Advertising." Mr. Geo. E. Scroggie, of The Toronto News, and Mr. J. S. Robertson, of Business, both read short papers, and a vigorous discussion took place upon them. Mr. Scroggie's paper, condensed, is as follows:

SOME PHASES OF ADVERTISING.

BY GEORGE E. SCROGGIE, TORONTO NEWS.

GENTLEMEN, — When the first draft of the programme of this meeting was prepared, my name appeared opposite a subject, "Some Things We Might Correct," and I notice to-day it appears opposite "Some Phases of Advertising." This title may be somewhat a misnomer for the thoughts I have attempted to assemble for your consideration. There are so many "phases" of this advertising question and the conditions are so constantly changing that what I have to say may be a mis-fit, but I trust the members present will take the will for the deed and believe me that I have tried to introduce subjects, the discussion of which might result in some good to the daily newspaper section of this association. If this quiet talk among ourselves results in our being drawn closer together for mutual improvement the misfortune of having to listen to me for a few minutes will have been more than overcome.

When I agreed to read something on advertising to this association I did so with a certain fear and trembling, for I am aware that advertising, while acknowledged to be the revenue-producing department of every newspaper, has been a subject which this association has, from year to year, for some good reason, no doubt, eschewed. I am aware that it is much more pleasant for the members to exchange pointers on many other departments of business than to give attention to a practical discussion of the backbone of the counting-room's revenue. Perhaps, indeed, the reason has been that the members of this association feel that any discussion on advertising in any of its forms might suggest to the public a possible combine which, of course, is something of which every editor has made a target.

However, it does seem to me that as brother newspapermen who find it necessary to make advertising contracts for a cash consideration, in order that the paper, ink and type man, to say nothing of the editor himself and his family, may enjoy the distribution of certain necessary funds—I say, I feel that as brother newspapermen, we may, under the circumstances, with-

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out any suggestion of a combine, meet together and discuss certain evils which have arisen in connection with the advertising departments of the dailies—evils which are acknowledged by all, and which some, perhaps, may have been trying to correct on their own account, but where independent corrective action has called for a great deal of courage, and in many cases might prejudice the financial interests of the would-be reformer. Accordingly he has given up the struggle and allowed himself to be imposed upon as before, simply because he has been standing single-handed, and has had to feel that, while he refused to submit to certain things which he felt to be unfair and unbusinesslike, he was doing so at his peril and with the full consciousness that his competitors all around him would, without a murmur, yield.

FREE READING NOTICES.

Conspicuous among these is the free reading notice evil. I can remember ten years ago in the city of Toronto, when, if an advertiser received a stickful of free reading matter he was delighted, and invariably availed himself of the very first opportunity to thank the manager or solicitor of the paper who had treated him so generously. Gradually these complimentary reading notices have increased in number and in size, until to-day they are practically demanded as part and parcel of the advertising arrangement, and where not actually written on the contract are taken advantage of most vigorously by the advertiser, who naturally wants to get as much as he can for the smallest possible outlay, and welcomes this avenue to cheap publicity. The short notice, say once a year, as formerly, is now not a matter for which the advertiser feels like thanking the newspaper or advertising solicitor. It is regarded

as a matter of right, a matter of course, and a paper must be generous indeed which now wins even a "thank you" from an advertiser for a reading notice of any kind. I need not point out that this is not as it should be. Advertising space is a staple commodity, and should be measured and charged for with as much accuracy and care as a stone of flour or a ton of coal. What newspaperman feels like asking his coal man to throw in a dollar's worth of kindling with every ton of coal bought and paid for, or his tailor for an extra pair of trousers free with each suit of clothes? The nearer we can get in our own minds to regarding our space of value—every line of it—the better for the business. There is just a point here which is, perhaps, a painful one to mention, but which is nevertheless worth referring to in this discussion, and that is, the relation of the advertising writer to the newspaper and advertiser in the matter of these free reading notices. I have known of cases where the advertising expert, in soliciting from an advertiser the work of preparing his advertisements for the newspapers, has argued that the advertiser has not hitherto taken advantage of the free readers which the papers are willing to give, on preferred request, and has actually used this argument as a means of securing the engagement, claiming that he could secure from the papers reading notices enough, which, if paid for at the contract prices (reading matter at double display rate, of course), would more than pay his salary. I am thankful to say that such methods are not frequently met with, but it is nevertheless true that they are met with, and that the scrap-book of the expert containing the clipped free reading notices which he has secured from the papers for his client has been used as an argument for his reengagement. It does not seem fair that the newspaper

should supply space free to an advertiser in order to pay the salary of an advertising expert.

While discussing the question of free readers the question of all amusement advertising comes up. The custom has been to insert the smallest possible amount of display advertising, and the largest possible amount of free reading matter announcing any amusement to take place. Some papers have attempted to square themselves to a certain extent by charging an advanced rate for the first 10 lines of display matter, but this has only partially met the difficulty. Reading notices in advance of any amusement are, certainly, a most valuable kind of advertising, and it is my opinion that every line of advance announcement should be charged for. Failing this, a schedule should be arranged, defining the relation between the amount of money expended in the display amusement columns and the amount of free reading matter given. The Philadelphia dailies have solved the question as follows:

The daily papers in Philadelphia charge regular advertising rates for theatrical advertising, and none of the papers allow any discounts on this advertising whatsoever. The newspapers also give, every Sunday, for every 100 lines of advertising about 40 lines of reading matter, in the shape of an advance notice. They also allow two or three lines of notices to go in the amusement notes, counting this in total number of lines. On Tuesday mornings they give the theatres the usual critical notices, which are not allowed to be influenced by advertising. On Wednesday, they allow each theatre a small notice of five or six lines, which they term their mid-week notices. On advertisements of about 300 to 500 lines, they distribute, among the large theatres, notices of about eight or ten lines in length, supplemented by a single column photograph of some of the actresses or actors. You will see, in the aggregate they print from 45 to 50 lines of reading notices to every 100 lines of advertising. They adhere to this very strictly.

I think some such arrangement is absolutely necessary to correct this very great absurdity in the newspaper counting room.

SHORT MEASUREMENT.

When speaking of the value of space and the accuracy and care with which it should be measured and charged, I should not forget to mention the fact that many an electro made to be run on a contract for one inch really measures 15 agate lines, measuring from type to rule. By running this for an inch ad. (net cut measurement), the newspaper is getting the worst of it to the extent of three lines of space, or, looking at it comparatively, is really giving the advertiser over 20 per cent. more space than is being paid for. The little regard the newspaper shows for this trifle of space leads advertisers themselves to become careless with regard to its value. While speaking in this way, I am aware that there are cases in which it would seem almost impossible to avoid yielding to an advertiser. In these, it is, perhaps, diplomatic to give a little rather than lose the business altogether, but what I complain of is the fact that this looseness is to-day being allowed to an alarming extent, and in so many cases as to materially affect the receipts of the paper.

Another result of this carelessness is the insidious attempts now being made by large advertisers to get in a "two-line reader" each day with their contracts. It has always been the custom of advertisers to demand and receive from the country weeklies a most ridiculous amount of reading notices and editorial notices and puffs scattered all over their best pages, but that this evil should creep into the daily newspapers is to

To Print a Job

ON GOOD PAPER COSTS
LESS THAN THE SAME
AMOUNT OF WORK ON
POOR PAPER. RESULT:
YOUR CUSTOMER IS
SATISFIED.

Think of putting \$5.00 worth of printing on a ream of 50c. paper! That kind of thing is what drives many men (who appreciate a good thing) to send "to the city."

MORAL—Use Century Linen, or better still, for those willing to pay, Japan Linen Bond.

◆◆◆◆◆

SAMPLES ON APPLICATION.

◆◆◆◆◆

BUNTIN, GILLIES & CO.

HAMILTON.

MONTREAL OFFICE—
Mechanics' Bldg.,
St. James St.

Note New Address

70 York Street
TORONTO

We are offering very
special inducements in

**NEW AND
SECOND-HAND**



**Type, Chases, Cases,
Small Tools,
Job and Cylinder
Presses,
Paper Cutters (LEVER AND
POWER)**

Specimen booklet showing Machinery
and Type Bargains now being distrib-
uted. If you have not received a copy,
please advise, and copy will be sent
you in quick order



TORONTO TYPE FOUNDRY Co.

70 YORK ST., TORONTO.

.... LIMITED

be regretted. Every line of reading matter should be figured in with the contract, and there is no earthly reason why a newspaper should give something for nothing any more than the grocer or the butcher.

PREFERRED POSITIONS.

Another evil, which has been gradually developing, is the preferred position difficulty. Every man cannot get top of column, but every man wants it, and not only does he want top of column but he wants along side reading matter. Advertisers and advertising experts have sat up nights to think out some new demand to make upon the newspapers in the way of position. Advertising writers in their canvas for business have pointed out to the advertiser that he should always have a preferred position. This has been hammered into him by scores of ladies and gentlemen who profess to know all about advertising, who tell him frankly that they would not make a contract with any paper from which they could not get preferred position, till to-day there are very few contracts which do not carry with them some condition as to position. It seems to me that some mutual arrangement would be absolutely necessary if this sort of thing is to be checked. It cannot go on much longer or the newspapers will look more like war maps than well made-up papers. An advance rate for certain positions is the most practical way of correcting this, but, again, this might suggest the combine idea which is such a bogie to so many publishers and journalists. May we not hope that some day the advertising departments of the daily papers will have confidence enough in each other that when a man demands top of column, next reading matter, from their solicitor, their representative will demand 25 per cent. advance for this service, and feel perfectly sure that each of his competitors, in canvassing for the same business, will make a like demand?

CARELESS COLLECTIONS.

Then, there is the matter of collections. Too many newspapermen fear to prejudice their standing with an advertiser so much that they allow a leniency which is unknown in any other line of trade. The idea prevails among business men that the wholesale dealer when he sells them a bill of goods actually takes something from his shelves and hands it out, but that the newspaperman would have to print his paper anyway and if their advertisement did not appear in its position something else would have to take its place and that really there has been nothing parted with. This idea has led many a man to postpone the payment of a newspaper account until all other accounts outstanding have been discharged.

Again, I believe that the undue leniency of the collecting end of the advertising department has led to this mistaken view taken by the advertisers. If all the newspapers and newspapermen would always regard their space "as good as wheat at the mill," and constantly took that stand, always collecting promptly, we would soon get back to where the matter should be, and, instead of putting his newspaper account last on his "bills payable" file, the advertiser would put it first.

Quarterly payments should be avoided and payments in advance insisted upon in all cases where the proposed advertiser is doubtful. I am aware that newspapers sometimes must take chances, but I never held the opinion that they should in any way abandon strict business principles as far as their outstanding accounts or proposed accounts are concerned. I think, too, it would be well if the Canadian dailies were to form some sort of an association for mutual protection against the United States or Canadian fakir who tries to run in adver-

tisements and never expects to pay for them. To be sure the cordial relations existing between the local papers, particularly in the city of Toronto, have made it possible for us to use the telephone confidentially, and, in my experience, I have many times asked the confidential opinion of another advertising man, and I have never been refused or given anything but a "straight tip," and it has frequently been my pleasure to reciprocate. This interchange of warnings and confidential opinions leads me to believe that such an arrangement is possible on a large scale, which will include all the dailies in the Province if not the whole Dominion.

MAKE UP RULES.

The old rule that nothing less than 35 lines be set in double column, etc., has been pretty well forgotten by a great many newspapers. It is not uncommon to find an ad. of one inch double column, and even 10 lines have been set double. Some fixed rule should be made and adhered to prevent such an unusual make-up.

RELATIVE POSITIONS.

Occasionally an advertiser insists on having his ad. appear on the same page as that of a competitor—above it or below it, or at least on same page. This is an unfair proposition, and to my mind should be instantly turned down. Let every customer do his own business without any reference to any other.

EXCLUSIVE RIGHTS.

Some time ago an American agency sent out a small order for a consumption cure man, with the clause that while it was running no other remedy for consumption should be advertised. This cut out several other larger advertisers of similar lines, and resulted in a loss to every paper accepting this condition. No man should tie himself up. There are many other interesting points which I could raise, but which would not, perhaps, result in any good in the way of information. My object has been to raise these points in the hope that subsequent discussion would produce ideas from which we all might gain something. I thank the association heartily for the opportunity of addressing this daily newspaper section, and this section for having so patiently listened to me.

ANOTHER PAPER ON THE SUBJECT.

BY J. S. ROBERTSON, EDITOR BUSINESS, TORONTO.

The phases of advertising are many. There may be people who think they know all about advertising, but, as in other matters, those who have given the most thought to the work usually appreciate how much there is yet to learn.

I will be allowed, possibly, to speak in the double capacity of the newspaper publisher who is out after advertising, and the advertiser himself who has money to spend and who is open to the best methods to adopt, and the way to receive the best returns for the money expended.

The advertising solicitor is an important individual in advertising, whatever phase of it may be studied. There is not much done without him. There are solicitors of various kinds. I am glad to say that the old time solicitor—the man who has taken up advertising because he has failed in everything else—is fast passing away. The surprise is that there are any of his kind left—the greater surprise that there are newspapers to-day who will employ this class of men to enter the offices of business men to solicit them for business. You have met these people. Possibly you know a good deal about them. When one of these tramp advertising solicitors enters my office to know if I can put the business of any of my clients

in his hands, I am so anxious to get him out of the office, and sometimes to get the windows open, that I fear I am not in any mood to sign a contract.

The solicitor of to-day must be a business man, understanding the principles of business and the things that weigh most with business men. He must be of good address outwardly, so far as his clothes are concerned, and certainly have the faculty of approaching the possible advertiser in a taking manner. But more than this is needed by the advertising solicitor of to-day. There are enough men chasing after the business men who have money to spend in advertising to make it necessary that he should have something more than good manners to make his approach easy. Business men are tired of the same story that the paper represented by the solicitor is the best paper of its kind in the whole country. "Best" is a very relative term. The solicitor, if he is going to succeed, must be a man of ideas. He must go to the advertiser not simply asking in the ordinary way for a contract—that he should take certain space in his paper—but, in the majority of cases, if he is going to succeed, he wants to have some clean cut proposition to lay before him. I might give names of advertising solicitors who find it good business to keep in close touch with the artist of the staff, and work out ideas in point of illustration that will give him something specific to place before those on whom he will call. These are the men who are making their publications successful, from the advertising standpoint. In all kinds of work, my experience is that the man of ideas will get a hearing from business men. The intelligent and clever solicitor is never a bore. Business men recognize that they must spend money in advertising, and are glad to have the opportunity to talk with the man who really has ideas about advertising and can tell of some good plan where the money they are going to expend will be used to good account. There is no room in the advertising field to-day for the solicitor who has got into a rut. If he is on your staff, gentlemen, do something—shake him up and get him out of the rut, or get something fresh going.

A phase of advertising I run against occasionally and that strikes me as passing strange, is the practice with some papers of charging a higher rate to the man who knows enough about advertising to insist upon supplying the paper with fresh copy daily, or at very frequent intervals, rather than allowing his ad. to stand—advertising it may be, in midsummer, furs for Fall, or Christmas nicknacks for the baby. I do not hesitate to say that one of the first principles of good advertising is frequent changes. For my own part, in any business that I handle, I do not allow, if I know it, the same ad. to appear in the same journal the second time. The paper that fixes its rates according to the changes the advertiser is likely to ask is simply putting a premium on advertising that is no good, and, consequently, will not bring satisfactory results to the advertiser. Do these papers believe that it pays to encourage good advertising? It is not enough that the newspaper should get the advertiser's contract for 1,000 or 5,000 lines and then be indifferent as to how this space is used. Legally, he may hold the advertiser in the contract, but most papers are published for a longer time than a year, and it is when the renewal call is made that the newspaper publisher finds out just how his advertising columns are appraised.

The wise newspaper publisher will do all he can to make the advertising of his clients bring good results. He will surely not put stones in his way—make an extra charge to the advertiser who must have his copy changed frequently. The newspaperman might, indeed, profitably give such an advertiser a

premium for the good example he is setting other advertisers, and the encouragement he is giving them to look intelligently and carefully after this important end of their business.

I know the argument that to change an ad. often costs money. Of course it does. But let the cost be included in the rates. At least make your rates such that they will cover all these conditions. Study the advertising of those who are spending the greater amounts of money, and it will be found this matter of frequent changes is an item that they watch carefully. If, of course, the publisher is indifferent to the question of advertising, and can run his paper without advertising, he may turn a deaf ear to these suggestions. But I am not aware that there are many papers of that kind in Canada.

No man writes a letter to a newspaper, or sends in a local article, that the editor does not, if he knows his work, scan carefully, and if need be edit a little. This copy does not pass into the compositor's hands until the editor satisfies himself that it measures up in point of good English, in facts, and in other ways, to the ideals of the paper, or as nearly as this is practicable. The man who pays for advertising space in a newspaper controls that space to some degree, yet I do not know but what the time is coming—and there are papers which have adopted the plan—when one of the most useful men around the newspaper office will be the editor of the advertising department. There are few advertisers who would not welcome a man around the office who would edit their advertisements. The compositor would get cleaner copy than he does now, and would not be left entirely to his own resources as to how the advertisement was to be drafted, and how certain portions of it should be made more distinctive than others.

There are other phases of advertising that might be profitably discussed by newspapermen, but in what has already been said there is something possibly that will be suggestive, and in a discussion give rise to the consideration of other problems along these lines that will have an important bearing upon the prosperity of Canadian newspapers.

DELIVERY OF THE SMALL CITY DAILY.

Mr. Edward J. B. Pense introduced the subject of the "Control of Circulation in Small Cities" as not promising a wide range of thought or suggestion. A radical reduction in the subscription price of local dailies had simplified the question. Those publishers who had maintained the rate of \$5 or \$6 a year, could still, with profit, retain their carriers in the central parts of the cities, as they delivered to the merchant, professional and leisure classes, with whom credit was safe and who paid yearly at the office, so that collectors' services were not required. The rest of the circulation, in the scattered parts and the suburbs (where credit leads to losses and troublesome collection), can be handled to best advantage through boys who purchase daily at the counter at 1c. per copy. Three-fourths of the home issue is sold in some offices in this way. The payment is made in advance, and is, therefore, sure for \$3.10 per year. Delivery by paid carrier costs the publisher \$1 per annum; thus, on the \$5 paper, the counter sale does not show much apparent loss. To counterbalance this loss a small army of 100 boys, acting independently, creates an emulation; the success of one encourages others, and the lads being met with in all directions the public are constantly prompted to buy or to order regular service. The lad working for himself is sure to deliver the paper early and regularly, avoid ing complaint and loss on pay day, and thus being in his efficiency a trusty element of a journal's success. The majority of subscribers desire to pay by the week, and hired carriers cannot, as a rule, be entrusted

with small collections of that kind; they sometimes leave without notice, creating trouble; and it will not pay to send an adult for anything short of monthly or quarterly collections. The paper catering to the subscriber by the week will have a preference. The paid carrier is indifferent, slow and careless, compared with the boy working for himself with zeal, and adding every name he can to his list, being a perpetual canvasser and promoter. The daily at \$3 a year can still better afford to dismiss paid carriers. The sales to the boys are made usually at 12 for 8c., or \$2.06 per year, just about the net price after paying the carrier under the office delivery system. The \$4 daily is a harder proposition to handle, unless the sales to boys are 10c. per dozen, or 8c. per week to the public. In any case, under any price, the independent boy is the best agent, but he should not be the only worker. The shopkeeper in the suburbs is a great feeder and auxiliary, and will sometimes take between 50 and 100 papers in even a small city; he usually has a carrier of his own to deliver to regular customers. The trains should all be supplied; even three editions are being issued each afternoon in small cities with benefit, to accommodate mail routes; and the bicycle will yet be successfully employed each day in rural delivery on main roads. The policy in which all success, however, is summed up is to constantly aim to get out the best paper in the city, and to have it appear sharp on regular time. This literally touches the button; the public do the rest. A demand created is soon met by publishers, who, as a class, according to the legislators who had spoken that day, were resourceful, energetic, and of quick and sound judgment. If they would use this strength to stem the tide of \$3 a year journalism, and make better papers at \$5 a year, it would be a boon to the public and craft alike. The people must have their home journal; the better it becomes the more certain they are to demand it, at any reasonable cost.

RIVALS AS NEIGHBORS.

After a practical discussion, following Mr. Pense's remarks, Mr. F. H. Dobbin, of *The Peterboro' Review*, spoke to the subject, "Rivals as Neighbors." The trend of his remarks made a plea for a better state of affairs between competing printers, especially in country towns and in smaller places. He sketched briefly the conditions which, he had been told, existed at many points, and which resulted in a reckless competition often accompanied by a spirit of bitter animosity. He was confident a better state of affairs would prevail as soon as printers and publishers realized and mutually considered the conditions of trade in their several localities, and endeavored to advance interests that would benefit both or all. He said he would not put forward theories or plans how such a state of affairs might be remedied, but would tell how these things were done at Peterboro', not that that town was a moral headlight, but because several plans and methods had, in practice, worked out successfully.

As the session was of a private character, Mr. Dobbin's remarks were not made for publication. A full and free statement was given, dealing with the matters of local advertising, foreign advertising, the handling of municipal and county work, combatting the advertising fakir and canvasser from the outside. There is no question that these methods have been successful and are worthy of being made trial of elsewhere. That with reference to doing away with the reckless competition in receiving municipal

work is especially to be commended as practical, fair and conclusive. Some references to printing office economics were well received, showing how, by working together, printers might effect substantial savings.

The concluding subjects in this section were "The Agitation for a Canadian Cable Service," by A. H. U. Colquhoun, and an extremely valuable contribution on "Good-will and Basis of Value in Selling," by Mr. T. H. Preston, M. P. P.

FRIDAY MORNING.

MR. D. T. MCAINSH ON THE POSTAGE LAW.

MR. PRESIDENT AND GENTLEMEN.—At a recent meeting of this association, the subject of newspaper postage, that assigned to me to-day, was very fully discussed in all its bearings. It will, therefore, be necessary only, in introducing it, to touch upon its more salient points. Many of you are, in a most practical way, fully conversant with the workings of the Act. Others, however, because of the exemption provided for, may not be so fully acquainted with some of its features.

It must be conceded, if we look upon newspaper publishing as a commercial enterprise, that no good reason can be advanced why newspapers should be exempt under our postal law. In this connection, therefore, it may be well to note the conditions under which the newspaper business is carried on in Canada. Lying adjacent to the United States, with its immense reading population and the splendid facilities which that country provides for the publishing of newspapers, and remembering that the profit or loss attached to the business is generally relative to the quantity published, it will at once be seen that the production of newspapers in the Dominion does not stand in the same relation to our Customs and Post Office Departments as other commercial enterprises. It may be well also to note that, while the raw material is subject to fluctuation in value, the price of the finished article must, because of its very nature, remain fixed. Many of the newspaper publishers of Canada lowered the price of their publications after the Government had removed the postage, some years ago, assuming that it would not be reimposed. It was quite a simple matter to reduce the price, but to increase it now would be an altogether difficult and almost impossible task.

While the revenue from subscriptions remains fixed, there has, in addition to the postage rate, been a steady increase in the cost of production in the way of duties upon type, presses, paper, etc., and, in addition to these, the cost of labor has greatly advanced. It will thus be seen that the publisher, as a trader, stands in an altogether different relation to the laws of commerce from other business men, and it would seem proper that the Government should take note of this and adjust the tariff and the postal laws in some way so that he may successfully compete with foreign publishers.

The Government recognizes, by tax exemptions and otherwise, the services rendered the State by church and school, but entirely ignores that of the newspaper. Perhaps no other agency to-day does so much to stimulate a patriotic spirit in our country as the Canadian press. It may be said that the papers upon which the present law bears most heavily are those which have done the most to foster a spirit of loyalty and patriotism in Canada. At the same time it discriminates against educational, professional, religious and trade journals; one class a supplement to the educational systems of our

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country, another devoted to the interests of our churches and to the extension of the home missionary enterprises, and thus a direct agency for the settlement and better government of the newer portions of our Dominion; another, contributing to the better equipment of the members of the professions, and the fourth closely allied to the commercial interests. Examples might be quoted to substantiate these statements. One of our newspapers, without remuneration, has already raised some \$30,000 in aid of those dependent upon our soldier volunteers now fighting for the Empire in South Africa. Another, a few months ago, raised over \$15,000 for soldiers in another and higher cause—our missionaries in British Columbia and the Yukon.

Let us now point to a feature of the Act to which more attention has been directed than to any other, namely, the free zone. It provides for free delivery of weeklies and monthlies to subscribers residing within a circular area of 40 miles in diameter. It will be observed that the class of papers to which I have already referred are those which practically have no free delivery within the area prescribed. Take for example some of our largest dailies. I venture to say that the merest fraction of any one of our metropolitan weeklies falls within this area. Surely the Post Office Department must have been driven to great straits when it was forced to resort to a policy so small, and to recommend to the Dominion Parliament an act so absolutely unfair. I do not believe that I stand before one man, even though he be the one who reaps the greatest benefit from this zone exemption, who will uphold an act so un-British. I think I may venture also to say that not one of the men connected with the class of papers to which

I have referred, on whom the Act presses most heavily, will object to pay a reasonable rate, provided the burden be borne by all, and that some compensation be allowed in the way of tariff protection. The newspapermen should one and all protest in most vigorous terms against an Act so manifestly unjust. The country newspaper will very likely be the next to claim the attention of the Postmaster General.

While all credit should be given to the Post Office Department for the reduction of the deficit which has been an outstanding feature of that Department's report for many years, still it may safely be asserted that the postal service has never been expected, nor, indeed, intended, to be self-sustaining. The people of Canada are well content with efficiency and are willing to pay therefor.

I notice that the exact terms in which my subject is stated on the programme, is "The Free Zone and Discrimination Against Semi-Weeklies and Dailies." If anything more picayune in parish politics can be imagined than the zone system, it is that clause of the Act which discriminates against semi-weeklies and dailies. Will someone rise to explain in what respect the publisher of a semi-weekly or a daily is a sinner against the Post Office Department, as compared with the publisher of a weekly or a monthly? The microscopic discrimination with which the Postmaster-General has divided and sub-divided the publishers would be amusing were it not a serious matter for the men interested. If the semi-weekly issues of a paper be combined and issued as a weekly to weekly subscribers, such weeklies are, *forsooth*, denied the privilege of the zone exemption. Pray, why?

DISCUSSION ON THE POSTAGE QUESTION.

Mr. McAinsh: "The point is not that I am objecting to newspaper postage. I am touching upon the main features of it as outlined and discussed at the meeting two years ago. But, if we all pay, let us all demand that we get some compensation in the way of protection, because of the peculiar circumstances under which we are doing business, in a business way and as business men. While all credit should be given to the Post Office Department for the reduction of the deficit, still it may safely be asserted that the postal service has not been expected or was not intended to be self-sustaining."

The Chairman: "If any country publisher wants to abolish newspaper postage, let him speak now."

Mr. E. J. B. Pense: "I do say that there is a very gross injustice being perpetrated towards those who publish both a weekly and a semi-weekly. I am now strictly personal. I have the misfortune to be compelled to publish a weekly and a semi-weekly and am altogether excluded from the free zone, which, in the populous County of Frontenac means a difference of a good deal a week. Part one is published on Monday, part two is published on Thursday. The two are put together for my weekly, and the Postmaster-General absolutely precludes me from any participation whatever in the free zone. I went to Mr. Britton, M. P., who is one of the best lawyers in Ontario, and I told him I did not want him to favor me in the slightest; I wanted a good, square opinion that would stand law. He gives me that opinion, that I am perfectly correct in my position, especially as the publication of a paper means its being issued from the office. The Postmaster-General and the Minister of Justice do not see it in that light. I trust the members of the association, if they have the opportunity of getting the ear of the Postmaster-General, will point out the position of the poor suffering publisher. It is an injustice; but I cannot go against the Government."

The Chairman: "What is the injustice?"

Mr. Pense: "All I ask is that my weekly in the free zone shall receive the same treatment as the other weeklies in the Province shall receive. I object to the weekly being thrown out of the free zone because I publish a semi-weekly."

A Member: "Paid for as a weekly?"

Mr. Pense: "Yes."

Mr. Arch. McNee: "We are in the very same position as Mr. Pense. We think a great deal of injustice is being done us. Mr. McAinsh is advocating doing away with the free zone. It would not help the city publisher. We are in the position Mr. Pense is in. We do not call it a semi-weekly; we call it part one and part two. We run the paper off in two parts. We run off the whole number on Monday, and then on Monday night for those who pay in advance we fold up enough of these papers of number one to send them out on Monday night. On Thursday night we run off the other half and send it. For those who don't pay in advance, we put the two together and send them on Thursday night. When we send the two together we don't get the advantage. I think the newspapermen are very modest in the matter. It was right, I confess, to say that newspapers should pay postage. So should churches pay

taxes and schools pay taxes. We do a certain amount of that kind of work through the newspaper. I think the free zone is a kind of punishment on the city papers for putting down the price of weeklies. The country papers were foolish enough to follow them. The postage was removed, and because of that the country publisher increased the size of his paper in the belief that the postage would not be renewed. Then the city publisher of a weekly paper cut the price of the paper right down. Now we find that we have got ourselves into a hole. The Postmaster-General has put us into the hole more deeply, and we never can get back the price of the weekly paper, nor of the daily paper either."

Mr. McGillicuddy: "He put you in a box."

Mr. McNee: "Yes, a post office box. (Laughter) Neither the price of the weekly nor the daily will ever come back, having this imposition of postage on us. I confess we should not accept favors. It is not a theory now, but a condition. The theory is that increases of paper came in, and then the Government put on postage."

Mr. McAinsh: "My position was a little misunderstood. I am in favor of postage. I think I made myself clear on that. I am in favor of an equitable postage, or equitable arrangement of any kind. I positively do protest, as a British subject, against one man being made to pay and another not."

Mr. McGillicuddy: "That is the cause of the fight in the Transvaal." (Laughter.)

Mr. McAinsh: "Why should I pay for the whole of my circulation when you go free? Is there any justice in that? No. I have no free zone. I have to put half a cent on every copy delivered in this city, while you send your papers here free. Why should not Mr. Pense get the privileges of the free zone on his weekly paper? The difficulty is just here, that the newspaper business does not stand in the same relation, cannot be compared for a moment, with the ordinary business or commercial enterprise. There is the whole story. We lie beside a big country that floods this whole Dominion, free of postage, with publications competing directly with our own. While the price has been brought down to the lowest possible bedrock, everything is going up; paper, ink, presses, type, all advancing their raw material. I am in favor of a uniform minimum rate of postage. Levy it on all, but give us some relief in the way of protection."

Mr. McGillicuddy: "I do not believe at all in postage on newspapers. I object, with Mr. McNee and every other orator here who likes to tell the truth, to being forced sometimes to tell a falsehood. I object to the Government forcing me to tell a falsehood with reference to my place of publication. I am on Lake Huron, and I have not got this free zone. (Laughter). Just this time of the year there is considerable ice on the other side. As a result of that, they give me a back limit to a certain extent. They make me change my place of publication. For all practical purposes, the Goderich Signal is published in a place called Westfield. That is what I am kicking about. What right has the Hon. William Mulock or any other man to say that I have got to make a statement that The Goderich Signal is published in the four corners of Westfield. I radiate

from there. I could have put it at some other place more pretentious than Westfield, other places that have 200 or 300 population. I could have put it at Clinton."

Mr. George Wrigley: "There is not a publisher in Toronto but takes a place somewhere out in York as his centre."

Mr. McGillicuddy: "Mr. Wrigley, I find, is not a bit more honest than I am. (Laughter.) The whole thing is an absurdity. Newspapers were placed on the free list; on the basis of that they reduced the price. They never can increase their price under the circumstances. It is nothing but unjust taxation. It is the proud privilege of Mr. Pense and myself to talk about the manner in which Mr. Mulock has reduced the deficiency in the Post Office Department, and he pays \$5 a week for the privilege of doing so, and I pay my 5c. to help it. (Laughter.) I think the proper place to rectify it is right here. It is a picayune thing so far as the post office is concerned. It does not amount to much, so far as reducing the taxation of the country is concerned. I would rather go and blow \$5 than lose 5c." (Laughter.)

Mr. Wrigley: "I do not think it would be right to close this discussion without presenting the other view. Mr McGillicuddy advocates no postage. I very strongly favor the other system. I do not believe in the present law altogether; but, while it is law, we will have to live up to it. We have to be governed by the laws of the country. That is why we take a different place as centre from that in which the papers are published. The whole law is unfair. I admit that those who complain against the zone system have a reason. It is un-British. The only way to get out of the difficulty is to admit the whole corn, and say that we ought to pay the postage in full. I believe in every tub standing on its own bottom. It is not fair to make any citizen pay if he is not a subscriber himself. From every standpoint we ought, as an association, take this step, and I said that two years ago in favor of the passing of a law imposing postage on the newspapers. Something else should be done. If we pay postage, we ought to have some compensation; although no unjust compensation. What I look for is in the direction of getting our plant in free. Our competitors on the other side of the line don't pay any duty. We ought to be on the same ground as they are. I would not say no postage, because they pay postage over there. From every standpoint, we cannot but admit that the payment of a reasonable amount of postage is the only way out of the difficulty that presents itself to this association."

Mr. McNece: "There are two things that struck me in connection with this newspaper postage. When it came up before we were all in favor of it. We were consenting parties to it. There are two objections that I take to the postage at all. I thought we ought to pay our way. Yet we will do things that are contrary to this very principle ourselves. Is the newspaper an educative influence in this country? Is it educative in the same sense as the library? Because you can bring books into this country for library, for school, or church or Sunday-school purposes, for all these purposes, even the very best books are admitted free of duty. On the ground that the newspaper is an educative

influence, or a patriotic influence as just now, ought the publishers not to receive some consideration inasmuch as books are admitted free for these purposes? Should the newspapers not receive consideration to the extent of postage, and particularly as postage was taken off and we were allowed to consider it would remain off, and as a consequence have lowered the subscription price, only to have postage reimposed?"

Mr. Andrew Pattullo, M.P.P.: "I would like to say that I am one of those on whom the imposition presses hard. I thoroughly agree with Mr. Wrigley in principle. I do not think there is any principle on earth by which we can go to the Government and ask them to give us a special favor. Free postage was a special favor. You cannot put it on any other ground."

Mr. Pense: "We went to Ottawa and asked the Government simply to give us some discrimination, and to our perfect surprise Senator Piu b went and got free postage."

Mr. Pattullo: "You asked for a favor, and it was a case of asking for bread and getting a stone, only you asked for a stone and got bread (Laughter.) The present law is certainly better than it was before, when we were getting free postage."

President Dingman: "There is no doubt, friends, no possible defence of keeping up two different systems. I believe that newspaper postage is correct in principle. There can be no other view in that. We should ask for, instead of one part of the newspaper fraternity paying half a cent a pound and the others nothing, it would be better to have one quarter cent all around."

REPORT OF THE COMMITTEE ON RESOLUTIONS.

That the association records its warm thanks to the President for the energetic leadership which has made this annual meeting, as well as the recent excursion so successful and for his unfailing courtesy and kindly consideration. Carried.

That it be a suggestion to the executive committee the annual meeting for 1901 be held in Montreal in mid-summer, in connection with the proposed excursion to the Maritime Provinces. Carried.

That the association records its appreciation of the continued extension of courtesies by the Grand Trunk, Canadian Pacific and other railway companies, and attests anew its admiration of the great Canadian Pacific Railway transcontinental line which presents the grandest scenery amid comforts not surpassed on any road. The recent excursion of the association to the Pacific, will be held in remembrance as the most enjoyable and restful trip the members, collectively or individually, have ever experienced. Carried.

That this association continue its efforts to interest railways, steamship lines, hotels, municipalities and the public generally, in the large profits to be derived from tourists and Summer resort visitors; that a copy of the President's address be sent to every newspaper in Canada, directing attention to his remarks on this subject, and urging them to secure the election every year of a committee of their local board of trade to deal exclusively with the question of improving the hotels, and otherwise

making their part of Canada attract visitors from abroad. Carried.

That this association in annual session, cordially endorses the fine patriotic spirit shown throughout Canada at this period of the Empire's trials, and views with pleasure the action of the press at large in its support of and encouragement to the Canadian volunteer contingents, the care of whose families shall be, we hope, a loving service. Carried.

Resolved, that in event of the association deciding to arrange a trip to Parry Sound, that the committee endeavor to arrange with the Northern Navigation Co. for trip via Owen Sound and Collingwood to Parry Sound. Carried.

Resolved, that all foreign publications entering this country, other than through the regular mails, shall be rated as printed matter and be required to pay duty as such. Carried.

That the Postmaster-General be requested to recommend the Government to make the postage on all newspapers 1/4c. per lb. Carried.

THE ASSOCIATION'S USEFULNESS.

The President. "Sometime ago Mr. Robertson mildly criticized us through the columns of his paper. I wrote him and asked him to come and give us the benefit of his views."

Mr. Robertson then read the following paper.

The subject allotted me for to day, it is but fair to say, was chosen by the President. Just why I should be put down for this particular paper is to be explained, perhaps, from the fact that one time I wrote an article somewhat critical of the Canadian Press Association, and now I am to do penance.

The title of the paper suggests the critic. This is not always an enviable position. I cannot, however, say with Othello, "I am nothing if not critical." My sympathies are with the man who would build up, rather than he would tear down; and too often the man who is simply a critic knows little about the real work of building. His work is destructive, often, not constructive. Yet the critic occupies an important position in the world's affairs. He is an element in the field of literature; and, at a gathering like this, let it be hoped that good may come even from the growlings of a critic.

Irony aside, however, I take it that we are of one mind in our desire to extend the usefulness of the Canadian Press Association, and that each as a part of the association may be benefited by its increasing usefulness.

The objects of an association of this kind are necessarily various. The cultivation of a social spirit is not the least important of these. Men of like mind, with tastes that in many respects are similar, cannot meet together in friendly intercourse without being strengthened in their social relations. The Canadian Press Association has always shown an excellent spirit in this direction. The annual meetings, the annual dinners, the annual excursions, and other outings that the management plan from time to time are all movements along these lines, and have undoubtedly helped to make pressmen understand one another better, and to feel, despite what will occasionally appear in the editorial column, that a common sympathy beats in the hearts of all.

Then, the influences of an association of this kind in an educational direction cannot be readily overestimated. As

I study the programmes from year to year it is clear that this plan has been kept prominently in the front and much valuable information has been imparted through the medium of the papers that have been read by leaders in the field of journalism.

There is good reason to believe that this educational work has been productive of beneficial results in the editorial end of newspaperdom. There is a better tone prevailing upstairs than was the case some years since.

I would not say anything that would minimize the importance of an ably and carefully edited newspaper. This is essential to the success of the business end of a paper. People will not subscribe for a paper that contains nothing of importance to them—that is not an inspiration to them, or possesses an educational value that brings a return for the time expended in its reading. May all the importance that it deserves be attached to this end of the making of Canadian newspapers.

But everything is not accomplished when the educational and social end is developed to the highest point. I would emphasize the need of the Canadian Press Association giving more attention in the future than in the past, if its usefulness is to be increased, to the business management of the newspaper.

We have to remember that the Canadian Press Association is, after all, an association of business men. Other influences may induce some men to become stockholders in newspaper enterprises, and they may not look for dividends in solid cash, but most men who go into newspaper business go into it as a business. Sanford Evans, in that excellent paper of his a year ago, and which no one will say was not of real educational value to pressmen, laid it down that in a rough classification there were three reasons that influenced men to enter the newspaper business, and he put the first of these in these words: "To make money." Publishing a newspaper is a means of livelihood to the men who are in the business. It is not exalting the almighty dollar to put emphasis on this phase of newspaper making. The editorials will be better written; there will be an enthusiasm and an inspiration come from them that is not likely to exist, if the editor on pay day has been hanging around for his salary, and then has had to be satisfied possibly with a small proportion of it. The whole staff, whether it be in the business end or the editorial, must have their pay regularly if their work is to be done well, and this will not be accomplished if the newspaper is run regardless of its importance as a business enterprise.

A year ago, Mr. A. R. Fawcett, publisher of The Leader and Recorder, of York county, spoke out very plainly in meeting. He declared he had been a member of this association for eight or ten years and that there had not been any good practical work done by the association during these years. That is a pretty stiff statement to come from a member of any association and possibly it may have been over sweeping in its terms. The programmes of the Canadian Press Association of these years, will, I think, show that Mr. Fawcett, in his disappointment, had over stated the situation somewhat. But, even take his words in a qualified sense, the fact that a member would make such a statement indicates that there must have been some ground for it, and it is doubtful if he stood alone in the expression of this view.

Now, along with Mr. Fawcett's statement, let us for the moment look at some figures of the Canadian newspaper business. The records of the Canadian Press Association tell us that there are 178 members on the roll. Forty-five of these, or 25 per cent. of the whole, are from Toronto, and of them in not a few cases two representatives are from the same

paper. McKim's Newspaper Directory is authority for the statement that there are 149 journals, of one kind and another, in Toronto. Allowing for two representatives from a number of these papers, not more than one quarter of the newspapermen in Toronto are members of the Canadian Press Association.

Take the figures of the Dominion. There are not less than 860 newspapers, of one kind and another, published in Canada—about one fifth of these are represented in the membership of this association. But, not to go so far afield, and to confine ourselves to Ontario, what are the figures? There are members of this association outside of the Province and we hope that many more may come into its membership. But, of Ontario, there are 55 dailies, 361 weeklies and 81 monthlies, or 497 journals all told, published within its boundaries. Just about one-third of this number find representation in the Canadian Press Association.

I submit that it ought to be possible to devise some means that would result in a larger proportion of the men who publish newspapers becoming identified with the Canadian Press Association. How is this to be done? I have played the role of critic in pointing out the apparent defects or weaknesses that exist—been doing the fault finding. What about the work of construction? It may not seem high ground to take, but it seems to me that interest in the Canadian Press Association is going to grow in proportion to the extent to which the self interest of those who are qualified to become members is appealed to.

It has come in my way to know something of the history and development of the Dominion Millers' Association during the past 10 years, and I have been impressed with this fact, that millers big and little, and in a measure many of the smaller ones—as might be with the newspapermen of Canada—have become members of that organization because they have learned that it pays to do so; that it has meant dollars and cents to them.

Within the present week I had occasion to attend the annual meeting of an association where it was felt that the membership was declining for the one reason that the association, under certain changed conditions, was not offering the members the advantages that had hitherto gone with membership. The query was what to do? And the one answer of those who had watched the association's progress for years was that something must go with the membership that would be a practical benefit to the members. This is a material age.

I simply mention these two cases to emphasize the position taken that the best of men have a streak of selfishness coursing through their veins. I am not sure even when the highest ideals are held up in this association, as in others, that it is not self-interest that controls most of us.

Money-making, of course, is not everything, but, when this association enters into discussions touching editorial management and what may be termed the literary side of the newspaper, do not those who enthuse most over this kind of work do so because their sympathies are in that direction? In other words, their self interest lies in learning how to better handle their papers from the editorial end and cultivate their literary leanings.

But I will be told that the Canadian Press Association has all along been a practical association and worked along the lines suggested in this paper. In some degree this is the case. In the last year book, in the introduction to the report of the proceedings, we are told:

"The gathering (having reference to the meeting in 1898)

was one of the most successful in the history of the association. The papers read were all of practical value to the members, and in the open conferences much useful information was elicited. Every member who attended felt, when the meeting was brought to a close on the afternoon of the second day, that he had received distinct and unmistakable benefits from the discussions, and carried away with him something that might be utilized to his own material advantage in the conducting of his business." Here, let me remark, we find the executive of the association saying just as strong things as any critic could say, pointing out that just as the association has appealed to the material side of its members so has the association become increasingly successful. It is to the credit of the officers of the Canadian Press Association that within the past few years there has been much keener appreciation of newspaper needs in this way than had been the case in some former periods of the long 40 years' history of the association.

There have been some very practical discussions on such subjects as plate matter, how to collect subscriptions, foreign advertising, how to handle the job printing department of a newspaper—and I would not forget the excellent papers on advertising by Mr. Munsey, and, later, by my friend, Mr. Gibson.

All that I have to say is let us have more of this kind of thing. Weary not in well-doing. I will put some emphasis on the need of the association devoting more time and thought in future to the subject of advertising. Success will come to the newspaper proprietor according as his business is conducted on sound business principles, his books carefully and correctly kept, his plant wisely bought and up to-date, his paper made bright and readable. But the two great sources of revenue to a paper are its subscriptions and its advertising. My own opinion is that the subscription list is a problem with most newspapers—how to get subscribers—how to keep them prompt-paying subscribers from year to year after you have got them. When this is done some of you know how much the revenue of a paper may be increased from this one source. The pity is that too many publishers put little trust on the value of their subscription lists.

A live, healthy, prompt-paying subscription list is a source of strength to a paper, not simply because of the money received, but because of the life and value it gives to the paper itself.

The revenue-making end of a newspaper, however, in the larger sense, is the advertising. I do not desire to go over ground that was suggested in the short paper to which you kindly listened yesterday on "Some Phases of Advertising," but this will be apparent to newspapermen that, more than ever, advertising is the one particular department of newspaper management to which much care and thought can be profitably given, and this association will, in my judgment, widely extend its usefulness, just as it is able to place before newspapermen methods, suggestions and practical thoughts, born of experience, as to how they can make their advertising more profitable. There can be the difference of hundreds of dollars—in some cases, thousands of dollars—between the revenue that may be received from the advertising columns of one's paper and what may now be received, just in proportion to the skill, tact, ability and energy with which the advertising department is conducted.

Let such be the results to the newspaper publisher and I am sure you will forgive me for having, on this occasion, at the request of our esteemed President, played the role of critic to the association.

The President: "I think you will all appreciate the well-meant paper which Mr. Robertson has given us, and when we have the opportunity to read it in the annual report, we will get more benefit from it."

GOOD PAPERS AND GOOD ROADS.

Mr. A. W. Campbell: "When I received an invitation to read a paper before your association on 'Good Papers and Good Roads,' the subject seemed so happy an inspiration that there could be no thought of refusal, and in my letter of acceptance my only comment was that all good papers were advocates of good roads."

The good roads movement, of which it has been my fortune to be the official exponent, rests under a very great obligation to the newspapers of the Province, for the considerable measure of success already attained. From the morning paper of the city to the most unpretentious country weekly, good roads have received the support of the press. I have yet to find a paper published in Ontario which has placed itself in opposition to the movement. Approval is the rule, I believe, without an exception, to prove it. In fact, it was inaugurated by an influential member of your association.

There are many reasons why road improvement should receive the support of the press. The newspaper owes an important service to the public. It has a serious duty to fulfil as an educator and leader of the people, and wherever reform and progress are in the public interest there should be ample reason for directing its readers in the right channels. That the roads of Ontario are in a very unfortunate condition I need not tell you. That good roads would do a great deal towards advancing the prosperity of the people I need not urge upon you.

For a great part of the year the farmer is isolated, his business and social relations are impeded, and the towns where the papers are published feel the effect of the enforced stagnation. The vitality of business is circulation, a steady, uninterrupted flow of money and marketable commodities. Business is very sensitively organized and any disturbing elements arising in its path act and react throughout the entire community.

In a country whose business is so dependent upon agriculture as in Ontario, and with agriculture so dependent upon the condition of the country roads, it becomes evident that the transportation system upon which, in canals and railways, we have lavished so large an expenditure, is far from complete so long as the first link, the country road, is weak and incomplete. An index to the value of good roads at all seasons is found in the condition which prevails when good sleighing comes after a period of impassable mud in the Fall. Good roads would not, it is true, entirely take the place of sleighing, but they would largely prevent the references to bad roads which so often occur in weekly trade reports.

Not only do we need better roads to meet present requirements. It has become a truism that "facilities create traffic," and there is not the slightest reason for doubting that good roads are the one thing needed for fostering the "undeveloped resources" which exist in the country around us, which we need not go to New Ontario to discover.

There are, however, other and more selfish reasons why the newspapers of Ontario should favor improved roads. Reference has from time to time been made to the rural mail delivery

with which some experiment has been made in the United States. Under existing circumstances there are occasions when the farmer finds difficulty in reaching the post office once a week, either during the busy season, or during the season of stormy weather and bad roads. It is only natural, therefore, that the farmer should be a comparatively poor supporter of the newspapers. Since, even in the towns where facilities of delivery are of the best, the people must be educated to subscribe for newspapers before a good newspaper territory is created.

The advantages which would accrue to the publisher from a rural mail delivery are, therefore, obvious, and are of a kind that would constantly grow in importance as the population of the country districts becomes more numerous, and more appreciative of newspapers. The one obstacle which exists apparently to a rural mail delivery is bad roads. When good roads take their place the circulation of newspapers will be largely increased. Good roads mean a more prosperous farming community and less interruption to the business of the towns. They mean a better opportunity for the delivery of newspapers, and, in consequence, larger subscription lists, and a more intelligent rural population, all of which will tend to raise the standard of the newspaper and make it in turn more prosperous.

It is opportune for me perhaps to draw the attention of editors to the fact that some misapprehension has been created throughout the Province by the publication of articles relating to road improvement in the United States, where, in some districts, such as Massachusetts or New Jersey, thickly populated and with numerous large manufacturing towns, roads of a very expensive character have been built. In Ontario, we must not aim at impossibilities, and newspaper articles referring to country roads built at a cost of \$5,000 and \$10,000, have, in many cases, shocked the modest ideas of our farmers, and have created some opposition to the good roads movement. For the present, at least, and until the population and wealth of the Province is considerably increased, the object of road reform in Ontario must be to make the best possible use of the means now being employed. Revolutionary methods cannot be forced upon the people; it is necessary to proceed gradually, and for the present the abolition of statute labor in the townships, county system of main roads, and the introduction of right principles of roadmaking are the three main features which summarize the present field of agitation.

The importance of good roads is not, as a rule, sufficiently realized as a factor in transportation. Reference has been made in a number of newspapers recently to the freight-wagon service which has been inaugurated by some of the Toronto and Hamilton manufacturers, and running between those two cities. It is estimated that the saving in freight amounts to 7 or 8c. per 100 lb. on the goods carried. It is instanced largely in condemnation of freight rates, and yet, when we consider that in European countries—France, Belgium, Germany and England—where good roads exist, exactly the same thing is done, and teamsters successfully compete with railways in carrying freight as much as 300 miles, it is not an evidence that a freight-wagon service is a retrograde step, that we are going back to the ways of our grandfathers, but it means, rather, that we are progressing, that we are beginning to gain the modern idea of the value of roads. Horse-power may be looked upon as very inadequate for this class of work, but, where roads are perfectly made, steam-power, in the shape of traction engines, is being used for hauling wagons equipped with wide tires, capable of bearing five and six tons, with, if

necessary, several of these wagons in a train. Such engines are now, in some cases, being fitted with electrical dynamos.

The subject of road improvement is a very wide one, and justice cannot be done to it in the brief time which you have so kindly allotted me on your programme. In concluding, therefore, let me say again that the good roads movement has received its impetus very largely from the support given it by the newspapers of the Province; that, perhaps, in view of the importance of the question, you may see fit to bring it still more prominently before your people in the future, and that good roads and good papers, we trust, will, in the near future, mutually aid and benefit one another. At the present time, the confession is forced from me that the newspapers of Ontario are immeasurably superior to the roads.

The President: "Mr. Campbell has made out a good case why newspapers should be students of this question of good roads. I hope you will study his paper; and I would like to pay him a compliment. I think you will support me in it. He is one of the most useful public officials that any Canadian Government has in its employ. I am in the habit of associating him and Professor Robertson, of Ottawa, as specially in this class. Mr. Cooper and Mr. Wallis will now give us something on Canada as suggested by the excursion of last year to the Coast."

THE PACIFIC COAST EXCURSION.

Mr. John A. Cooper: "Mr. President, and gentlemen: There is of course a great deal to be said on this subject. The one thing that strikes a young Canadian like myself is the difficulty that there is in this country of getting a proper idea of the country. When we study the geography we see quite clearly that in a European country like Belgium or Holland, where the territory is compact, or even in Great Britain, it is not difficult for a citizen of the country to visit the various places of importance, or of historical interest, or of commercial greatness in the country. In Canada it is a rather difficult matter for a citizen of Halifax, for instance, to get an idea of British Columbia. He must travel a very long distance and if he is not a newspaperman, it is rather an expensive business. (Laughter.) In the same way, a citizen of British Columbia cannot easily learn all the ambitions, the failings of the citizens of the Maritime Provinces, or learn by observation the features of those Provinces which are a part of the country to which he belongs. This is a difficulty which has struck a great many people before it dawned upon my mind, and it was to overcome this that our Press excursion was organized this year.

"Then, as for the impressions of the West. I had read a great deal about it all: the rolling prairies, the magnificent scenery of the Rocky Mountains, and I thought I had a tolerably fair idea of the appearance of that country. I must confess that my ideas fell very far short of the reality. The prairie was broader than I had thought it would be, and the mountains were higher and more numerous. The scenery was much grander, and I felt then what I had never felt before, that, after all, there is something in the fact that Ontario life is, by nature, made flat and colorless. It is hard to admit that, of course. But yet, when one sees that country one cannot help feeling that point. Then, taking a survey of the last 30 years, the development of that country strikes one as having been very great. As we

watch it year by year we are not impressed by it, but when we come to figure up that in 1870, when Wolseley led his troops through the wilderness of Northern Ontario—which is pretty much of a wilderness yet, I am sorry to say—there were probably 40,000 people in the Territories, Manitoba and British Columbia. From 40,000, the population has increased to about 600,000. But what is even more striking, is the growth of wealth. The assessment of the Province of Manitoba at the present time, both rural and civic assessment, is about \$74,000,000. What the wealth of the Province is I am unable to say, but that is the assessment; about \$43,000,000, I think, in rural properties, and \$31,000,000 in the towns and cities. The wealth of the Territories is probably pretty nearly up to this, perhaps a little less. The wealth of British Columbia is, undoubtedly, greater. So, totalling these three sums up, we have a wealth in the West of, perhaps, \$250,000,000. And then the question strikes one, who has aggregated this wealth? A few millions of dollars of it have come from Eastern Canada; there is no doubt of that. The Government of Canada gave the Canadian Pacific Railway a few millions of it, and they invested it out there.

"Aside from the scenery, which I will not describe, another point that strikes one is that Vancouver and Victoria are bound to be great places in the history of Canada, especially in her commercial history. They are the threshold over which the trade with the East must pass, and, with the laying of cables, with the establishment of new steamship lines, with the growth of Canadian commerce, they must have an enormous future in this country. To give you an idea of the amount of territory out there, it is said by the people who live there that there is enough land in Vancouver Island, enough possibilities in that Island, to support and employ the whole of the present population of Canada.

"The question then come in, what effect will the West have on Canada? Personally, I am convinced that Western Canada will soon—within, perhaps, 15 years—hold the balance of power between the two parties in the East. I do not mean the two political parties, but I do mean those two great parties into which every country is divided, the progressive party and the conservative or reactionist party. The West is progressive; they are anxious to go ahead. They are anxious to spend enormous amounts of money. They are anxious to build new railways; they are anxious to invest a great deal; they are anxious to put mortgages out in this direction, and bonds out in that direction. They want to whoop it up; everything must go. This spirit is going to have a very considerable influence on the life of Canada, as a whole. Down here, in the East, we are, perhaps, more conservative. We are inclined to say: 'The taxes of this country are high enough. The expenses are large enough. We are developing fast enough. Let us stop bonusing, and let us stop Government aid. Let us keep taxes down to a reasonable extent. Let us try to alleviate the condition of the workingman, and give him more pleasures. Let us pursue other courses of gain.' In the West, they are different.

"The commercial greatness from the wheat lands, the greatness from 90,000 square miles of coal lands, from the

almost unbounded mineral wealth, will, I think, in a few years—perhaps 30 or 40—threaten the commercial supremacy of Eastern Canada.

"I would like to give my ideas of the Western newspapers. Western newspapers I think are no better than the Eastern newspapers; in fact, I was rather disappointed in them. I do not think they have advanced beyond where the papers of Ontario were ten years ago. It would be unwise for me to describe them any further. The political aspect of the newspapers there is decidedly acute, and in liberality and fair-mindedness they are not ahead of Eastern Canada, if, indeed, they approach our standard. But, in spite of that fact, I would like to emphasize that the West owes much to its newspapers. They have created an enthusiasm in that part of Canada which makes for progress, and that is the characteristic of the West. The people are enthusiastic. This patriotic enthusiasm, combined with the growing commercial greatness of the West, will have, in having, a considerable effect on Canada's national life. It is commonly said that the new Imperial enthusiasm, which has grown up during the past few years, will lead Canadians to look at national and international events with a greater breadth of view. In the same way, the development of the West has enlarged our national problems and our national ideas. We are becoming broader and stronger with the growing breadth and strength of our country. We are facing larger questions, and, I believe we are facing them with a spirit which will conquer." (Applause.)

CANADA, SUGGESTED BY PACIFIC COAST EXCURSION.

BY A. F. WALLIS, MAIL AND EMPIRE.

The command to write something on Canada with particular reference to the Northwest trip, made by the association last August, came with such suddenness that there was not time to attempt to do justice to the subject. The matter, however, is so inspiring that it would be inexcusable if, even on short notice, something could not be said regarding it. To pressmen, who have been talking for years in an oracular fashion about a country they had never seen, telling of its wonders and its capabilities, and advising as to the legislation that is necessary alike for its development and for the comfort and prosperity of its people, the opportunity to see it with the natural eye, was the chance of a lifetime. It enabled us to discover to what extent we had, in the past, been telling the truth, or vice versa. I confess that I seized the occasion with high anticipations and must add that everything I had expected was far more than realized.

In the first place, the company was congenial. It is an advantage as well as a pleasure to meet face to face the other laborers in the vineyard. Not less is it a pleasure to associate with those with whom one is sometimes in controversy. The friendship removes asperities, broadens the view, and teaches us what we may sometimes forget, that men may differ from us and yet be splendid gentlemen and good Canadians. It is almost a pity that the experience terminated so speedily. Had it continued much longer a treaty of peace might have been signed and the political battle forever ended.

As the journey taught us something of ourselves it also gave us an insight into the remarkable instrument by which we performed it. There have been controversies about the Canadian

Pacific Railway, its cost to the country and the best means of providing it. But there can be no conflict of opinion touching the greatness of the enterprise, the intricacy of its machinery, the splendor of its equipment, and the *courage and ability* of its builders. Looking across the continent, making, as it were, a topographical survey, viewing the rocky shores of Lake Superior, the difficult country west of Fort William, the vast extent of uninhabited prairie over which rails were to be laid, and the eccentricities of the mountain region to the Coast, one cannot but wonder in what frame of mind the master hand approached the great problem of construction. The task was gigantic, and it is to be doubted if any one world-effort preceding it in history was equal to it. Nor was the faith, for which it called, less marvelous than the work that had to be accomplished. We all know now that the undertaking is a success. But in its initial stages it was difficult to see much that was promising. There were hopes, but grave doubts as well. There were roseate expectations, but serious questionings as to whether they would ever be realized. The men who under such circumstances launched their all in what might have turned out to be a splendid ruin had a *high degree of courage*, and their achievement, in that it has added an Empire to the Empire, entitle them to rank among the builders of that great political fabric to which we belong. The operation of the enterprise seems to be quite as wonderful as was the design. That, over the greatest railway system in the world, covering a continent, reaching by steamship to the uttermost parts of the earth, and including so many varieties of business, everything should go with the precision of clockwork, is certainly a triumph in the art of organization. We saw the machine in operation, and, although we have all discussed railroad questions in the phraseology of the expert, revelling in the "long haul" and dwelling learnedly on the "short haul," there was nothing in respect of the management of the road that we were able to suggest. Those of us who understood the higher branches of the science of railroading found no flaws, while the few, myself among the number, whose criticisms would naturally be addressed to the dining-car, were completely disarmed. This great artery, by which we cover, in ease and, indeed, luxury, within a few days, the distance which it formerly took weeks and, indeed, months of hard traveling to surmount, has really given to us Western Canada. In a sense, we had the Great West before the railroad came; but that West was not the West we see to-day. It was an unknown, an unapproachable and a repellant territory, suggestive of the Arctic Circle, of buffalo, of Indians and of scalps. Some of us will remember that, 20 odd years ago, we were questioning whether wheat could really be grown so far north as Fort Garry: One authority of that period laid it down as a fact that a crop could be got, but only once in six years. A controversy arose, also, on the possibilities of the country for live stock, and the opinion was ventured that the gentle and picturesque hog could survive the Winter, provided he were attired in a buffalo coat. This West—the West of the Indian and the hunter—has disappeared. It was the modern West that we went forth to see. What, in brief, did we find? It was an ever-changing panorama of activity and of wealth. Passing from agricultural Ontario, we were speedily carried into our own great region of lumber, of nickel and of gold. From the gold of the Lake of the Woods, we moved rapidly to the gold of the prairie, and fed upon the spectacle which the ripening grain afforded. Hastening onward, we were soon out of the bounds of Manitoba, rolling across what was once considered a desert, now the feeding ground of hundreds of thousands of

cattle, of horses and of sheep. A stage further, and we were amidst the coal of the Bow River. Another step, and we were exploring the wonders and admiring the scenery of the grandest of all mountain ranges. Through valleys and over rapid streams, past glaciers, up mountain sides, across lofty bridges, in and out of tunnels, down winding tracks, along the edge of alarming precipices, we sped for hundreds of miles, meeting here and there in the mining enterprises evidences of the wealth that is so lavishly distributed, and is yet to be exhumed. Entering British Columbia, we were once more confronted with the search for gold in all the methods known to science. The placer mine, the hydraulic mine, the quartz mine, met us at every turn, until, passing down the Fraser, we reached the region of the giant Douglas pine and the tasty sockeye salmon. Not, when we had investigated the activities and the natural resources of the delightful and temperate Pacific Coast, had we yet done justice to our Western heritage. There remained for us the charm of the Arrow Lakes, cut as they are with mountains capped with snow and filled with minerals, the golden wealth of Rossland in the clouds, the silver of Nelson on the lake, the park-like beauty of the Kootenay country and the matchless coal deposits of the Crow's Nest Pass.

The run through our own West is an education and an inspiration. I do not propose to bombard you with figures as to the area or the productiveness, past and present, of the country. We all know where to find statistics, and mighty good ones too, if we need them. Nor would I enter upon any political phase of the Western situation. We did not go to the West on a party mission. Rather would I speak of the national side of that greater and rapidly developing half of our country. To my mind Canada exhibited her Imperial spirit when, small community that she was, she reached forth and included within her boundaries the vast prairies and the enormous mountain region extending from our old limits to the seaboard. If we were Imperial in this matter we were also humane. No one can view our settlement with the Indians without recognizing that there was a desire to improve the condition of the original inhabitants while opening up the latent wealth to the energy of civilized man. Humanity there, has been accompanied by enterprise — both national and individual, until we see growing before us a new, active and robust Canada.

While we have viewed with wonder, admiration, and, indeed, pride, the fertile fields of Manitoba, the grazing grounds of the farther West, and the vast mineral resources of what was once supposed to be an utterly barren waste of snow-capped rocks, none of us can have failed to observe that the conditions of life are not those of relative ease. The entire country imposes work, and hard work at that, upon all who live in it. This is a blessing, for it is giving to the West a sturdy, rugged population. With due respect to those who would hasten to fill it up from all quarters of the globe, a good many of us rejoice that the population is so thoroughly Canadian, and find that it will become more so as the years roll on. There is no tie closer than the tie of blood, and a people rooted in old Canada and branching into new Canada forms a union between the two that cannot easily be broken. This West, richly responsive to labor, has, according to the observations we were able to make on our trip, only begun. Old Canada is to go ahead; but new Canada is to be more populous, and is to exercise great power in our councils. While, as to the present, the situation lays important responsibilities upon us, as pressmen we have learned by our Western experience that not less does it lay responsibilities upon us as to the future. Our duty it is to

speak with pride and hope of the Dominion, and to do our little, so that in every change which occurs we may still be a united family, building up a Canada that shall be more and more a glory to our Empire.

NEWSPAPER RELIABILITY.

The President: "The next paper will be on the delicate subject of 'Newspaper Reliability.'"

Mr. Waldron then read a critical and clever paper on the press.

The President: "Although Mr. Waldron's paper contains a great deal in the way of reproof, I think we will all agree it is an admirable paper. Mr. Lewis, one of our keenest writers, on *The Toronto Globe*, is due now to give us something on 'The Daily Grind.'"

THE DAILY GRIND.

BY JOHN LEWIS, THE GLOBE.

In the first place I wish to disclaim the title of a paper for a series of remarks having no beginning, no end and no logical sequence. The name chosen is "The Daily Grind," but perhaps a better figure to describe the daily production of opinions would be a pump. The editorial mind is continually discharging a stream, more or less turbid, and the question I am asking is where it comes from. It is a question of water supply. I ought, perhaps, to have awaited the result of an inquiry, now being conducted by a friend, as to whether editorials are read at all. A lady on being asked the question was found to be unaware of their existence. The matter was explained to her in various ways, and finally her face brightened and she said: "I know what you mean now. It's that stuff that is on the same page as Eaton's advertisement." This is one of the incidents which light up the daily path of the writer, making him feel that his labor is not in vain.

Seriously, I think we are all a little to blame for the lady's treatment of the editorial page—in other words, that we all write a little too much in the air, too little about the common things of daily life. I do not expect for some time to witness any reform in this respect; because, when we have corrected the defects in Buller's strategy, and placed the British War Office on a satisfactory footing, we shall still have the political settlement of South Africa on our hands. I venture the opinion, however, that the size and importance of a subject have no necessary relation with its utility as a text, which is the only matter with which I am concerned. For example, there arose in this Province some time ago a question whether the election constables ought to vote, and also whether Mr. Dryden and Mr. Gibson had a right to remain in the Cabinet in a seatless condition for a considerable length of time. Looking back at the matter coolly, neither of these questions seems to have been of the slightest importance, but, as topics for editorial treatment, they were simply gold mines. Several hundred columns were written in vindication of the constables, and on the iniquity of cutting them off in the prime of life, and without a moment's warning, from a franchise which they had enjoyed for 30 years. Even at this distance of time, it is difficult for a member of our party to read these appeals without tears. The Court of Appeal, while it prevented this wrong from being done to the constables, cut off what might otherwise have been a perennial stream of editorial inspiration. The two Cabinet Ministers without seats also elicited a considerable amount of editorial indignation, besides revealing immense stores of erudition on the law and practice of the constitution. In the search for precedents, either to denounce or to justify the Ministerial scarcity of seats, somebody quoted Peel, and the printer set it up Pitt. But this

merely enabled the writer to score a point on his adversary by showing that he had plunged deeper into history.

Talking of these displays of immense erudition by editorial writers, I suppose most of us have had the experience of turning back to an article of our own two or three years old, and wondering at its astounding intellectual grasp and knowledge of facts not generally known. The first two or three experiences of this kind are usually depressing. The writer feels that at the present day he could not begin to discourse in this weighty and authoritative manner and that he must be losing his grip. But when the article written to-day acquires, under the mellowing influence of time, the same appearance of infallibility he takes heart again. The explanation probably is that the writer gets up a case as a lawyer does and then forgets all about it, or, at least, packs it away in some lumber room of the brain.

Coming back to the question of water supply. The question may be asked whether there is such a thing as direct inspiration in the production of newspaper opinions. I am inclined to believe that there is, and that the writer sometimes builds wiser than he knows. For instance, during the time of the Venezuelan trouble one of my friends was writing an article of a patriotic and defiant character, much appreciated at the time. After being set up it was found to be not quite long enough to turn over the column, and he added a few sentences, not intended to have any particular meaning but sounding well and fulfilling the required mechanical purpose. A few days afterward a letter was received from a worthy old gentleman, a colonel in the militia, expressing high admiration for the article and especially for the added words, which, he said, were worth 20,000 men to Canada. When my colleague discovered that he possessed the ability of increasing the military power of Canada with a stroke of his pen he felt sorry that he had not made it 50,000.

With the most earnest men a certain cynicism is probably developed by constant writing and the public often take the writer rather more seriously than he intends. At one time I wrote an article intended to satirize what has been called grandmotherly legislation, such as the curfew law compelling children to be off the streets on the ringing of a bell at 8 o'clock. I said that in an obscure State in Europe there was a system called "parental control" under which the management of children was left largely to fathers and mothers. This was intended as a piece of scathing sarcasm but was evidently misunderstood by at least one lady who wrote expressing deep interest in the new plan and suggested that it might be tried in Ontario. A similar fate befell the writer of a humorous article rebuking the practice of talking slang, and purposely couched in slang of the most atrocious kind. The discrepancy was discovered by a lynx-eyed correspondent, who went to the trouble of picking out all the slang phrases and making some such comment as "consistency thou art a jewel." Another case was a paragraph supposed to be written on behalf of wheelmen and horsemen desirous of racing on Jarvis street on Sunday evening and complaining that they were obstructed by pedestrians going to church. This elicited a most indignant protest on behalf of the pedestrians.

However light an estimate a writer may place on the intellectual character of his own work, it does involve a certain exhaustion of his mental resources, such as they are, which must be supplied in some way. Experience gained by travel and intercourse with one's fellows is valuable, but involves what may be regarded as a too great expenditure of time in

proportion to the result. As to listening to the opinions of other people, it is to be borne in mind, first, that they are sometimes merely giving you back the things they read in the newspapers, and, second, that the opinion may be valuable, not in order that you may adopt it, but that you may oppose it, especially if it embodies the views of a large number of men. The most valuable of all these opinions are those of men dealing with their own trade or calling, and these are very often the opinions most difficult to obtain. The use of books as a means of replenishing the mind is so obvious, and involves so many considerations, that it is useless for me to enter upon it here. Perhaps the most valuable books are not those which stuff the mind with facts, but those which stimulate and suggest and set the reflective faculties off on journeys of their own style. I might here refer to a certain modern tendency to despise the reflective article and to prefer writing of the class described as crisp, snappy, etc., containing merely the opinions and conclusions of the writer and not the train of thought by which he arrives at them. This is a matter of taste and judgment, but I must put myself down as belonging to the slow and conservative school. The unsupported opinions of a writer seem to me to be of very little value, and the train of thought often more important than the conclusion. However, this is an impatient age, and we may all be compelled before we die to become breezy, bright and jerky. I leave to the last, perhaps the most important of all editorial resources, the exchange list. It would be ungrateful in the extreme to forget the relief which often comes in times of exhaustion or sudden emergency from the paste pot and scissors. My notion at present is that the pile of exchanges of which least use is made by the editorial writer is that which comes from the United States. The American press has a bad name for sensationalism, scrappiness and unreliability; but if one studies those parts of the paper which are prepared away from the hurly-burly, he will find a large amount of interesting and suggestive writing on such matters as social reform, popular science, medicine, sanitation, inventions, agriculture, forestry, road improvement, education, experiments in State legislation, and other matters, some of them homely and perhaps regarded as beneath the dignity of the editorial page, but perhaps of more real and vital importance than things which fill a larger space in the public eye.

The President: "The warm applause you have given Mr. Lewis testifies your hearty appreciation."

THE PRESS AS AN EDUCATOR.

BY REV. J. A. MACDONALD, EDITOR THE WESTMINSTER,
TORONTO.

The newspaper is a commercial enterprise. If it would succeed as a newspaper, it must shun financial failure. If it does not pay its way, it will not go far or go for long. Like all other honest and honorable undertakings, it must pay its debts to workmen and stockholder and subscriber.

But is the newspaper more than a commercial venture? Is the criterion of its success the financial statement of its counting room? Has the press any other or higher function? That is the question involved in the subject assigned to me.

I. IS THE PRESS AN EDUCATOR?

We were told last night by the distinguished public man who was our guest, and whose duty and habit it is to study closely and critically the forces and tendencies in the great world of men, that the press is the greatest force known in human society to-day. He told us that the newspaper is an educator more influential than the school, a power making for

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patriotism, more ubiquitous, more effective, and, on the whole, more deserving of recognition than any other institution in our civilization.

With that judgment, expressed by the Hon. Mr. Foster, I am disposed to agree. The press is an educator. The newspaper is the teacher of classes and masses. It may be a four-page backwoods semi occasional with patent insides, or a sixty-page New York Sunday horror, with contents so rank that those who read require to have patent insides; it may be a moral crusader, avowedly and unabashedly undertaking to educate public opinion in support of some great reform, or it may be some intellectual and moral starveling that can offer no excuse for existence, other than that it is and is not ready to die; it may be the appointed organ of a Church, or the blatant mouthpiece of an iconoclast club: that does not matter. This one matters, that it be a newspaper supplying its readers with information, giving them what to them is news, furnishing them with opinions, urging them to courses of action. If it does any of these things it is an educator, the result of its educative work depending on its virility and its readers' receptivity. The character of its information, or the cogency of its reasoning, or the ethics of its doctrines, does not touch the fact of its educational function. It may follow after those things which make for righteousness, or it may revel in lusts and incite to crimes and glory in all uncleanness. It is still an educator—a power drawing out and making positive what is latent in its readers, quickening in them all that is holiest in the arts of heaven, or all that is hatefulest in the arts of hell.

In the very nature of things the press must be an educator. Its appeal is ever to the mind and heart and conscience of men. It tells them this is true, or good, or right, that is false, unworthy, unjust. It may be the conscienceless advocate of an unholly cause, but its appeal is to the intelligence, be it high

or low, to the emotional nature, be it wild or cultured, to the moral judgment, be it free or prejudiced, of its readers; and whosoever responds to that appeal, accepts its information, or yields to its suggestion, or follows its behest, is educated by it in baser thoughts and a warped morality. So sensitive is human nature to the educative touch that, consciously or unconsciously, for better or for worse, it answers to every appeal, from angel or from devil, and its response to literature, good or bad, is quicker and less discriminating than to any other.

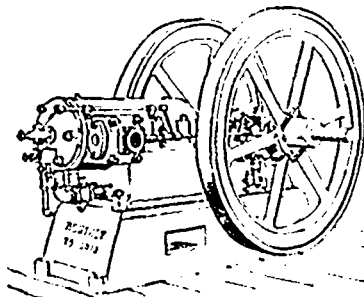
But it needs no argument to convince men that the press is an educator. By their deeds men admit it every day. For the most part the information the average man has on questions of the day, his topics of conversation, and even what he calls his opinions, are the result of the educative influence of the newspaper he reads.

And more than that, whosoever would win for his enterprise, or cause, or party, the support of the great body of the people must needs rely upon the newspaper to educate public opinion in his favor. No political party could live long without its organ. No great reform in manners or in laws is brought about without its journalistic advocate. Every great corporation holding public franchise, and every institution that lives by the weakness or blindness or preoccupation of the public, knows the value of a friend on the press who can speak a saving word or suppress an untimely exposure. In every department of life and in relation to every question of human interest, by the statesman, the philosopher, the agitator and the adventurer, the power of the press as an educator, a maker and director of public opinion, is recognized and acted upon.

II. THE OPPORTUNITY AND RESPONSIBILITY OF THE CANADIAN PRESS.

Mr. Foster did well and spoke wisely when he laid heavy emphasis on the duty of the press of Canada in the matter of

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inculcating true patriotism. It is well to remind ourselves that the patriotism we inculcate must be true. There is an article common in these days which has not the true ring. There is a wild and seasonless shouting for Queen and country which is empty and thawless as the east wind. There is another brand of patriotism which, while true so far as it goes, is light weight and short measure. It is not for me to speak lightly of the affair in South Africa, or in this presence to protest against the stampeding of Canadian opinion by the press, or to say that the men of the two contingents are not heroes beyond all who dwell in this Dominion. But this, I will say, even in the midst of our wild war talk and fevered militarism, that the enemies Canada has most to fear are not on the kopjes or veldt-side of South Africa, but in press, offices and counting houses and market-places or schools, in the committee meetings and in the Parliaments and in the places of kings in our own land. Canada's foes this day are they of her own household, and the truest patriotism is not that which revels in "killing Kruger with its mouth," but that which undertakes the much less romantic but infinitely more difficult task of killing those nearer enemies to honor, virtue and truth, into whose faces we look and find their faces our own. Oom Paul is playing the part of our best of friends, for he is doing something to save us from ourselves, from pride in mere bigness, from the swelling vanity of our "Growing Time," and from the dishonored grave into which selfishness and fatness and coarse materialism sinks men and nations. He is teaching us to know that we are Sons of the Blood, and to cherish steadily those nobler passions and to follow bravely those sterner ways by which Britain climbed and which alone make nations great.

It is because Canada is a democracy that the power and the peril of the press are so great. Demos is king in Canada, and because the press makes Demos do what little thinking he thinks he does, its opportunity is great and its responsibility heavy. The home and the school and the pulp't has each a large work to do if what is best and most worth while is to be saved from wreckage and corruption. But to none of these, in society constituted as it is now, is a power given greater or more far-reaching for weal or woe than is given to those of our number whose easily written words go out to the ends of the earth. Of the output of the newspaperman's office it is true that

Words are things, and a small drop of ink,
Falling, like dew, upon a thought, produces
That which makes thousands, perhaps millions, think.

Democracy has not proved itself a success in its one splendid experiment. Not because it is false in principle or impossible in practice, but because Demos was given the king's power without the kingly character. Democracy must fail where the people who have the power are not intelligent, truth-loving and free. At the present moment, American democracy is an uncertain experiment, and the wisest and bravest are fearful of its future.

The future of free representative government in Canada is, to a degree, in the hands of the Canadian press. With so wide a franchise as this country has, the problem of politics is hard of solution. With an electorate corruptible beyond what we care to confess, and means of corruption brought to perilous perfection, the call of Canada is loudest for men to fight against the foes of electoral purity, who have lifted up the heel against the very rights and privileges in the enjoyment of which they have been nursed. And to no Canadian is the call louder or more hopeful than to Canadian newspapermen.

III. IMPROVING THE CANADIAN PRESS.

Two or three things are worth remembering as essential to any increase in the educative power of the press.

First, let it be noted that the character of the press is a tolerably true reflection of the character of the people. It follows, therefore, that the newspapers will never be far in advance of the people in matters of taste. The English papers are confessedly superior in taste and trustworthiness to the American, because English culture is truer than American. It is true that a larger percentage of Americans can read, but, in the United States, education does not mean culture, and the power to read does not carry with it the taste to discriminate. A like danger threatens us in Canada. If merely utilitarian ideas dominate our education, and refinement of manners, love of truth and admiration of what is best are not inculcated, there will be raised up a generation without ideals, and in them the reckless, impudent, suggestive, lying journalism of the United States and its bad imitations in Canada will find responsive readers. There are newspapers whose tendency is distinctly down grade, and they are educating a constituency. And it is easy to educate in bad manners. In a world like this, public taste is easily depraved. Facile descensus Averni. And the descent to the hell of "yellow" journalism is broad and easily made. Whosoever, in home or school or church or State, stands in the way and turns again the currents of public thought and taste is a saviour of society whose hands should be made strong.

More than that. There will never come any large and permanent improvement in newspaper work until there come to newspapermen, a higher appreciation of their commanding function as educationists. It is true of all service, and emphatically of journalism, that the best work is done for the highest ends. No man can do his best who thinks only of money returns. No newspaper worker can write his best whose ideals are low and whose aims are sordid. A writer's best self is put into his work, not when he has in mind his rival across the way, but when there come up to view the wide circle of trusting readers, whose faces he has never seen, but to whom his words have become authority, who, in city and country, are made more intelligent, more independent, more helpful, more hopeful, by the brave true words he writes in the seclusion of the newspaper office. The man to whom it is given to advise, instruct, inspire an audience such as the least among us commands, and who plays at precedence with a competitor, or juggles with words as with meaningless things, or tampers with truth as with a thing of little worth, is a man lost to all sense of high appreciation and for him journalism is the meanest and most dangerous of trades. No such man is in our midst. Our temptation is to think too lightly and too meanly of the work into which we put the sweat of our brain and the passion of our heart, and sometimes the blood of our soul. It is a great, an awful work, and worthy of our best thought and noblest endeavor. We will improve it as we learn to appreciate it.

The President. "The address is in every way worthy of the subject, the man and the case. Mr. Pirie, who feels very deeply upon this subject, has kindly consented to enlarge upon 'Some Editorial Woes.'"

MR. PIRIE'S REMARKS.

"Mr. President, ladies and gentlemen: At the request of a large number of friends, or rather of those who profess to be my friends, I have concluded not to read this paper. I may inform you that I have not treated the subject with that gravity which it demands; in fact, that I have treated it with specific levity instead of specific gravity. (Laughter.) I may say to you frankly I am not moved by any embarrassing motives. I am putting this paper up for sale by

auction to The Canadian Magazine, Business or The Westminster. Therefore, I am acting from, perhaps, what I may say, a philanthropic motive in not asking you to wait and hear the reading of this paper. As a matter of fact, I have not got any paper. (Renewed laughter.) I took it for granted that, at this stage of the proceedings, it would not be necessary to produce a paper. I may tell you freely that I have nominated a candidate as a member of the executive, and I ask you to vote for him. By the way, Mr. McNee is my candidate. It was a matter of choice as to whether I should go home at 12 o'clock—not to my home, but to a place to find a meal, which constitutes largely my home. (Laughter.) I think the dictates of my conscience compelled me to remain here and vote for Mr. McNee. It was thoroughly understood that my name should only be put here so that everybody would remain to the end (laughter)—in order to keep the members of the association here till the last. I am glad to see that you have all remained—I am glad to see your remains, (laughter) and I hope that you will excuse me for not having prepared this paper. But if you would like to know my views upon the subject of editorial woes, well, all my suggestion was that an Act of Parliament be passed which would allow us to imprison every subscriber who had not paid up. (Laughter.) If you will bear in mind that my candidate is Mr. McNee, of Windsor, he will honor you for not hearing this paper which I have not prepared. I was a little curious to hear what I had to say upon this matter, and I am sorry I did not prepare a paper. (Laughter and applause.)

The following were then elected by ballot members of the executive committee: A. McNee, J. T. Clark, A. H. U. Colquhoun, H. J. Pettypiece, L. J. Tarte.

CONCLUDING PROCEEDINGS.

President Dingman: "I wish now to turn the chair over to Mr. Willison. I think he is highly deserving of this office, and as a member of the party thinking somewhat differently from him, I am very glad to say I think he has done more than the most of us to raise the tone of journalism in Canada—"

Mr. McGillicuddy: "You two got together last night." (Laughter.)

President Dingman: "and to advance the real interests of journalism in this country." (Applause)

Mr. Willison: "Gentlemen,—I would like to have it understood that the reason I hesitated to accept the office of president was not because I was not very willing to be President of the Canadian Press Association, but because I feared that, owing to the multiplicity of duties and very great pressure of work, I would not be able to appreciate it satisfactorily. I know very well that in connection with an organization of this kind, if the president is not reasonably active, the organization is bound to suffer; and to a large extent the fortunes of the association are in the hands of the officers. I recognized, too, that in following Mr. Dingman I have a hard president to follow. During the eight or ten years in which I have been reasonably active in the Press Association, I think we have had, without any exception, presidents who have been an honor to the association. I do not think we have had any man who has given more faithful and earnest and protracted service to the association,

and with so good results, as the gentleman who has just retired from the chair. (Hear, hear.) I think I may say that in these remarks I voice the sentiments of every member of the association, that we have learned to appreciate his labors in behalf of the association, and more than that, we have learned to more thoroughly esteem the man himself. (Applause.) I wish to express my very great gratitude to Mr. Cooper for consenting to take the office of secretary for another year. If he had declined, as he intended to, it would have been quite impossible for me to accept the office with a new secretary. I think the association should be grateful to him for the work he has done. I pledge you that, notwithstanding I am a busy man, I promise you, notwithstanding that, I will endeavor to give the necessary amount of time to the work of the association, and to endeavor that, so far as I can prevent it, the association shall not recede under my presidency."

The convention then adjourned.

THE BANQUET.

The banquet was held at the National Club on Thursday evening. Mr. Dingman presided, and Mr. Willison filled the vice-chair. The chief guest was Hon. Geo. E. Foster, M.P. That no Canadian is more loyal than the Canadian editor was abundantly manifested by the singing, enthusiasm with which the toast of "The Queen," proposed by the chairman, was honored by the national anthem.

After the Sherlock Quartette had rendered a couple of selections, President Dingman proposed the toast of "The Empire, in Peace and in War." While the association had for 41 years honored the Queen and the Empire, Mr. Dingman considered that never before had that of the Empire been full of such significance as at present. The die had been cast which identified us irrevocably with the destinies of the British Empire, and now the colonies are sealing with the life-blood of her sons their union with that Empire of freedom. The war that had caused this manifestation of the devotion of the colonies to the Motherland was not a war of oppression, but a fight for that freedom which Britain cheerfully grants to all her own subjects.

In response, Mr. Edward J. B. Pense spoke of the world's keenest interest as centreing on that "dear little, tight little" isle, so insignificant on the map that a boastful American might be excused for declaring that he never took a morning stroll without alarm, lest he should walk off the "darned little thing." But this mite, the seat of Empire, was not alone an example—it was a spectacle! At peace, it is the country of freest trade, giving liberty of entrance to the whole world; a centre of civilization, sending its forces across the earth, with courses marked by reform, progress and that genius of good government in which other nations fall short; the great patron of the arts, science and literature; the foremost seat of law and order, with an unimpeachable judiciary; the great evangelizer of the world, through an ever-increasing army of sacrificing missionaries; the unselfish mother of many lands, beloved by all her children, she is a bright light on the sea of progress—an asylum for the oppressed and homeless of other lands, a benediction to mankind.

Britain, at war, was the chivalrous nation, as in the rescue of a few subjects in Abyssinia or the Soudan, at immense cost. Her position in the Transvaal War was more chivalrous than the world, ever jealous of the powerful, will grant. Canadians were not sending contingents simply for love of Motherland—and there is no dearer name than mother. They were going to the aid of a fellow colony, invaded with a lust of conquest, fired by 15 years of hatred and of earnest preparation. Hill fighters were difficult to subdue, as one Indian, *Almighty Voice*, demonstrated in our own Northwest, but the tide was turning and victory will soon be in the air. There were two great pictures of late—Britain effectually standing guard when all Europe would have crushed the United States in a war of emancipation, and the same Britain now standing with her back against the wall, meeting the bitterness of many nations with proud reliance in her strength and justice. She, two years ago, laid the cement for a solid structure of a century's good-will in Anglo-Saxondom. Soon she will spread the foundations of a great South-African federation, to be realized as a blessing to even her implacable foes.

Mr. A. F. Wallis, who also replied to this toast, emphasized three points which were manifested by the South-African War—the deep-rooted patriotism of the British in the Motherland; that British soldiers had lost none of that sterling courage of former generations, and that it was the Empire that was fighting as one man. From every red daub on the map they were rushing to Africa to defend the flag. He agreed with A. Conan Doyle, who had expressed the opinion that Kruger should get a monument for “consolidating the Empire.”

The toast of “The Canadian Press” was proposed by president-elect J. S. Willison, of *The Globe*, who prefaced his remarks with an expression of his appreciation of the honor his brother editors had done him in electing him their president. In associating the name of Hon. G. E. Foster with this toast, Mr. Willison expressed the respect and admiration which Mr. Foster's abilities created, and hoped that he would deal frankly with the press when replying to the toast. “And I only hope” he interjected, “that the burden of what he shall say to us shall rest easier on his conscience than many of the things we say for the politicians rest on ours.” He claimed that with all its faults the Canadian press loved the country it serves; that as a news gathering agency it would compare with any press in the world, and that it treats questions of social, commercial or national import with a full sense of responsibility and patriotism.

Hon. Mr. Foster was warmly received. After a short reference to his own experience in the editorial chair of *The St. Johnian*, he stated his conviction that the gathering of the members of the association together for social intercourse and the exchange of ideas was bound to contribute to the advancement of the Canadian press generally as well as to the individual members who attend. It was well that the press should advance, too, for the newspaper had become the magazine of the people, and a tremendous responsibility rested on the newspapermen of Canada. The press might uplift or do great injury to the public life of Canada. He maintained that conditions would be much improved if papers on either side of politics would some-

times ascribe good qualities to the other party and to its leaders. The press was, moreover, the greatest educative factor in teaching the love of Canada and the Empire. In this respect the whole Canadian press deserved eulogy for the influence it has exerted.

Mr. David Creighton, who proposed the next toast, “The War Correspondent,” made a brief reference to his experience as correspondent of *The Owen Sound Times*, while a member of the volunteer force organized in 1866 to repel the Fenian Raids, then referred to the difficulties and danger that the modern war correspondents had to face, expressing the conviction that they were of as sturdy and courageous quality as the soldiers whose battles they describe. The names of H. P. Donly, of *The Simcoe Reformer* and A. F. Pirie, of *The Dundas Banner*, were associated with this toast.

Hal. B. Donly claimed experience as a war correspondent, as he had gone to Long Point, on Lake Erie, to report a prize fight, but which was prevented from taking place by a company of militia. He considered the Canadian war correspondents men of the right stamp, who would do honor to the Dominion.

A. F. Pirie prefaced his remarks by a word of congratulation to the retiring president for the work that had been done in the past year; to the association on their choice of Mr. Willison as president elect, and to Mr. Foster for the thought and foresight of his remarks. He paid a high compliment to the courage and work, not only of the Canadian correspondents, but of the correspondents of the Motherland. They were all true Britons.

In proposing the toast of “The Reading Public,” Mr. Andrew Pattullo, M.P.P., voiced the thought that the closer an editor was in touch with his public, the more he understood and sympathized with it, the more valuable his paper will become to that public, and the more weight he will have with the community.

Mr. D. McGillicuddy, in replying to the toast, spoke as a member of the great reading public. He claimed the work of a newspaper was not to express the opinions of any man, but to present the news of the day. But news, he insisted, did not consist in the private affairs of the individual. A newspaper should be clean, honest and fearless, and free, at all times, from rabid partizanship. Though the Canadian press had its faults, he concluded, it was a press the country might be proud of.

The proceedings then terminated.

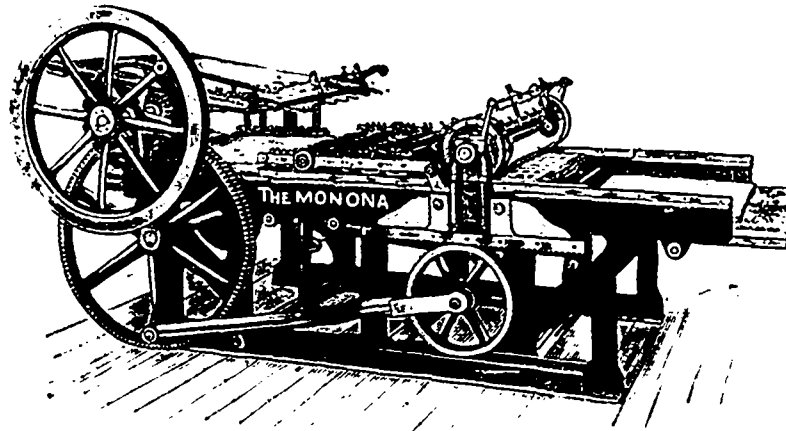
Buntin, Gillies & Co., wholesale stationers, Hamilton, will in future be represented in Montreal by the new firm of Little & Roger. Both these gentlemen have for some years been prominently connected with a leading firm of wholesale stationers in Montreal. Their knowledge of the trade, energy and ability insures success, and those who know the line of goods carried in stock by the Hamilton firm and their business methods predict that they will secure a good share of the Montreal business. Centrally located and commodious offices and sample-rooms have been rented in the *Mechanics' Building*, St. James street, where the resident agents will be glad to see the trade.

THE . . .

Canadian Leverless Monona

News and Job Printing Press

PRINTS
6 COL.
QUARTO
SHEET.



RUNS
EASILY
BY HAND
POWER.

THE BEST PRESS EVER OFFERED TO CANADIAN COUNTRY PRINTERS.

NOTE A FEW POINTS OF EXCELLENCE :

1. There is no gearing on the feeder's side of the press, the feeder can stand close to the press and be absolutely safe from all danger of being injured.
 2. The form rollers are geared, thus insuring perfect inking of forms.
 3. In this press all side levers are dispensed with.
 4. There is never any oscillation of the bed which is absolutely rigid when the impression is taken, it being automatically locked; also the impression can be quickly changed at any corner of the bed.
 5. The cylinder is held to the rails by a new double spindle cross head, which prevents any cramping which might possibly be in the single spindle head.
 6. All gears are cut from the solid block, which insures a smooth running press; also the cylinder racks are cut from a solid steel bar.
 7. The gripper motion is geared, hence is positive, thus making the register line absolute.
 8. It is the easiest running press offered to the printer—a boy can easily run it. It has five ink rollers; 3 2-in. distributors and 2 3 in. form rollers, and gives a good distribution; also each press is fitted with a first-class well ink fountain.
 9. The forms can be corrected on the bed of this press with less trouble than any other cylinder press made.
- Each press will be complete with a full set of cast rollers, or two roller moulds, cylinder blanket and a full set of wrenches.
Price and terms upon application. Address:—

Branches at....

HALIFAX—116 Lower Water St.
MONTREAL—787 Craig St.
WINNIPEG—175 Owen St.
VANCOUVER—116 Columbia St.

Toronto Type Foundry Co.,

70 YORK ST., TORONTO, ONT.

N.B.—WE ARE QUOTING SPECIAL PRICES on the CANADIAN LEVERLESS MONONA PRESS during the next 30 days. 7 machines have already been sold last two months.

NEWS OF THE MONTH IN BRIEF.

PERSONAL MENTION.

E. S. EVANS, for past 10 years manager of The Canadian Typograph Company, Windsor, Ont., has resigned his position to manage the business of The National Cycle and Automobile Company, Limited, of Toronto.

Jean Blewett is now contributing a series of articles to the Saturday issues of The Ottawa Citizen.

E. W. B. Morrison, of The Ottawa Citizen, sailed on the Laurentian as second lieutenant of "D" Battery.

A. B. Caswell, local editor of The Brantford Courier, has resigned from that position to take editorial charge of The Seaforth Sun.

James Hooper, editor of The Winnipeg Telegram, has been appointed Queen's Printer of Manitoba, to succeed David Phillips, who held that position under the Greenway Ministry.

E. W. McLellan, who at one time was editor of The Winnipeg Free Press, and more recently has been Inspector of Schools for Pictou County, N.S., has been appointed editor-in-chief of The Halifax Chronicle.

E. S. Best, traveler and expert operator of The Canadian Typograph Company, Windsor, Ont., has been appointed manager of that company. Mr. Best has a host of friends, who will be exceedingly pleased to know of his advancement. He will continue his periodical calls on the trade, as he has for past 10 years.

The press of Canada contains its quota of the veterans who, at this country's call, took up arms to defend the persons and properties of "Her Majesty's subjects" from the raids of Fenians in 1866 and 1870. Among the brethren of the quill and scissors who proudly disport on their breasts the long-awaited-for service medals are J. R. Cameron, of The Hamilton Spectator; Wm. Donaghy, formerly of The Stratford Herald and The Goderich Star; Dan McGillicuddy, of The Goderich Signal, and David Creighton, late of The Owen Sound Times.

IMPROVEMENTS AND SPECIAL ISSUES.

The St. John Telegraph has abandoned its old four-page form, and is now a bright, eight-page daily.

The Fergus Canadian has been enlarged to an eight-page, 56-column weekly. It is now one of the largest and brightest papers in its district.

The Greenwood Times is now a four-page daily, and a bright, newsy one, too. Its publishers are fully in keeping with Western enterprise.

One of the finest special issues of the year is the "20th Century Number" issued by The Quebec Telegraph. The front cover is a fine lithographed view of the historical old city and of the stately St. Lawrence, within the foreground, a statue of Sir Wilfrid Laurier. The 44 pages inside are devoted entirely to illustrated descriptions of the history,

the topography, the present industrial and commercial status of Quebec, and of the possibilities of the extension of the city's interests, especially those of a commercial nature.

New Rogers typograph machines have been installed by The Yarmouth Times, The Truro News, The Collingwood Bulletin, The Belleville Sun. These machines will also be installed by The Belleville Intelligencer, The Parrsboro Gazette and The Whitby Chronicle.

The Daily Patriot, Charlottetown, P.E.I., has installed a new Cottrell press, and an eight horse-power engine, and has enlarged its issue to an eight-page, six-column quarto form. The weekly is now a sixteen-page, seven-column quarto. The subscription has doubled since the first of 1899.

NEW PUBLICATIONS

R. Gosnell, of The Greenwood Miner, and James Anderson are starting a newspaper in Princeton, B.C., The Similkameen Star.

W. Bryant, lately foreman of The Forest Standard, has started the publication of a weekly in Thedford, Ont., this month, The East Lambton Tribune.

B. H. Townsend, formerly editor of The Durham Review, has started an eight-page weekly in Wroxeter, Ont. Its first numbers show liberal advertising patronage as well as a generous contribution of local news.

LIBEL AND SLANDER CASES.

Mayor MacDonald, of Toronto, is suing The Mail and Empire for alleged libel. He wants \$10,000. The case has been enlarged until April 9.

Robt. English, a reporter on The Telegram, Toronto, has secured \$150 damages from P. Lamb, hotelkeeper, who had made allegations about Mr. English which were not true, and which caused the latter much inconvenience.

AN ERROR CORRECTED.

In the list of the names of publishers who have installed the Canadian Leverless Monona Cylinder Press, that of J. A. Jamieson, Emerson, Man., was given in error. The press referred to was sold to J. W. Jameson, proprietor of The Dufferin Leader, Carman, Man.

INCREASING ITS SUBSCRIPTION RATE.

The Weekly Herald, Calgary, stated editorially in its issue of January 25, that after February 1 the subscription rate would be increased from \$1 per year to \$1.50 per year, payable in advance. The causes assigned for the advance are several, the chief of which are the increase in the cost of paper, and the imposition of postage on newspapers.

BUSINESS CHANGES.

Lapp & James, who bought out The Cobourg World a year ago, have dissolved. M. A. James, who is also proprietor of The Whitby Chronicle, retires, and T. B. Lapp continues.

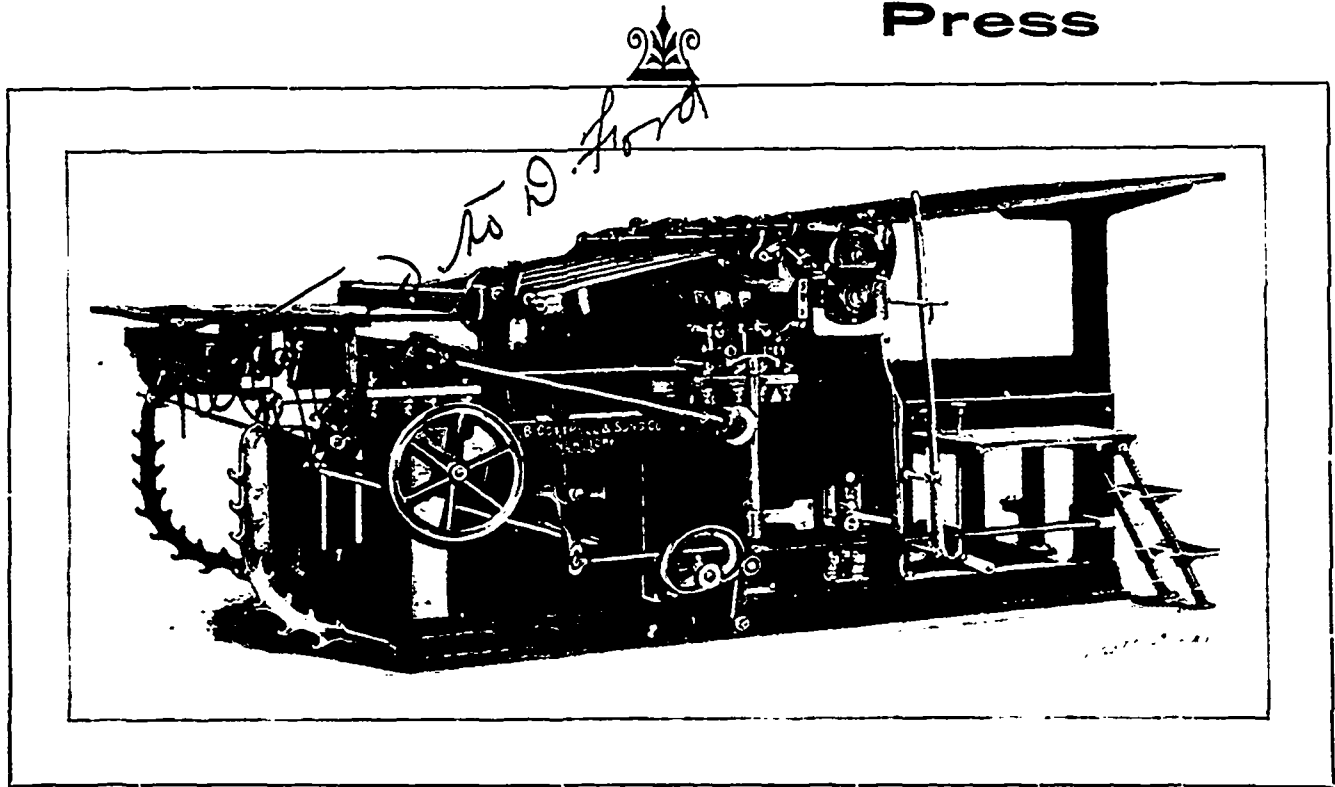
A THREE COLOR PROCESS CALENDAR

Chas. Hellmuth, 46-48 East Houston street, New York, and 357 South Clark street, Chicago, American representative of Kast & Ehinger, Stuttgart, Germany, has issued a 1900 calendar, showing the excellent results that can be secured from the three color process inks which that firm is putting on the market. The calendar takes the form of a

The New Cottrell

4-ROLLER...

Two
Revolution
Press



— This Press is made in the following bed sizes: —

29x43—33x46—33x50—35x52—38x55—43x56—43x60—46x60—46x64

This Press is the **FASTEST TWO-REVOLUTION**
on the Market.

All the form and distributor rollers are geared, and the form and the distributors are made the same size and are interchangeable.

The back-up or reversing mechanism is operated by direct gears (no belts), and acts instantaneously from a fraction of an inch to the full reversing of the bed.

The best illustrated work done in the United States is being done upon **THE COTTRELL**—including the cut forms of the following magazines: "MUNSEY'S"—"Scribner's"—"The Strand"—"Frank Leslie's Illustrated Monthly"—"The Puritan."

For price and terms apply

Toronto Type Foundry Co., Limited.

SOLE AGENTS FOR CANADA.

70 YORK STREET.

Windsor Mills Special

is without a superior in appearance.

It has a peculiar velvety surface pleasantly smooth to pen or pencil. The quality is carefully maintained and is absolutely uniform.

The public know the paper and appreciate it.

We carry a full stock of

17 x 22

17 x 28

21 x 33

PROMPT SHIPMENT AND CAREFUL
ATTENTION TO LETTER ORDERS.

CANADA PAPER Co., Limited

MONTREAL.

TORONTO.

quarterly pad, containing as central figures, four types of the American Indian, in the highly-colored native costume. No better illustration of the characteristic features of the Indian or the possibilities in color work of the three color process inks could be given. The calendar is a true work of art.

NEWSPAPER PLANTS BURNED.

The office and plant of the Pictou, N.S., Advocate was destroyed by fire on Saturday, January 21. The plant was valued at \$6,000, and was covered by \$2,500 insurance.

Fire did \$1,000 damage to The Monck Reform Press, Dunnville, Ont., on Tuesday, February 13. The loss is covered by insurance.

DEATHS.

W. C. Des Brisay, for some years editor of The Charlottetown Herald, and associate editor of The Summerside Journal, died at Ottawa on Monday, February 5.

Adolphe Martin, editor of Le Journal, Montreal, died suddenly at his residence, St. Hubert street, on Sunday, January 20.

C. Stan Allen, formerly of the Windsor, Ont., Record,

and one of the most widely known newspapermen of the Essex peninsula, died at Lorain, Ohio, the other day.

Samuel Watts, who has, for about 45 years, been editor of the Woodstock, N.S., Sentinel, died in Woodstock on Sunday, February 5.

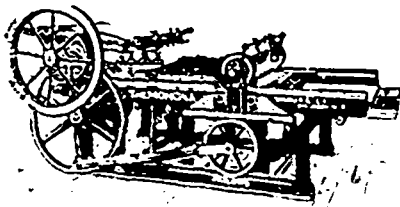
NEW MEMBERS ADMITTED.

Immediately after the adjournment of the C. P. A., the executive committee held its first meeting, when the following were admitted into membership of the association: D. B. Taylor, News, Tweed; A. D. McKittrick, Banner, Orangeville; W. J. Craig, Bee Journal, Brantford; W. C. Matthews, Dun's Bulletin, Toronto; R. G. Van Vleet, Canadian Manufacturer, Toronto; L. H. Dingman, Journal, St. Thomas; Thos. W. Whalley, Enterprise, Arthur; Royal Burritt, Herald, Stratford; A. C. Crews, Epworth Era, Toronto.

The Muskoka excursion was considered, and President Willison, Secretary Cooper, and W. Ireland, of The Parry Sound Star, were appointed a special committee to deal with the subject.

It was decided that the annual report of the association should be printed, as customary.

THE MONONA LEVERLESS



The BEST Printing Press in the WORLD
for the MONEY.

\$25.00 COUPON

PRINTER AND PUBLISHER.

OUR ANNUAL NEW YEAR'S PRESENT TO 25 PRINTERS

To the first 25 printers ordering a Monona Leverless Press between now and Feb. 1, 1900, we will make a New Year's Gift of \$25.00 worth of new job type. This offer is good whether you order of us or of our agents. One of these coupons attached to your order will bring the type. This offer is made on our presses at the regular standard prices; no advance. None of our agents bear any of this expense. It is our annual gift, and will close Feb. 1, 1900. Parties ordering under this offer may have four months in which to have presses shipped, by making deposit to guarantee order. We reserve right to withdraw this offer if any business change demands.

W. G. WALKER & CO.,

MADISON, WIS., U.S.A.

Bargains in PRINTING PRESSES, Etc.

A Few Words to the Printer

matter how cheap it is bought, it becomes a costly adjunct to the business, unless it is capable of performing the right kind of service. Try he ever so hard it is not every machinist who can put a Printing Press in first-class order. It requires men who understand thoroughly the requirements of the printing business, who have been trained in this particular class of work, and who are conversant with the importance of accurate fitting and close adjustments.

A Few Words About Ourselves

shop filled with appliances adapted for doing this kind of work. We employ none but the best skilled mechanics, who have had a life-long training in overhauling and rebuilding Printing Presses. We are able to give a guarantee with every machine we sell, and we never ask a price for a machine not consistent with its proper value.

A Few Words about Prices

complete, ready for work. a good Job Press for Seventy-five Dollars, or a reliable Cylinder Press for Five Hundred Dollars. Write when you need any kind of machinery for the Press Room or Bindery.

A Second-Hand Press is not a bargain to the purchaser if it is not in condition to do satisfactory work. No We make a specialty of buying and selling Second-Hand Printers' machinery. We have a machine

You can rely on this, that no concern in the country gives more value for less money than we do. We can deliver all

Web Presses

Cox Duplex Q. Q. Machine in first-class order, only used four years. This press has four fontains, and will run at a speed of 4,500 per hour, and print and fold either 4 6 or 8-page papers. Price on application.

Two Revolution Cylinders.

Campbell. Four roller; bed, 17 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

Campbell. Two revolution Pony Press. Bed 23x28 Will run 2,400 per hour \$300.

Drum Cylinders.

Campbell Country. Bed 31 x 46. table distribution, tapeless delivery. \$700 At Montreal branch.

Campbell Complete 27 1/2 x 41; rack and screw and table distribution; tapeless delivery; will do fine printing. Price \$700.

Campbell Complete. Bed 32 x 49 1/2; rack and screw and table distribution.

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

Cottrell & Babcock. Bed 24 x 30; tape delivery; rack and cam distribution; air springs. Price \$550 At Montreal branch

Cottrell 35 x 52; air springs; will take 7-column quarto. \$850.

Cranston Drum Pony Bed 21 x 25; tapeless delivery; splendid order \$700

Hoc. Bed 31 x 43; prints 8-column folio. \$600.

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

Hoc. Bed 41 x 57 1/2; rack and cam distribution, tape delivery, column frame, good newspaper press. Price very low.

Hoc Pony. 21 x 25; rack and screw distribution; tapeless delivery. Price \$550.

Hoc Pony. Bed 16 x 21 1/2; rack and cam distribution; tape delivery. \$350.

Potter Bed 32 x 37; rack and cam distribution; tape delivery. \$750.

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

Potter. Bed 33 1/2 x 46; tape delivery; rack and cam distribution. Price \$700. At Montreal branch.

Potter, Extra Heavy Two rollers; bed 39 x 47; tape delivery; will print double royal sheet. In splendid condition. Price \$800.

Potter Four roller; size of bed 36 1/2 x 52 in.; table and rack and cam distribution; tapeless delivery, good register. Will print a 7-column quarto. Good as new. \$1,200.

Taylor. Bed 30 x 46; good newspaper press. \$500.

Taylor. 26 x 33, rack and screw distribution; tapeless delivery. \$500.

Taylor. Bed 26 1/2 x 31 1/2; tape delivery; rack and cam distribution; air springs; a good press. Price \$500.

Taylor. Bed 19 x 21 1/2; tape delivery; rack and cam distribution, air springs. At Montreal branch. \$350.

Taylor. (O-hawa Make). Bed 27 x 40; tape delivery; rack, screw and table distribution. \$550.

Lithographic Presses.

One Double Crown Furnival Litho. Cylinder Press In very fair order. \$550.

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

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

Folding Machines.

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

One 6-column Quarto Stonemetz Folder. \$300 Montreal branch.

7-column Quarto Dexter Folder.

One 7-column Quarto Stonemetz Folder. \$375.

Hand Presses and Paper Cutters.

Ideal Hand Cylinder No. 2 Bed 33 1/2 x 45 1/2; in perfect condition—used only a few months.

Washington Press. 7-column, \$150

One 8-column Washington Hand Press. \$300.

One 6-column Quarto, Washington Hand Press. \$200.

One 30-Inch Sheridan Power Cutter Price \$100

One 46-Inch Sheridan Auto. Power Cutter. \$100

One 30-Inch Sanborn Power Paper Cutter.

15-In. Utility Paper Cutter \$25.

25-Inch Cranston Undercut Paper Cutter.

30-Inch Gem Paper Cutter. \$100.

One 33-Inch Hughes & Kimber Power Cutter. Very powerful machine. Price \$200.

30-In. Thorpe Card Cutter. \$25.

Eagle Card Cutter. Price \$100.

29-Inch Ruggles Card Cutter.

Job Presses.

Old Style Gordon, 7 x 11. \$75.

Old Style Gordon, 10 x 15. \$125

Old Style Gordon, 13 x 19. \$200

Peerless, 13 x 19. \$250.

Peerless, 14x20. \$375.

Lightning Jobber, 10 x 15.

Almost new \$125

Hoe Ticker and Numbering Press.

\$200.

Wharfedales.

Little Wonder Jobber. 10 1/2 x 17. \$150

Fieldhouse. Bed 46 1/2 x 51

Payne Bed 30 x 37; patent fly; good press \$500

Payne Bed 30 x 45; four roller; patent flyers. \$850.

Payne.

Good as new; bed 37 x 50; four rollers; patent fly; extra distribution; double gears; thin fountain blade—a very fine press—\$350.

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

Dawson Bed 27 x 31 1/2.

Miller & Richard Quad Royal Bed 45 x 49; prints 8-column quarto; fine press. Price \$1,000.

M. & R. 6-col. Quarto. Bed 41 x 47; specially built for fine work, geared rollers; thin fountain blade; in fine order. \$900.

M. & R. Bed 30 x 30; patent fly; fine condition. \$500.

M. & R. Bed 18 1/2 x 23 1/2.

M. & R. Bed 41 x 47 1/2; patent flyers.

Hughes & Kimber. 36 1/2 x 46. Four rollers; patent fly.

Anglo-American. Prints 6-column quarto.

Rox Machinery.

Brehmer Corner Wire Stitcher.

Scoring Machine. 28 inch.

Miscellaneous.

Hercules Wire Staple Binder. Price \$8

Acme Staple Binder No. 4. Almost new \$25.

Minton Thorne Type Setting Machine. \$1,000.

25-Inch Bronzing Machine. By Sargent \$250

15 H.P. Oil Gas Engine. Latest style—as good as new. \$500.

Thompson Power Wire Stitcher 1/2 inch. Price \$75.

Kerr Water Motor. No. 1. \$65.

Simple Book Trimmer. \$90.

No. 0 Field Blower. \$15.

Stereo Shaving Machine. \$25.

Two Seal Stampers

Sanborn Book Sawing Machine.

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

8 H.P. Electric Motor. 500 volts; guaranteed as good as new.

Hobbs Paving Machine 4 wheel. Price \$25.

Hickok Head Compressor. \$75.

Sanborn Foot Stabbing Machine.

16-Inch Sanborn Roller Backer.

27-Inch Rotary Perforator.

SOME OF THE PAPERS USING THE SIMPLEX

 Waterloo Daily Times. <hr/>  PORTLAND DAILY PRESS <hr/> THE MATTOON DAILY JOURNAL <hr/>  BURLINGTON DAILY NEWS <hr/> THE DOWAGIAC DAILY NEWS <hr/> URBANA DAILY TIMES CITIZEN <hr/> CHARLES CITY DAILY PRESS <hr/> THE DAILY NEWS. <hr/>  THE LA CROSSE MORNING CHRONICLE	THE DAILY DEMOCRAT. <hr/>  THE DAILY JOURNAL <hr/> THE MUNCIE DAILY TIMES. <hr/>  Daily Metal Market Report <hr/> THE DAILY - LEADER <hr/>  SUNDAY MORNING CALL <hr/> MANCHESTER HERALD. <hr/>  The Globe	THE LADIES HOME JOURNAL Portland Sunday Times. <hr/>  The Globe. <hr/>  THE SATURDAY NEWS <hr/> The Chatham Courier. <hr/> The Lyon County Reporter. <hr/>  The North Side News. <hr/> The Macomb Eagle.
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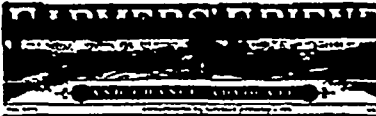
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 Simplex in use in twenty-one States, on dailies, semi-weeklies, weeklies, class publications, etc.

In this day and age a new machine can not succeed unless it satisfactorily meets a want, and thereby deserves success.

The rapid strides of the SIMPLEX in one short year speak eloquently of its merits.

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IN simplicity of mechanism, accuracy of work, speed, ease of handling, and elegance of design the Canadian Brown & Carver cutter is unequalled.

The compact arrangement of parts, solidity of frame, noiselessness of operation, and the uniformly positive stroke of knife, determined by a crank motion, are its distinguishing features.

Interlocking clamp and back gauge allow work to be cut to one-half inch.

Removable plate under clamp for fine work.

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Grooved table keeps sheets from wedging under gauge. Smooth table to order.

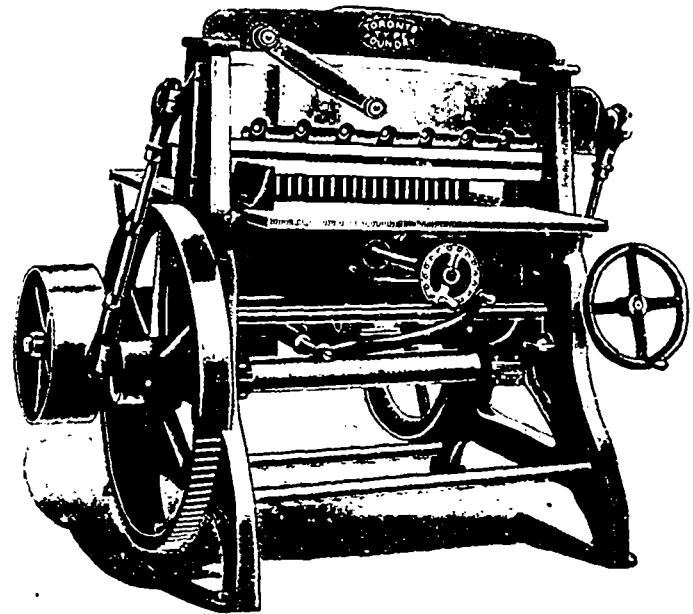
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Cut gears, friction clutch, steel shafts, brass rule, case-hardened bolts.

All machines subjected to a running test before leaving the works, and guaranteed on every kind of work, from tar-board to the finest lithograph or label work.



A 50-INCH MACHINE has been sold to Messrs. Warwick Bro's & Rutter, Toronto, where it can be seen.

SPECIFICATIONS.

SIZE OF MACHINE.	APPROXIMATE SHIPPING WEIGHTS.	PULLEYS, DIAM.	BELT WIDTH.	SPEED OF PULLEYS.	FLOOR SPACE.		PRICE OF KNIVES.
					WIDTH.	DEPTH.	
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Each cutter furnished complete with knife, oil can, and wrenches, and delivered skidded and boxed f. o. b. cars Toronto, Ont. No overhead pulleys or fixtures of any kind are included. **PRICE ON APPLICATION.**

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UNION RATE AND GOVERNMENT PRINTERS.

DISCUSSING the demand of the printers in the Government Bureau at Ottawa that they should be paid more, The Toronto Star says: "The employes of the Government Printing Bureau at Ottawa, in asking for an increase of wages from \$12 to \$15 a week, have properly met with a refusal. When the country runs a printing office, it should retain that one check upon the cost of production found in the rule which says that the highest union rate of wages paid in Ottawa, Toronto, and Montreal, shall be paid, and no more. An undue advantage would be had over the employing printers of the country if union men could use political influence in order to get increased wages from the Government Bureau, and thus force up the scale that private publishers would have to pay. Not by whim, but by the conditions of trade, wages are regulated, and the union scale of wages is usually the right scale in relation to the state of business and the prices paid to men in other callings similar in the degree of skill and intelligence called into play. It is safer for union men to stick to their unions and their scale of pay, and if the men in the printing bureau get what the men of their trade get outside, they have little to complain of, especially as they have all the holidays that come along, and work six hours a week less than what is called the 'union week.'

"The printing bureau does not have to make ends meet, as the private publisher is compelled to do, and so the only sound course is to accept the scale of wages that rules in the open field of labor."

THE QUEBEC LIBEL LAW.

IN a carefully written and judicious article, The Montreal Star discusses the decision in the libel suit of Horner vs. The Star, in which the paper was condemned to pay \$50 and costs. The Star has so often served the public as an exposé of wrongs, and a vigilant friend of the community that its arraignment of the civil law affecting libels in the Province of Quebec is reasonable and convincing. It says:

"The whole spirit of the law of libel in the Province of Quebec as it affects the newspaper press is unworthy of the age and unworthy of an enlightened people. It is one of the worst instances of lawyer-made legislation and a powerful argument against the folly of sending so many lawyers to the Legislature. The average lawyer will at once take exception to the phrase which suggests that the law of libel should be any different 'as it affects the newspaper press' to the law as it affects the public generally. Yet the bench and the bar are not slow to recognize that the press has immense special moral responsibilities in connection with the publication of matters which are prima facie libellous. The administration of the law itself depends largely for its efficacy upon the publicity it obtains through the press. For a large class of evil-doers, the newspaper report has more terrors than the frown of the magistrate. Against the great army of migratory swindlers, the public depend more for protection upon the press than they do upon the police. Yet the courts never tire of pointing out that the press has absolutely no privilege, that in every case of newspaper mis-statement technical malice is to be


assumed just as in the case of a man who deliberately pens a slanderous postcard. A few years ago The Star was condemned to pay heavy damages for publishing a report which the jury declared to be 'a true report published without malice, in good faith and in the public interest.'

"In another case the jury were instructed that The Star was to be held responsible not only for what it said but for a good deal that it did not say. Thus, the paper reported that there being suspicious circumstances about the death of a certain individual his body would be exhumed and an inquest held on the following day. The statement was strictly accurate as to the exhumation and inquest and surely the suspicious circumstances might be inferred from these facts, because it is not usual to exhume bodies and hold inquests unless there are suspicious circumstances. Surely, also, it would seem to be in the public interest that the public should be notified in advance of such inquiries. There was not the slightest hint as to the suspicions being directed against any particular person. But witnesses were put in the box to prove that they knew a good deal more than The Star alleged, that they knew of unfriendly relations between the deceased and the plaintiff in the case and that from what they knew and what The Star said, they inferred that the plaintiff was suspected of murder. The learned judge who tried the case instructed the jury that the inferences drawn by these witnesses were sufficient to justify a verdict against the paper, and sure enough the verdict was rendered."

The Star goes on to say that the Ontario law is more liberal to the press. It still requires amendment however, especially in the matter of security for costs, and it is a convenient time to consider whether the matter should not be pushed this session.

A great difference of opinion has become apparent as to which century we are living in, but everyone agrees that the Century Linen paper is unparalleled for value.

Buller, says the New Denver, B. C., Ledge, no doubt thinks he is up against a hard proposition, but he never ran a paper in the Slocan at the tail end of an eight-months' struggle between labor and capital.



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YOUNG MAN, SEVERAL YEARS' EDITORIAL EXPERIENCE; energetic, ability as writer, well up at the business end, practical printer, is open for engagement as editor or manager of good weekly, or manager of provincial daily; 10 years' experience in active newspaper work; highest references as to character; single; will go to the Northwest; state salary when writing. Address, Editor, care PRINTER AND PUBLISHER, Toronto. (2)

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HIGH SPEED, FOUR-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in eleven sizes, from 6x36 to 48x65. This press is built to do the finest class of printing, and is specially adapted for half-tone work both in black and in colors. It is the standard Flat-Bed Press of the world to-day, as the producer of a greater quantity and finer class of work than any other press on the market.

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The Miehle

HIGH SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30x42 to 43x56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

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HIGH-SPEED PONY PRESS, TWO-ROLLER, REAR OR FRONT DELIVERY, "RACK AND PINION" OR "TABLE" DISTRIBUTION. Made in two sizes, 25x30 and 26x34. This press has a well earned reputation for remarkable speed and the superior quality of work it does.

OUR NEW SHEET DELIVERY

Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

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