

CANADIAN PRESS ASSOCIATION.

CONSTITUTION AND BY-LAWS.

# Journal of Proceedings

AT

Thirty-Ninth Annual Meeting,

HELD AT TORONTO,

FEBRUARY 4TH AND 5TH, 1897.

LIST OF OFFICERS AND MEMBERS.

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TORONTO:

METHODIST BOOK AND PUBLISHING HOUSE.

1897.



# LIST OF OFFICERS FOR 1897.

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**PRESIDENT :**

JOHN BAYNE MacLEAN, MONTREAL.

**1ST VICE-PRESIDENT :**

ROBERT HOLMES, CLINTON.

**2ND VICE-PRESIDENT :**

W. S. DINGMAN, STRATFORD

**SECRETARY-TREASURER :**

JOHN A. COOPER, TORONTO.

**ASSISTANT-SECRETARY :**

A. H. U. COLQUHOUN, TORONTO.

**EXECUTIVE COMMITTEE :**

MESSRS. J. S. WILLISON, W. IRELAND, J. T. CLARK,  
D. MCGILLICUDDY, A. G. F. MACDONALD.

**AUDITORS :**

S. STEPHENSON AND A. S. FORSTER.



# CANADIAN PRESS ASSOCIATION.

## PROCEEDINGS

OF THE

# Thirty-Ninth Annual Meeting.

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TORONTO, *February 4th*, 1897.

THE thirty-ninth annual meeting of the Canadian Press Association was opened at the Board of Trade building on Thursday morning, February 4th, at 11 o'clock. The president, Mr. J. S. Brierley, of Montreal, occupied the chair. The following members of the association, representing both the daily and weekly press, were present during the convention :

Jas. S. Brierley, Herald, Montreal ; John Bayne MacLean, MacLean's Trade Papers, Montreal ; John A. Cooper, Canadian Magazine, Toronto ; Sydney Stephenson, Planet, Chatham ; A. G. F. Macdonald, News, Alexandria ; C. Blackett Robinson, Canada Presbyterian, Toronto ; Patrick Boyle, Catholic Register, Toronto ; John A. Phillips, Gazette, Montreal ; A. H. U. Colquhoun, Printer and Publisher, Toronto ; R. R. Cromarty, Canada Law Journal, Toronto ; J. A. Macdonald, The Westminster, Toronto ; N. W. Ford, The Banner, Chatham ; W. E. Smallfield, The Mercury, Renfrew ; W. H. Kellar, Journal, Uxbridge ; Frank Carrel, Daily Telegraph, Quebec ; James Dickinson, Despatch, North Bay ; H. C. Hocken, News, Toronto ; Wm. Douglas, News, Toronto ; John H. Thompson, Post, Thoroid ; J. D. Reid, The Arrow, Burk's Falls ; W. Ireland, The North

Star, Parry Sound ; Robt. Holmes, New Era, Clinton ; P. D. Ross, Journal, Ottawa ; A. H. St. Germain, honorary member ; H. P. Moore, Free Press, Acton ; A. F. Pirie, Banner, Dundas ; W. F. Maclean, World, Toronto ; John Cameron, Advertiser, London ; John Weld, Farmers' Advocate, London ; Cameron Brown, Sun, Belleville ; Geo. Wilson, Guide, Port Hope ; J. King, honorary member ; M. A. James, Statesman, Bowmanville ; C. W. Rutledge, Standard, Markdale ; A. S. Forster, Star, Oakville ; John Ross Robertson, Telegram, Toronto ; W. J. Douglas, Mail and Empire, Toronto ; James Dale, Christian Guardian, Toronto ; A. R. Fawcett, Leader, Toronto Junction ; Geo. F. Scroggie, News, Toronto ; Fred. W. Falls, Massey's Magazine, Toronto ; Ed. Campbell, Advocate, Cayuga ; Rev. W. H. Withrow, Toronto ; J. A. Lambert, Representative, Mount Forest ; W. McGuire, Liberal, Tilsonburg ; B. McGuire, Banner, Orangeville ; M. MacBeth, Sun, Milverton ; Geo. Tye, Times, Brampton ; J. T. Clark, Saturday Night, Toronto ; William Briggs, Christian Guardian, Toronto ; A. C. Courtice, Christian Guardian, Toronto ; A. E. Bradwin, Standard, Blyth ; J. S. Douglas, News, Toronto ; Jas. Innes, Mercury, Guelph ; D. McGillicuddy, Signal, Goderich ; W. K. McNaught, Trader, Toronto ; Daniel Rose, Craftsman, Toronto ; John Motz, Berliner Journal, Berlin ; J. A. Davidson, Mercury, Guelph ; H. F. Gardiner, Times, Hamilton ; Geo. H. Wilson, Post, Lindsay ; W. H. Laird, Sentinel-Star, Cobourg ; F. Diver, Central Press, Toronto ; H. B. Donly, Reformer, Simcoe ; Wm. Houston, Toronto ; A. L. Lance, Times, Richmond, Que., president E. T. Press Association ; L. G. Jackson, Era, Newmarket ; Goldwin Smith, Toronto ; John Lewis, Globe, Toronto ; J. S. Willison, Globe, Toronto ; E. C. Jeffrey, Chronicle, Arnprior ; W. Climie, Banner, Listowel ; D. T. McAinsh, Westminster, Toronto ; C. A. Wilson, North Ender, Toronto.

#### EXECUTIVE COMMITTEE REPORT.

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

Your Executive report that it was found necessary to hold but one meeting during the year, in addition to the meetings held just after the convention of last year and just before the present convention. This, of course, reduces the expenses of the association very materially.

At the meeting held in Toronto in September two recommendations were passed, as follows :

1st. That we recommend to the association the advisability of empowering the Executive to alter the admission fee to new members for any terminal part of a year to whatever figure they deem advisable.

2nd. That this committee recommend to the association that the constitution be amended by reducing the admission fee from \$5 to \$3.

At this same meeting of the Executive it was decided to assume the responsibility of accepting applications between the date of that meeting and the 1st of February, with an initiation fee of \$3 instead of \$5. It was decided to do this in order that a number of new members might be obtained. The result has not been entirely satisfactory, as some of the weekly publishers who should have joined have neglected to take advantage of this opportunity. However, over 20 new members have been enrolled, and the association is stronger to-day in point of membership than it ever was before. The whole number of certificates issued last year was 159, while the number of certificates this year promises to run close on to 200. We therefore ask the association to sanction our conduct in reducing the initiation fee on the ground that it was a necessary expedient to enable us to enlarge our membership.

The proposed trip to British Columbia last summer was, with our consent, postponed by order of the president. The matter was discussed at our meeting in September, and it was decided to have a discussion of the matter at our annual meeting. This matter, therefore, presents itself to you for discussion, and if the excursion is to be successfully carried out it will be necessary for the members to arrive at some definite decision at this meeting.

JAS. S. BRIERLEY,  
President.

The above report was adopted on motion of Mr. MacLean, and the two recommendations mentioned above were discussed and approved. Further, the action of the Executive with regard to fees was approved.

The report of the secretary-treasurer was then presented as follows :

## SECRETARY-TREASURER'S REPORT.

Mr. President and Members: The report of the secretary-treasurer for 1896 will, I think, be found interesting and encouraging. The receipts from fees are practically the same as last year, being but \$3 less, while the prospects for an increased revenue in 1897 are most hopeful.

The association began 1895 with a debt of \$260. This was reduced nearly \$100 during 1895, the debit balance at the beginning of 1896 being \$174.75. During 1896 this deficit has been further reduced and is now \$65, a reduction of \$110. So far as I can see the association is to-day in a better position financially than it has been at any time during the past ten years. Great credit must be given to Mr. Shannon, who was president in 1895, and the present president, Mr. Brierley, for this favorable position. They have pursued a policy of retrenchment which must be admired all the more because we know that presidents of such associations as ours are entitled to considerable latitude in making themselves prominent as the official heads of such organizations.

The detailed statement for the year is as follows :

### RECEIPTS.

On hand January 1, 1896.....	\$	8 54
Receipts from smoker.....		50 25
Receipts from fees.....		362 00
		\$420 79

### DISBURSEMENTS.

Secretary's salary, 1895.....	\$	100 00
Accounts from last year :		
T. H. Preston.....	\$ 3 60	} 74 75
Executive expenses.....	64 40	
J. B. MacLean .....	6 75	
Harry Webb, smoker.....		67 98
Stenographer, annual report.....		10 00
Executive expenses.....		31 45
T. H. Preston, expenses.....		4 00
MacLean Publishing Co., annual reports....		39 80
Printing : Apted Bros.....	\$ 3 90	} 17 05
" Speers & Co.....	13 15	
Postage.....		15 47
Sundries.....		12 50
Cash on hand.....		47 79
		\$420 79

This was then adopted and referred to the auditors.



The inaugural address of the president was then read :

#### PRESIDENT'S ADDRESS.

Gentlemen : In view of the fact that these annual gatherings of our members constitute the most important work of the association, and that from them are derived the chief benefits which flow from our organization, there is little, as a general rule, for a presiding officer to make report upon as respects the work performed in the recess between our annual sessions.

The past year has been, like many that preceded it, barren of events in the history of the association that call for especial note.

This placid existence is no evidence of lack of vitality, nor proof that the association is failing to discharge its whole duty to its members. If we can between sessions maintain or increase our list of members ; if we keep a watchful eye on all legislation that threatens the business interests of those members, and if occasionally we organize a summer excursion whereby we can become the better acquainted one with another—if the association can do these things it will be accomplishing perhaps as much as can be expected.

It is at our annual meetings that the real value of the association to its members is shown, and I trust that this meeting will be as helpful in business, as inspiring to newspaper ideals, and as productive of good fellowship as many a preceding one has been.

Believing that distinct advantage to the association would follow any increase in its membership, and that the influence and usefulness of the organization would be widened were the newspaper men of the province—not members of the association—induced to join it, a vigorous effort was made at the beginning of the year to secure new members. Circulars were issued, and letters were written by the members of the Executive Committee to many of the non-members, placing the advantages of the association before them.

The response, however, was disappointing. Later in the year the committee, convinced that it was the comparatively high admission fee which prevented many from uniting with us, assumed the responsibility of temporarily reducing the fee to \$3, this rate covering the remaining portion of 1896, and all of 1897.

The effect was seen in the admission of 20 new members dur-

ing the last four months. The action of the committee may have been somewhat unconstitutional, but it is hoped that it will be condoned and endorsed by the association.

A gratifying fact was developed in the course of the attempt to enlarge the membership. It was found that we already have in our ranks the great majority of the most active, influential and enterprising newspaper men of the province, and consequently it was evident that no considerable accession of the most desirable class of members need be looked for.

At the same time, it would be a matter of regret if there should be any newspaper men in the province who stand aloof from the association because the advantages of membership, as viewed from the outside, do not appear to balance the initial cost. Your Executive Committee certainly found the fee at present levied a barrier to increase of membership, and I would suggest, as a fitting subject for your discussion, the reduction of the initial fee to \$3.

In accordance with the wish of the association, as expressed at the last meeting, the first vice-president and myself called on the passenger agents of the Canadian Pacific and Grand Trunk railways and discussed with them the question of an association excursion. There would have been little difficulty in arranging an excursion to British Columbia, but the announcement that the general elections would be held in June precluded the possibility of any large number going on such an excursion, so the subject was reluctantly abandoned. The revelations during the past 12 months of the fabulous mineral wealth in British Columbia strengthened the argument in favor of a trip to the Coast, and it is to be hoped not only that the association will instruct the incoming Executive to make arrangements for such a trip, but that every member will make an effort to visit our great west and thus widen and deepen his knowledge of the potentialities of the Dominion.

The subject of Canadian copyright has not been in evidence since last we met, nor has anything further been done in the direction of amending the Ontario law of libel. Mr. John King, whose watchful eye is ever on this law, has lately made some propositions to the Attorney-General which he thinks, if crystalized into law, will still further improve our position. In Quebec, where there is no law of libel, and where, as a consequence, the newspapers are subject to suits at law of the most preposterous character, an

effort was made to secure the passage of a law based on the Criminal Code, so far as it relates to libel, but the Legislature adjourned without passing the bill submitted. It is to be hoped that the agitation will be continued until a law is passed that will be in some degree representative of the age in which we live, and not based on interpretations of the common law made at a time when the relations of the press to the people were far different from what they are now.

I am sure I speak for every member of the association when I say we most deeply sympathize with our second vice-president, Mr. R. Holmes, in the double bereavement to which he has been recently subjected.

During the year the official organ of the association, *The Printer and Publisher*, has devoted much space and attention to matters of interest to our members. The publication is a most meritorious one, and should be in the hands of all Canadian newspaper men.

I am glad to know that we have with us to-day, two gentlemen representing the newspaper men of the sister province of Quebec, Mr. Lance, president of the Eastern Townships Association, and Mr. Carrel, of the Quebec Telegraph. Both these gentlemen are interested in the organization of a press association that will be Canadian in reality as well as in name, and I trust that their presence will mark the beginning of a movement which will not cease until we have a truly national association. Each succeeding year Canada feels more keenly the stirring in her veins of the blood of national life. Railways and telegraphs are bridging distance and annihilating time, and Halifax and Victoria are not as strange to one another as Toronto and Quebec were a few years ago. The east is pouring its men and its money into the golden west, and in return will come not merely material recompense, but fuller realization of the magnitude of our heritage, and clearer perception of the essential unity of Canadians. The Dominion has been a congeries of scattered, widely separated provinces. It is fast becoming a national unit in sentiment and in spirit, as well as in form. The press can do much to further this truly patriotic movement, and it should, by the organization of a Dominion association of newspaper men, testify its realization that the day of provincialism—in its narrow sense—is passing, and that this country is standing on the threshold of better and wider life.

I have to acknowledge the courtesy and kindness shown me by all the members of the association, and take this opportunity of testifying to the advantages which I have derived from my membership in the association, advantages which I am sure have been shared by all our members. In a business way, there is much gain to any member who regularly attends our sessions, but of far greater moment is the gain in inspiration to better work, and in the friendship of the men who gather at these meetings. These gains are not to be measured in dollars and cents, and it is because of them that we should desire to see our association grow and prosper. Let me urge every member to continue his active interest in the association, even if on occasion his own particular line of work should seem to be neglected or overlooked, for to all of us, at one time or another, or in one form or another, the organization will certainly prove helpful and inspiring.

One of the most important subjects to be discussed at this meeting is that of newspaper postage. It will be remembered that at our last session there was much dissent from the proposition, said to be under consideration by the Government, that postage be reimposed on newspapers. A committee was appointed to watch the interests of the publishers in this matter. Since then a general election has brought a new Government into being, and we have reasons for believing that it is the opinion of the Postmaster-General in that Government that postage in some degree and under some qualifying conditions must be reimposed on newspapers. He finds that there is a heavy annual loss in his Department, and that the use or abuse of the privilege of free transmission is responsible for a large portion of that loss. Naturally, he is looking for a means of remedying this evil, and I am pleased to be able to say that he has kindly consented to be with us to-day or to-morrow and discuss the question. It should be our aim to convince Mr. Mulock that we are practically unanimous as to the course which should be pursued, and that that course is one which will attain in some measure the laudable ends he has in view. We are all aware of the abuses which have grown out of the free use of the mails accorded newspapers on the ground that they are educational in their character, and we should strengthen the hands of the Minister in his effort to abate these abuses. Several propositions with this as their aim will no doubt be brought before you.

One is to reimpose postage at the low rate of one cent for every four pounds. The publisher of a weekly sending out one thousand copies of an eight-page paper weekly would pay a tax of about 30 cents a week, while it would mean double that sum, or 60 cents per one thousand, to the city publisher sending out a sixteen-page weekly paper. The smaller dailies, with a circulation largely confined to towns in which issued, would not feel the effects in the same proportion as the larger dailies, to the owners of which such a rate would mean nearly \$2 a week per one thousand copies. The effect, of course, would be most serious on those publications issued merely for advertising purposes, and those which are issued in the interests of insurance and other societies. These would have to go out of existence or contribute to the revenue of the Post-office Department. Another proposition is that rules be laid down by the Department confining within narrow limits the classes of paper accorded the use of the mails.

Still another suggestion is that a zone be established around each town, and that publications issued in the town be given free transmission within the zone. In this case a paper might circulate free within a radius, say, of twenty miles of the place where it is published, but would pay postage on copies sent beyond that distance. It is said, from the departmental point of view, that there would be no great difficulty in carrying this proposition into practice, but it is not easy to see why the paper whose lantern throws the rays of light thirty miles should be considered less entitled to State assistance than the one whose light carries only twenty miles. Many of our periodicals, which are distinctly educational in their character, find but a fraction of their readers in or near the city in which they are published, and, therefore, under this proposition, postage would have to be paid on almost the whole of their circulation, while the local paper would secure free carriage through the mails.

I am afraid that any such measure will not wholly remedy the evil, and will certainly provoke a feeling that injustice is being done. The cost of a low rate of postage to the great majority of our members will be but slight, and it is altogether probable that in practice it will be found that the cost will be more than met by the increase of advertising in what may be called the legitimate newspapers. But above and apart from these considerations

stands the important question, What moral or logical right have we, as publishers, to market our wares at the expense of the State? And as business men, engaged in business not primarily for the good of the State, but for our advantage, why should we expect our fellow-taxpayers to pay for the vending of our goods? And why should we be anxious for the perpetuation of a system that is being most seriously abused?

The situation, then, appears to be this: The Postmaster-General desires revenue from newspapers carried through the mails, and he wishes to escape the cost of carrying free, or at a nominal rate, papers primarily issued for advertising purposes. The latter purpose might be accomplished by defining more strictly the class of papers entitled to special privileges, as in the United States, where these questions have to be satisfactorily answered by applicants for second-class privileges.

Are the proprietors or editors in any way interested, pecuniarily, or in any business or trade represented by the publication, either in the reading matter or advertisements? Who are the editors, and how is their compensation determined? Is the publication regarded by the trade which it purports to represent as a general organ of the trade, or is it considered as representing the business interests of a special house in that trade, whose price currents or advertisements appear therein?

As a result of the publication, is the interest of any business house in the trade especially advanced?

Can any house in good standing in the trade advertise in the publication at the regular published rates?

Have any of the business houses which advertise in the publication any interest (either by past connection or special contract) therein respecting advertisements or subscriptions? What is the greatest number of copies furnished to any advertiser?

Second-class publications are thus defined: They must be published for the dissemination of information of a public character, or devoted to literature, the sciences, art, or some special industry, and must have a legitimate list of subscribers, and must not be designed primarily for advertising purposes or for free circulation or for circulation at nominal rates.

Periodicals issued under the auspices of a fraternal or benevolent society, or by an incorporated institution of learning, or by a trades union, are considered as second-class matter. In the United States papers are carried free to subscribers living in

county of publication. Papers sent to all other subscribers have to be paid at the rate of one cent a pound, but to be entitled to even this rate they must comply with stringent regulations, designed to prevent all but bona fide newspapers securing this special advantage.

The association, if opposed to the reimposition of postage, might advise :

(1) That the stringent definitions of the United States Post Office Department as above outlined be adopted.

(2) That all publications be registered and be entitled to free carriage only after the first year of publication, the excess postage paid during the first year to be refunded.

If, on the other hand, the best solution of the difficulty be deemed to lie in the reimposition of postage, the authorities might be advised to place the rate for one or two years at not higher than one-quarter of a cent per pound in order that the charge should not be too severely felt.

The address was followed by a motion that it be printed.

Following this was the appointing of the Committee on Resolutions, consisting of Messrs. P. D. Ross, A. F. Pirie, Rev. Mr. Macdonald, W. J. Douglas and H. P. Moore.

#### NOMINATION OF OFFICERS.

The nomination of officers resulted as follows :

President, John Bayne MacLean, Montreal.

First Vice-President, R. Holmes, Clinton.

Second Vice-President, W. S. Dingman, Stratford.

Secretary-Treasurer, John A. Cooper, Toronto.

Assistant Secretary-Treasurer, A. H. U. Colquhoun, Toronto.

Executive Committee: W. Ireland, Geo. Wilson, S. Stephenson, H. W. Laird, A. G. F. Macdonald, J. T. Clark, John A. Phillips, W. J. Douglas, J. S. Willison, R. Mortimer, P. D. Ross, D. McGillicuddy, Sir Mackenzie Bowell, L. G. Jackson, W. Climie.

Messrs. S. Stephenson, of Chatham, and A. S. Forster, of Oakville, were elected auditors.

#### LIBEL LAW.

The subject of the libel law was dealt with briefly by John King, Q.C., who enumerated the efforts that had been made



during the past year to improve it. He pointed out the necessity of more clearly defining newspapers, and named an important amendment that had been made which shortened the period within which an action might be brought. A suit must now be brought within three months which heretofore might be held over the head of a paper for two years. Another valuable aid to newspapers is that cases must be consolidated; that is, if a statement has been made in one paper and copied into others the action must be brought against all, and if a verdict is given the damages and costs will be divided among the several parties. Mr. King thought that monthlies should be classed as newspapers.

A motion was made by Mr. R. Holmes, seconded by Mr. C. Blackett Robinson, that the association memorialize the Ontario Government to extend the term newspaper so as to include monthlies.

It was moved by Mr. Dingman, seconded by Mr. Thompson, that the following members comprise a committee to confer with Mr. King with reference to memorializing the Government: Messrs. P. D. Ross, S. Stephenson, W. F. Maclean. Carried.

J. B. MacLean gave notice of motion that the constitution be amended so as to include advertising managers, and under motion Mr. Geo. Scroggie, advertising manager of the Toronto News, was admitted to membership.

The meeting then adjourned for lunch.

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## AFTERNOON SESSION.

The programme for the afternoon contained quite a number of subjects, but as two hours were spent in the discussion of the postage question this was the only one considered.

A motion by Mr. Cameron, duly seconded, was made asking that a report of the proceedings on this question be not taken by the representatives of the Toronto daily press. Carried.

Mr. Brierley opened the discussion in a few words: "It is the intention of the Postmaster-General to seek some remedy for the evils and abuses that have grown out of free postage on newspapers. We have to say whether we have any advice to give



to him as to what course he may pursue. The Postmaster-General desires to save, to some extent, the cost incurred by the enormous amount of matter carried free, and also desires to receive a revenue from postage on newspapers. I would like a motion placed before you on this point."

The following resolution, moved by Mr. Cameron, seconded by Mr. Douglas, was then placed before the members: "Resolved, that in the opinion of this association the law relating to the carriage of newspapers through the mails should remain as at present, but that any abuses existing whereby the present postal privileges are taken advantage of by publications obviously not entitled to the privilege should be looked into and rectified."

An amendment was afterwards added to this, stating: "That this meeting recommend to the Postmaster-General the adoption of some definition of a newspaper, such as is observed by the postal authorities of the United States."

A motion to the effect that members speak not more than five minutes was carried. A suggestion was also made that the name of each speaker be distinctly announced.

A question by someone: "Does the present arrangement affect the newspaper proprietors or the general public?"

Mr. Innes: "It is more in the interest of the public. Those who have been publishing newspapers know the trouble and expense that the imposition of postage was in the old days. We know also that when the proposition was brought up to do away with the postage it was carried almost unanimously, and I can say that it has been extremely popular ever since. It is an advantage to the reader, as well as to the publisher, as it does away with the collecting of the postage from the subscriber. If it is to be reimposed it is to come from the publisher. The price of newspapers is being reduced, and, in some cases, the prices will not pay and the publishers will have to suffer that loss which, to some extent, is a considerable amount to them. I do not argue whether or not it is right to impose postage. I do not suppose the publishers would object if the Government would deal with them in anything like a generous manner. We all know that, as it is at present we have to pay heavy duties on type, presses and paper, and we must also pay the prices which the manufacturers ask. As it is now, we have to pay duty on everything that is required in our business and at the same time it is proposed to

levy postage. If the Government would lighten these duties there would be some compensation, and if a sharp line were drawn between those which should go free and those which should not, I think we would all be satisfied."

Mr. John A. Phillips, of Ottawa, speaking for Mr. White, of *The Montreal Gazette*, said that Mr. White thought it better to leave the law as it is, but if the Government must have revenue from some new source, he thought that the newspapers should bear a small portion of the burden. He was, however, opposed to any differential duty between city and country newspapers. He himself thought it better to leave the law as it is.

Mr. H. F. Gardiner, of the *Hamilton Times*, also thought it advisable to leave the law unchanged; neither did he favor the establishment of zones. "Papers have got down to hard pan, and if it were only 5 cents apiece, you could not collect it from the subscriber. In my own opinion, speaking as a howling kind of Grit, it would be mighty poor policy to make us go down into our pockets for \$400 or \$500 per year."

Mr. W. F. Maclean, M.P., said we should adopt the definition of a newspaper as it exists in the United States, and if we did, the present abuses would be wiped out. He did not object to paying postage, though it might cost him \$4 or \$5 per day.

Mr. R. Holmes, *New Era*, Clinton, did not think we were entitled to free postage, but having adapted ourselves to circumstances, we should remain as we are.

Mr. Thompson, of Thorold, thought as a matter of principle we have no moral claim to free transmission of papers. He was in favor of the zone idea.

Here the chairman read the United States regulations regarding newspapers.

The next speaker was Mr. Willison, of the *Globe*, who stated that he could find no logical argument in favor of freedom of postage. At the same time, he said that if a postage rate were to be imposed, he, for one, would insist upon being relieved of the heavy duties now paid on publishers' supplies, as if we tax ourselves by favoring the reimposition, we are the one institution in Canada that not only receives no favor from the Government, but is under disadvantages.

Mr. Douglas, of the *Mail and Empire*, thought the Government had no right to pass class legislation in this matter as

involved in the zone idea. He was also in favor of a 2 cent rate on letters and circulars. He could not see why advertising circulars should be sent out in envelopes at 1 cent each.

Mr. McGillicuddy did not uphold the zone question, but stated that he would pay a postage rate of 10 cents or even 15 cents if the Government would guarantee that he would receive his subscriptions. (Laughter.)

Rev. Mr. Macdonald, of the Westminster, wished to know if the imposition of postage would affect publications from the United States, and if it would tend to kill off the "fakes."

Mr. W. F. Maclean mentioned that the fakes had nearly all been born since the free postage came into force. The Government complains about the large amount of matter carried free, and says were it not for this they would be able to give a lower rate to the whole people.

Rev. Dr. Withrow, Methodist Magazine and Review, said that the imposition of a postage rate would bear very heavily upon religious publications. "In the United States papers of this kind have an enormous circulation, and therefore have the best facilities for publishing at the lowest rates. They come over here without paying any Canadian postage, crowd us severely, and make us go down to a price which leaves almost no margin and sometimes no margin."

Mr. Arthur Samalice, of La Presse, Montreal, speaking for Mr. Berthiaume, said he was in favor of postage. "He did not want too much, but just enough."

Mr. Hal. B. Donly, Simcoe Reformer: "I was a publisher at the time of——"

Mr. Willison: "The deluge." (Laughter.)

Mr. Donly: "Yes, that was in 1878." (Laughter.) He thought the present law, if carried out, is protection enough to newspapers from fakes.

Mr. J. B. MacLean did not think we had any right to ask the Government to carry our papers free, but, since hearing the discussion, he was inclined to support Mr. Cameron's resolution.

Mr. Wm. Douglas, Toronto News, was opposed to any postage rate being reimposed, as they had reduced the price of their paper to \$1 per year on the strength of existing conditions, and, consequently, were in a very poor position to endure any postage rate.

Mr. J. T. Clark, Saturday Night, stated that the Star and Saturday Night were decidedly in favor of postage, as it would tend to check the tendency towards creating large papers, poor in material and contents.

Mr. Hocken, Toronto News, opposed the imposition of any rate.

Prof. Goldwin Smith was now asked to address the meeting at the suggestion of Mr. P. D. Ross. He said: "I have listened with great interest to the discussion. The question is quite new to me, and I have a journalist's rooted objection to saying anything about what I do not understand. (Laughter.) I confess that as a matter of principle I should be for the reimposition of postage. The first thing to ascertain is what is Mr. Mulock's object? Is it to relieve the Post-offices or is it to raise revenue for the deficit? If it is merely to relieve the Post-offices, Mr. Cameron's motion will meet the requirements, but if it is to raise revenue it will not do. In case any changes are made, sufficient notice should be given to newspapers, as they have adapted their prices to present conditions."

Mr. S. Stephenson, of Chatham, was strongly in favor of a reimposition of postage.

Mr. John A. Cooper said that so far as the Canadian Magazine was concerned, they were in favor of paying a small postage, but he was distinctly opposed to the zone idea. This would bear heavily on magazines and trade papers, as compared with papers having a local circulation.

Several other members spoke briefly on the subject.

Mr. Cameron's motion was put, and carried, the vote being 44 to 18.

Moved by Mr. P. D. Ross, seconded by Mr. Dickinson, of North Bay, that a committee be appointed to place the subject under discussion before Mr. Mulock. At this juncture Mr. Mulock arrived and was asked to address the meeting.

Mr. Mulock spoke as follows: "Mr. President, instead of the association being grateful for my coming here to-day, I desire to express, in the first place, my own sense of gratitude on account of the invitation extended to me to meet with them. In overhauling the work of my Department I found certain abuses which I deemed proper to deal with. Perhaps you might not think the matter of free transmission of newspapers, or so-called

newspapers, an abuse to be corrected, but at all events, without at this moment saying what is or is not an abuse, at the same time I am content to say that there are features in connection with the free transmission of newspapers which require me to report to my colleagues and ask their opinion as to what changes should be made.

“ I cannot say whether it is a justifiable thing or not that the general public are to-day being taxed to a very enormous extent in order to afford free transmission of the kind to which I am alluding. It is, of course, a debatable subject whether such assistance should or should not be extended. I do not know whether I should express my final opinion, but perhaps I can be frank and say in a private way that I am unable to find a valid reason for the continuance of the present system. Whether my colleagues will agree with me or not, that is a different matter.

“ I have not come to-day with statistics to enable you to form an opinion as to the extent of this abuse, but I may say that at Christmas the secretary of the Department gave me information showing the extent to which this abuse has grown. Without giving a free advertisement to the enterprising newspaper in question, I am permitted to say that the secretary informed me that he had just been called upon for over 1,800 sacks for one day's issue of that newspaper. These sacks, as you know, hold perhaps four bushels, and if you estimate the cost you will find, as the secretary told me, that it would represent about five box carloads of grain. The Intercolonial Railway is obliged to carry large quantities of newspapers, and the Minister of Railways informed me that he is now obliged to put on extra cars. To-day I received from Mr. Sidney Smith, of the Department, a letter stating that the number of newspapers that are receiving free transmission is over 290. The number of bags that Toronto uses amounts to 20,266. At least half of these are laden and in the course of transmission every day. In the city of Montreal there are 19,576 bags, and of these there were in actual use last month 18,524. In connection with the Toronto office there were in actual use last month 18,334. The Deputy Minister informed me that shortly after the adoption of free transmission an estimate was made as to what the service cost the country. At that time he said that it cost over \$100,000 to the tax-payers, but since free transmission has been in force it has grown enormously, how

largely it is impossible to say, but I think, speaking subject to correction, the public pay to-day toward railway freights, mail services such as stages, railways and steamers, for carrying free the publications to which I allude, \$250,000. Comparing the volume of business of to-day with the volume of business at the time these figures were obtained, I think the estimate will be found within the margin. I have been considering how to deal with the matter, and will frankly say that I have kept my mind open to advice and co-operation which I hope I will receive from the Press Association in order that we may arrive at a conclusion that will be mutually satisfactory. I have arrived at no conclusion, therefore, as to what should be the treatment of the subject. I thought that after a conference with the association we might be able to arrive at a decision that will give satisfaction to the association and to be fair to the Treasury as well. With that in view I mentioned to your president, who was good enough to give me a few moments of his time a month ago in Montreal, that perhaps the association would be willing to appoint a committee fairly representative of all views and interests in the association, and that this committee might confer with me, and we would sit down and see what could be done; and as the outcome of such a conference, it might, perhaps, be my pleasure to mention to my colleagues that I had a scheme to meet with the approval of a chosen committee of the association. I simply desire it to be understood that in any action I am sure the Government would require me to move with the approbation of the association, and I have certainly no desire to run counter to your organization. Therefore I can do nothing further at this moment. I have many figures in the Department, but owing to the secretary having been taken ill from a most extraordinary cause, pressure of work under the administration—(laughter)—he has not supplied me with these figures, according to promise, and therefore I am somewhat unfortified to deal with the matter in further detail.”

A committee was then appointed to confer with Mr. Mulock consisting of the following members: Messrs. Cameron, Innes, Donly, Moore, Withrow, W. F. Maclean, Brierley, Willison, Ross.

Mr. W. F. Maclean asked Mr. Mulock if the present state of affairs was so acute as to necessitate some remedy.

Mr. Mulock: “I am not prepared to speak in this respect, as I have not communicated with my colleagues, but my own



opinion is that the present condition of affairs cannot be tolerated. I want to proceed, if possible, with the approbation of the association, but if I cannot get the approbation of the association I am going to do my duty."

Meeting adjourned for the afternoon.

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## FRIDAY MORNING.

Meeting opened at 9.30, and the discussion of the postage question was continued.

The committee appointed to confer with Mr. Mulock reported briefly, Mr. Cameron speaking first. He said: "We present no formal report, but can represent the trend of the Minister's view. 1st. The Minister indicates that the cost to the country of carrying newspapers free has increased, and is increasing, to such an extent as to constantly cause more expenditure for train service, bags, postal subsidies, etc., and that some portion of this expense must be borne by the newspapers. 2nd. The Minister is aware that the postal facilities have been taken advantage of by persons who are not entitled to them, and asks the assistance of the association in remedying these evils. 3rd. The Minister's mind runs toward the zone exemption idea, but this would be extended to city paper and country paper alike. 4th. The Minister would not decide off-hand on the rate per pound, and recognizes that due notice of change would have to be given. 5th. The Minister would be glad if a committee of the association were appointed to further confer with him to assist him in getting into shape the proposed legislation.

Mr. Innes thought a  $\frac{1}{4}$ c. rate would be a fair imposition. He said the Minister could not expect to make up the whole deficit by this means.

Mr. Stephenson and Mr. Moore expressed themselves as being in favor of zones, and both Dr. Withrow and Mr. Smallfield were converted to the zone system by the arguments of the Minister.

Mr. J. S. Brierley was also influenced by Mr. Mulock's representations, but thought it would be a difficult task for the Government to arrange the zone system satisfactorily. The large city dailies would feel that justice was not being done. The

postage should be applied tentatively. We should try to secure as low a rate as possible, and let it be applied as slowly as possible. He thought that in the imposition of postage there was a tinge of injustice.

Mr. P. D. Ross: "I move we do not appoint a committee. I may say that the zone system would be a gold mine to me; it would answer my requirements thoroughly, but I am not in favor of recommending it. Mr. Mulock yesterday met us with a great deal of candor, but it was the candor of a man who was explaining what he was determined to do. I had the impression when he came that he was looking for information. I found afterwards he was looking for support. He said he was prepared to do his duty. We do not wish to bully Mr. Mulock. We will not honor him the less if he does his duty, but we may also do our duty to ourselves. If we appoint a committee to confer with him he is then in a position to go to Parliament and state that he has the approval of the association. That will weaken us greatly in contesting or attempting to amend any proposition brought forward. We also wish to put ourselves before the public in a proper light. The inference at present is that we are sponging on the country, but we are not, as we are compelled to pay a heavy duty on printers' supplies of every kind."

Mr. Ross then moved the following resolution, seconded by Mr. McGillicuddy:

"That whereas the removal of postage on newspapers fifteen years ago was not solicited by publishers, that value was given to the community at the time by the reduction of newspaper prices, and that since that the scale of newspaper expenditure has been graded to the existing condition,

"And whereas the fiscal system of this country recognizes the promotion of home interests, and that newspaper publishers without receiving any protection themselves in any shape, save by the present postal law, are forced to contribute to the advantage of other manufacturers and interests by the customs duties on type, printing presses, printing machinery of all kinds, type furniture, paper, ink, stereotype plates, newspaper cuts; in short, absolutely every product that enters into the manufacture of a newspaper,

"Resolved, that this association as a body take no action in regard to the Postmaster-General's proposition to reimpose postal



rates, except to send a copy of this resolution to every publisher in Canada, suggesting that should this question come before Parliament each parliamentary representative should be asked to insist upon reduction or abolition of the above customs duties on publishers' materials as a necessary correlative to the reimposition of postage."

Mr. Cameron thought a more conciliatory attitude should be taken than that expressed in Mr. Ross' motion.

Mr. Rutledge thought the discussion should be closed, as time was being spent at the expense of the other subjects.

Mr. Innes did not think the Minister would have reason to complain of discourtesy if this motion passed. If the Minister desired information, any individual member would be glad to favor him.

Rev. Dr. Dewart: "I think the feature of the illegitimate use of the mails should be incorporated in the resolution."

Rev. A. C. Courtice moved an amendment that after the word "suggesting" in the resolution the following be inserted: "That the individual publishers give close attention to the details of any changes when the matter is before Parliament." The amendment was seconded by Mr. Ford.

Mr. Wrigley moved an amendment to the amendment, which was lost. The amendment was also lost, the resolution being carried, 21—6.

Mr. A. H. U. Colquhoun read a paper on "Size and the Daily Press," condemning the tendency to increase the size of the city dailies. He pointed out that local papers would be crowded out as a result of local sections being fully covered by the dailies.

#### ESTIMATING.

Mr. R. G. McLean, Toronto, read the following paper on "Estimating":

Mr. Chairman and Gentlemen,—In an unguarded moment I consented to the request of your secretary to read a paper on "Estimating," he representing all that was expected from me would be to take up ten minutes of the association's time.

Before reading the few thoughts that have presented themselves to me, I desire to apologise for appearing before you, knowing how incapable I am of doing justice to the subject—especially so in the limited time I have been able to devote to it. I have been

kept for years so closely to my business—considerable of the time at estimating—that the faculties required for appearing successfully on such an occasion as this have not been properly developed.

The person whose duty it is to do the estimating in an establishment doing from \$50,000 to \$75,000 a year has a most responsible position. Anyone can figure and get business, but to do so successfully and make a profit is a very difficult matter in these times when competition is so keen. Getting estimates has become a mania with business people, like bargain hunting with the ladies. It is not an uncommon occurrence for a person to come into our offices in Toronto for figures on work, saying they were only going to get five or six estimates. Unless in a very exceptional case, I tell them frankly that I cannot take such chances. I do not think it is just right to take up the time of five or six usually busy men when only one can get any benefit from it. I do not consider it inquisitive to ask how many quotations a person intends getting and in some cases asking who you have to figure against, and to use your own judgment, whether it is worth your while bothering with it or not. I believe we have ourselves partly to blame for this condition of things. How often such a person finds one of the six not very busy, who figures at cost or very closely to it, in order to keep his establishment going, or through an error in his calculations gets the work, and finds only when making up his cost that he has made a mistake—too late to be of any benefit to himself or his competitors. We have all met such competition. Rather than own up to the error the printer usually promises himself to be more careful in future, and puts the loss down to his advertising account.

In estimating, a great deal has to be learned by experience. It is like endorsing a note for a friend. A man seldom learns by the warning of others, but has to learn by personal gratification. I believe in the matter of ink we do not properly estimate the cost of it. In Toronto there is between \$10,000 and \$12,000 worth of ink used in the job offices yearly. I do not believe that one half of it is paid for by the public. I learned a useful lesson very early in my business career which has served me well ever since—as one of the items that enters into my calculations is the amount of ink to be used. There was a large, partly solid cut used in a job. I bought a can of red ink specially for the work, thinking there would be plenty for it. My pressman got nicely

started with the job, when he called for more ink. When the work was finished I found the ink cost me \$10 more than I had charged for the job.

Looking back at the many changes in the printing business in Toronto for the past fifteen years—and I expect it is the same in most of the Canadian cities—we must come to the conclusion that there is something wrong, that there is a misconception somewhere in the cost of producing work. Press work can be done much better and cheaper when type is in good condition. I think we make the mistake of not allowing enough for wear and tear of our type and machinery—so that from time to time we can renew our type and presses, getting the new styles and faces, and enabling the older offices to compete with new firms starting from time to time.

We must not forget the many expenses in calculating the cost of work. How many of us forget that we should have interest on the money we have invested in our plant.

Take, for instance, an establishment worth \$30,000, running, say yearly, six small and six cylinder presses, doing about \$60,000. The following are about the expenses yearly. Smaller or larger offices, the expenses would be about in the same proportion :

Six per cent. on \$30,000.....	\$1,800
Wear and tear.....	1,500
Taxes.....	200
Insurance.....	300
Steam power, heating and lighting.....	1,300
Rollers.....	350
Water.....	75
Oil, benzine, rags, etc.....	150
	<hr/>
Total.....	\$5,675

This means when calculating we should add 10 per cent. for the above items. There is no exaggeration in these figures : rather the opposite. Some claim we should allow 10 per cent. for depreciation. I don't know but it is nearer right when you take into account the machinists' bills and the depreciation of type by being out of style. Mostly all of the older offices have hundreds of dollars' worth of good type scarcely ever used except by new hands.

I wish to give an example of estimating on a monthly publication recently given out in Toronto. The work consisted of 80 pages and cover—1,500 copies. I was anxious to get the job—as well as I would have had the preference for personal reasons. I put the figures as low as I thought they should be :

Composition—L.P. 33 × 56=1,848 ems to a page at 50c. per 1,000=92 4-5c. I made it 84 pages at 95c.....	\$79 80
Lock up and make up, 10c per page.....	8 40
Paper—7¼ reams (5 quires for spoilage) 80 lbs. No. 2 D.R., at 5¼c.= \$4.20 per ream.....	32 55
Five per cent. on paper.....	1 65
Press work and ink—5 forms of 16 pages at \$4..	20 00
Cover—15½ quires, 62-lb., at 8c.....	3 85
Press work and ink—cover.....	3 50
Binding and mailing.....	5 25
Percentage.....	50
Shipping (which includes getting out stock and delivery).....	1 00
	<hr/>
Total.....	156 50

Do you think, gentlemen, any of the items too high? It would take the profits on the composition of a good many issues to pay for a new lot of type, which should be renewed in five years. Four of the best of the city offices figured on it. The successful one was over \$50 lower than mine ; one about \$10 above him ; the fourth a few dollars above mine. Why should there be a difficulty in discussing such a difference in our estimating ? If this lowest tenderer can be shown he is wrong, would it not be a good thing for all concerned ? I might say since the job has been printed there are not so many ems to the page, the type being set narrower and shorter ; but to offset that, the paper is a 5¾ or 6-cent paper.

Another wrong in cases like this is, it gives the person an idea when he gets so much lower a figure that he has been robbed by his former printer, when the opposite is the case.

If we had good, live organizations meeting together occasionally and discussing the many differences that exist it would better our condition. This meeting socially together and getting acquainted, and finding out from each other that we are not bad sort of fellows, should be encouraged. Probably explanations

might put a different light on things, and the public would be shown sometimes to be the ones that are to blame.

In conclusion, gentlemen, I think we should all recognize that certain work belongs to certain offices. We have all, no doubt, grown up with some of our best customers, who would not like to give their patronage to any one else, for many reasons. I do not mean by this that if you are asked to give a figure you should refuse. But when you have reason to believe a firm satisfied with his printer, if you keep a traveller, instruct him not to call on him, or if you are asked to figure on a job that has been for years in an office, give a fair figure, and not, as is often done, put it down so that you would be better without it. When you are figuring on such a job, remember it is human nature to pay you back in your own coin, and don't be surprised at losing an old customer of your own some day. A good business man who has people who trust him will be wise if, when there is a reduction in the price of paper, he gives his customer the benefit. To illustrate: A printer told me that he had been doing the work of a concern for about twenty years, and was asked to send in a new tender to compete with others. He was charging the same price for the stock as when it was about double the present price. When he calculated the difference he was ashamed to lower the price to what he could afford to do it for and lost the work. What we require is to get the confidence of our customers. If at any time there is a question as to the figure you charge your customer, be prepared to let him see a copy of your estimate and show your invoices for paper, although, as a rule, I do not think a customer should be shown more than is necessary. Very often, when a person will not leave his own printer if he is not the lowest, the competing printer thinks the reason he does not get the work is that he is too high, and makes up his mind the next time to go still lower, not having the good sense to see that the person does not wish to make a change. It is poor satisfaction to have to wait until a printer who cuts the prices of your regular customers gets to the end of his tether, for as surely as he does there will be others to take his place.

## ILLUSTRATED EDITIONS FOR WEEKLIES.

“Illustrated Editions for Weeklies” was the subject of an entertaining paper by Mr. W. Ireland, Parry Sound :

In attempting to write a paper upon this subject for the consideration of the association, I am fully conscious that what I may say will not be at all new to many of the members, especially to the publishers of dailies, and of weeklies in large towns, any of whom could probably treat the subject much better and with greater fulness of detail than I.

Having promised the president at the last annual meeting to prepare a paper, I was for some time at a loss for a subject, until our experience with illustrated editions suggested to me the topic which I have selected.

Let me say at the beginning, that the people of Parry Sound district are much the same as those residing in the other rural portions of the Province, and I take it that what will move them will have a like effect elsewhere. The motive by which I have been prompted to write upon this subject was, that our esteemed contemporaries who may not yet have made the discovery that there is money in issuing illustrated editions, and that an increased circulation, with a consequently widened sphere of usefulness, will follow, may profit by our experience. We claim no patent right of an inventor or discoverer, and do not pretend to imagine that we have any title to warrant us to apply for copyright either in this or the Mother Land, or in the United States, but our experience has been such a revelation to us that we fancy we are quite justified in thinking the illustrated edition will be found of greater service in extending the circulation, increasing the influence and enlarging the domain of the weekly newspaper than all the schemes of giving premiums, clubbing with big city weeklies, or even issuing fancy calendars.

It was not until last year that we attempted anything like a complete illustrated number. Prior to that we had from time to time inserted one or two cuts of special interest, and, while we found that our patrons appreciated every effort in that direction, it did not in any way prepare us for the surprising success of a regular illustrated edition.

We contemplated at first issuing a twelve-page Christmas number, but our canvasser found the project so generously received

and the applications for extra advertising space so extensive that we were obliged to arrange for a sixteen-page issue. We had sixteen columns of extra or special advertisements, and were compelled to compromise with some of our advertisers in the matter of space, because we had not time to further enlarge beyond the sixteen pages. Then, too, we had intended to issue during Christmas week, but the advertisers desired us to get out the special edition a week earlier, so that they might have the benefit of the advertising for their Christmas trade. We had prepared a full and complete sketch of the history of the town, from the time when the Jesuit Fathers called there on their way to and from Montreal, down to the present, or, as one subscriber remarked, "from the time of the flood down to 10 p.m. on the day of publication." With this we arranged for a number of illustrations, consisting of views of scenery and buildings, together with half-tone photos of members of the Town Council and other prominent citizens. The labor of getting out this special edition was of course considerable, but by working over-time we managed it with our regular staff, but issued a day late. Although no public announcement of the special had been made other than by our canvasser in soliciting advertising, we soon found that the whole town knew of our intentions, and everybody was interested in it and eagerly waiting for the appearance of the paper. People were continually calling at the office asking if it were printed yet, and by the time we were ready to start the press, there was scarcely room for the workmen to move about by reason of the expectant crowd. From the mayor down, all classes were represented in the throng, and all were intent on getting a first glimpse of the illustrated paper. When it was finally in the hands of the subscribers, there was but one opinion as to its excellence. All the defects which were so painfully apparent to us, in this first venture, were either not seen by our patrons or kindly over-looked by them. On all sides our enterprise was praised in a manner which must have made our contemporary across the way green with envy.

Although we printed some three hundred extra copies, within twenty-four hours after the forms had been taken from the press the whole edition had been eagerly bought up at 5 cents per copy, and for weeks after letters from all parts of the Province, from the United States and England poured in upon us in showers



asking for one or more of the Christmas number, which we unfortunately were unable to supply, but may yet do so by reprinting the whole issue.

That I may emphasize the statement that not only Parry Sound people appreciated the effort, let me read two of the great number of complimentary letters received :

James Craven, principal of one of the public schools of Dayton, Ohio, wrote : " Compliments on the Christmas number of the Star. The sketch of Parry Sound, containing, as it did, so many facts new to me, was read here in ' Yankee ' land with great interest. The edition was a gem of typographical art and would be creditable to a metropolitan journal."

Messrs. Reed, Owens, Wood & Arnold, of Toronto and Bracebridge, wrote : " As subscribers we desire to express our appreciation of your Christmas and New Year's editions. Perhaps no other paper published in Northern Ontario has attempted anything so elaborate and interesting. Your effort marks the march of progress, going steadily forward among the settlers ; and well as you have done, we trust it is only an incident of the future."

We are receiving very many other letters from different parts of the world, equally flattering, but the infliction of the two upon the members of the association is probably all that I can safely venture.

So great was the favor with which our first venture was received that we decided to issue a New Year's edition, and have since that time illustrated our regular issue almost every week. This we find to be greatly appreciated by the people of the district generally and, what is perhaps more to the point, it pays. Not only have we found that the illustrated edition sells readily, but we have also discovered that it has increased our circulation very rapidly and materially. With the hardest times ever experienced in our district, our canvasser finds it easy to secure large additions to our list, and almost every mail brings its quota of new subscribers accompanied by the dollar, which we all find so indispensable. I believe it is no exaggeration to say that we have been adding to our list of subscribers at the rate of 25 or 30 a week since the inauguration of our present plan. People who previously would not take the paper at any price, persons on the other side of politics who formerly saw no good in the Star—



well, "we've got 'em on our list," and we find that the paper is accorded a standing never before enjoyed.

Now, a word as to the extra cost. The wise publisher can easily make the illustrated number cover its own cost, but as well it can be made a source of revenue. The great item of expense is the cost of cuts and a better quality of paper, and this is more than met by the advertisements. Moreover, when the photos of public men are inserted, these gentlemen will readily put up \$5 or even more towards the expense, and buy large numbers of extra papers to send to their friends.

I need not say anything as to the printing further than that good photos must be secured or your cuts will prove a failure. Good toned paper—it can't be too good—and good ink are absolute essentials. How to print from half-tone engravings any of the trade journals can tell you better than I, and with experience any well-equipped office will be able to turn out good work. We have not yet been able to print our illustrated editions to our entire satisfaction, but we improve every week. It is not our intention to illustrate every issue, but shall continue to do so from time to time, and I would advise all the members who have not yet tried the experiment to do so, and feel satisfied they will be content with the results.

#### COUNTRY CORRESPONDENTS.

Mr. A. R. Fawcett, Leader, Toronto Junction, read a paper on "Country Correspondents":

Mr. President and Gentlemen: In giving a paper on "Country Correspondents," I must necessarily speak from personal observation and experience.

Three years ago last December the Toronto Junction Leader was established, and almost the first thing the proprietor did was to secure a staff of correspondents. In this matter considerable difficulty was experienced, but by a judicious use of the blue pencil he was soon able to boast of a first-class staff of reliable, live, wide-awake, up-to-date correspondents. About the time this had been accomplished the proprietor of the Leader purchased the Woodbridge printing office, placing a manager in charge thereof. Shortly afterwards a printing plant was put in the Schomberg office, when the paper was increased in size and a large staff of new correspondents was secured to represent the Leader in

unrepresented districts. A few months later the Recorder was purchased from Captain Allen and amalgamated with the Leader, when the name of the paper was changed to that which it now bears—the Leader and Recorder. Two months afterwards, the York Observer was purchased and amalgamated with the Leader and Recorder, which to-day represents five York County newspapers in one.

Of course, the natural result of these changes was to add very largely to the staff of country correspondents, as well as to the duties of the editor. To facilitate the gathering of news from this large district, which includes the townships of Etobicoke, York, Scarboro', Markham, Vaughan, King, and Whitchurch, in York, and Tecumseh in Simcoe County, and the minor municipalities of North Toronto, East Toronto, Toronto Junction, Weston and Woodbridge, the territory was mapped out into districts, the correspondents in each district being under the supervision of the managers of the head office and the branch offices as follows:

News from Tecumseh, Whitchurch and King to be sent to the manager of the Schomberg office ; Markham, Vaughan, and the northern parts of York and Etobicoke to be sent to the manager of the Woodbridge office ; the southern parts of Etobicoke and York, Scarboro', East Toronto, North Toronto and Weston to be sent to the head office at Toronto Junction. The news sent to the Schomberg office is not only revised by the local editor there, but it is put in type in that office, the same thing being done with the matter sent to the Woodbridge office. On Wednesday night of each week the type from these offices is sent by express to the head office, where it is made up and printed on a fast two-revolution Campbell press run by an electric motor.

But, notwithstanding the fact that the weekly task of handling the news service furnished by some sixty odd correspondents scattered throughout the country had been reduced to a system, it occurred to me that there was still something wanting to bring the service up to the highest standard of efficiency. With this object in view, the speaker gave his first annual banquet to the correspondents, managers, agents and compositors of the Leader and Recorder. The banquet was a decided success, and was attended by representatives of the paper from all parts of the country. "It was the most interesting banquet I ever attended," said a correspondent to me afterwards, "and I hope you'll make

an annual affair of it." Here these gentlemen met, got acquainted with each other, and exchanged ideas over the festive board which were beneficial to all concerned.

Of course the editor did not allow the opportunity to pass without giving some useful hints for the guidance of any of his correspondents who might be in need of such. In every way the banquet was a success, and was repeated the following year with equally good results. This year, at an early date, we propose holding our third annual banquet.

My instructions to correspondents are as follows :

1. Send items of news, such as personals, deaths, births, marriages, accidents, improvements, reports of meetings, entertainments, councils, conventions, secret societies, etc., in fact everything that is of general interest to the people of your district.

(I place personals first on the list, as I regard the personal column as one of the most interesting and attractive features of the modern weekly newspaper. Years ago there was a strong prejudice against the insertion of personals in newspapers, but the journal of to-day that fails to devote considerable space to personal and social items is behind the times and not in touch with the progressive spirit of the age.)

2. Avoid personal squibs calculated to injure the feelings or reputation of innocent people.

3. Report political meetings fairly and impartially, no matter what your political predilections may be. The Leader and Recorder believes in giving every man fair play in its columns, regardless of creed or color, or political complexion.

4. Refrain from commenting upon any question whatsoever. The editor will attend to that part of the business.

5. You will, of course, always tell the truth. At the same time it is well to remember that the truth is sometimes regarded as libellous—by the law. In short, my son, be careful that you do not walk into the jaws of the shyster lawyer and enable that unscrupulous individual to wring shekels from the slender purse of thy friend, the editor. Avoid such a mischance as you would "the wrath to come!"

6. Condense every item as much as possible without destroying its sense or altering the meaning you intend to convey to the public.

7. Write on both sides of the paper if you prefer it, but if you

desire to consult the feelings of the foreman, write on one side only.

Who make the best correspondents ? is a question I am often asked. The best correspondent I ever had was a shoemaker, who had evidently mistaken his calling in early life ; and the best correspondent on my staff at the present time is a retired farmer. Teachers make good correspondents as a rule, although some of them delight in using words of "learned length and thundering sound," and are so prosy that they will sometimes cover a whole sheet of foolscap in describing an event that any newspaper man present could boil down into half a dozen lines. Ministers of the Gospel are dead failures as correspondents, because they seldom send in anything except church news, and that is usually all about their own church. Occasionally they throw in a marriage or death, but beyond such items as these—which are well enough in their place—they never seem to get. It frequently happens that the man least likely to make a good correspondent in a certain neighborhood—possibly the very last man you would think of selecting—turns out to be the man best suited to the position. So, because there is not a teacher in a neighborhood you are anxious to have represented in your paper, do not come to the conclusion that a good correspondent is not available. The village shoemaker, the blacksmith, or the tailor, may be the very man you want.

Country correspondents may be divided into three classes :

First—Those who make it a point to send in items every week, and if news is scarce occupy valuable space in telling you so.

Second—Those who send along all the petty gossip of the neighborhood, overlook important items of news, and keep you in hot water with your subscribers in that locality pretty much all the time. This class of correspondents is aptly described in the following lines :

#### THE COUNTRY CORRESPONDENT.

You may talk about your scorchers  
And girls in bloomers, too,  
Your new woman and Sunday cars,  
And the harm that they will do.

But I can name a thing that's worse  
Than any of these, I swear ;

To endure it is agony,  
Far more than we can bear.  
Oh, need I tell you what it is ?  
Its name makes me despondent ;  
You'll not dispute me when I say  
'Tis a country correspondent.  
In mystery his name is shrouded,  
He's worse than any ghost,  
Of every little thing he hears  
He always makes the most.  
But there's a way to tell him—  
Just whisper it to yourself—  
He writes up scandalous items  
Of everyone but himself.  
His head is thick, his brains are few,  
His vocabulary's small,  
But still he writes in spite of this,  
For he thinks he knows it all.  
Of news he misses not a bit,  
What each one does, where each one goes,  
For like a sneak he prys about,  
No honorable ways he knows.  
And heaven help the mortal who  
Falls under his displeasure,  
Against him all his massive brain  
Is hurled without measure.  
For the next items that he will write  
Will be full of jokes and puns  
About that poor unfortunate  
Who collapses all at once.  
Of anything and everything  
He manages to write,  
And in his own opinion  
He's completely out of sight.  
Oh, poor deluded mortal !  
He's happy in his sphere,  
I hope he'll be forgiven above  
For being a nuisance here.  
And now cheer up, ye suffering ones,  
And do not be despondent,  
Just pull your gun and shoot at sight  
Your country correspondent.

But to say that all country correspondents should be classed alike, as the foregoing lines would seem to indicate, is, of course, absurd. There are correspondents and correspondents, just as there are poets and poets.

Third—Those whose items are always so newsy and interesting that, no matter how crowded your columns are, you always manage to find a corner for them. The blue pencil seldom, if ever, defaces their copy. This is the class to which the model country correspondent belongs—the men who do more towards building up a country or county newspaper than the editor himself.

It is the country correspondent who enables the publisher of the country paper to hold his own against the cheap editions sent out into the country by the evening newspapers. It is the country correspondent who understands country people so well that one item sent in by him may be more interesting to the farmer and his family than the reading matter contained in a ton of outside publications. The country weekly, minus a full quota of country correspondence from the principal points in its particular constituency, would be like a boiler without the engine—there might be plenty of steam, but there would be mighty little go in it.

#### MACHINE COMPOSITION.

The following is a paper on “Machine Composition,” by P. D. Ross, Ottawa.

I propose to give you in the briefest possible form the facts of over two years' experience in the Ottawa Evening Journal's office with different kinds of typecasting machines.

The Journal first had Typographs for a year, and since has had Linotypes for more than a year.

The moral I will state in advance. It is this: I believe that any publisher who sets one hundred thousand ems minion per week can make machine work pay, and that as he exceeds that quantity he can gain rapidly.

The Journal's Equipments—In 1895 the Journal had five Typographs on lease—four minion machines, one nonpareil. Since 1895, the Journal has had three minion Linotypes, and one nonpareil Typograph. I propose to give the exact cost of each set of machines, partly as a matter of interest of comparison, chiefly to show that either machine is very economical. For the purpose of comparison I will leave aside the nonpareil Typograph,

which the Journal has had throughout, and will compare the working only of the four minion Typographs with the three minion Linotypes.

Factors of Cost.—The factors of cost in the machines of either kind are :

- |                         |                          |
|-------------------------|--------------------------|
| 1. Interest on capital. | 6. Repairs and matrices. |
| 2. Depreciation.        | 7. Gas for fuel.         |
| 3. Machinist.           | 8. Power.                |
| 4. Operators.           | 9. Oil, waste, etc.      |
| 5. Metal.               |                          |

The factor of saving is avoidance of the cost of type.

Composition by Typograph.—The Journal installed Typographs in December, 1894, and kept them a year. Of the four minion operators, one was both operator and machinist. He got \$15 per week. Of the three other men put on the machines at the Ottawa union rate for eight-hour day work, namely, \$12, one had had a short previous experience on the Typograph, one had been a Linotype man, the third was a compositor entirely new to machines. All picked up speed rapidly and continued improving to the end of the year. During the last month the showing was as follows :

For four weeks, 48 hours per week, solid minion, without heads or slugs, run of newspaper copy, mostly bad handwriting :

	Total for month. ems.	Average weekly. ems.	Average daily. ems.	Average hourly. ems.
Operator No. 1.	540,000	139,200	23,200	2,900
“ No. 2.	513,600	128,400	21,400	2,680
“ No. 3.	500,000	125,000	20,800	2,600
“ No. 4.	468,000	117,000	19,500	2,440
		<hr/>	<hr/>	<hr/>
		509,600	84,900	10,620

Average per hour for one month of all four machines, run of copy, 2,650.

The wages of the four operators totalled \$51 per week, or \$8.50 per day. The other factors of cost were as follows, except that in place of rent I assume the machines were purchased at say \$1,140 apiece (5 per cent. off list price of \$1,200), and reckon interest at 6 per cent. and depreciation 10 per cent. The other items are the actual cost in the Journal office in 1895.



Four machines at 1,140 = \$4,560.

Interest on \$4,560 at 6 per cent.....	\$273
Depreciation on \$4,560 at 10 per cent.....	456
Machinest—none ; not needed.....	
Repairs and matrices.....	121
Gas for fuel, at \$1.25 per 1,000 feet ....	160
Power (1½ H.P.).....	50
Metal.....	132
Oil, waste, etc., about .....	10
	\$1,202

Working days in the year, 305 ; cost of machine per day (\$1,202 ÷ 305) = \$3.94 ; wages of operators per day, \$8.60 ; total cost per day, \$12.44 for 84,900 ems solid minion, equivalent to 14.65c. per 1,000.

The machines worked admirably. There was hardly ever a stop except through the carelessness of the operators in regulating the heat of the metal. The machines seemed exceedingly well built. I think anyone is safe with a Typograph if the operator is careful, moderately intelligent and well instructed to start with. The Journal's operators did not seem to have reached the limit of speed, having steadily improved up to the last.

Composition by Linotype.—In December, 1895, we decided to buy three Linotypes and part with four minion Typographs. The reason for the change was that we believed that in quantity of setting we were crossing the line at which a Linotype battery becomes the more economical, owing to greater speed and fewer operators. That line I place at about 600,000 ems per week, according to the wages required by good Linotype men.

During the month of January just ended, after a little over one year's experience, the Journal Linotype operators did as follows :

For four weeks, 48 hours per week, solid minion, without heads or slugs, run of newspaper copy :

	Per month.			
Operator No.	Total ems.	Weekly average.	Daily average.	Hourly average.
1.....	968,400	242,100	40,350	5,044
“ “ 2.....	840,240	210,060	35,010	4,380
“ “ 3.....	787,200	196,800	32,800	4,100
		648,960	108,160	13,524



Average per hour for one month of all three machines, run of copy, 4,508 ems.

Operator No. 1 receives \$15, the other two \$13.50 each, the Ottawa union day rate. Total, \$42, or \$7 per day.

The other factors of actual cost in the Journal office for the year 1896 were (cost of machines, say \$2,850 each, being 5 per cent. off list price of \$3,000, or \$8,550 for three machines):

	Per year.
Salary of machinist, \$15 per week.....	\$780
Interest on \$8,550 at 6 per cent.....	513
Depreciation on \$8,550 at 10 per cent....	855
Repairs and matrices, actual cost 1896....	189
Gas for fuel at \$1.25 per 1,000 feet.....	93
Power (1½ h.p.) .....	50
Metal .....	142
Oil, waste, etc., about .....	10
	\$2,632

Working days in year, 305; cost of machines per day ( $\$2,632 \div 305$ ) = \$8.63; wages of operators, \$7 per day; total cost per day, \$15.63 for 108,160 ems solid minion, equivalent to 14.47 cents per thousand.

It is due to say that with both Typograph and Linotype, the Journal has been blessed with the services of a first-class employee as machinist—Mr. Frank McMurray. He was both machinist and operator very successfully on the Typograph, and the same plan was tried with him for a year with the Linotypes, but they proved to need an embarrassing amount of machinist attention, and recently we thought it best to give that plan up, and now do not ask him to operate except to a limited extent. Not only is the Linotype a more complicated machine, but speaking with regard to mechanical construction we cannot say that it has given as complete satisfaction as the Typograph. Our feeling is that better mechanical finish could be given in the Canadian Linotype factory.

At the same time, the above figures of composition include all stops and delays, and the operators are still gaining speed.

It will be noted that the necessity of employing a machinist would apparently prevent a battery of less than three Linotypes being as economical as Typographs.

Comparison with Hand-Work.—The union rate in Ottawa for hand composition is 33c. by piece work; by the week, \$11.

Calculating that in an eight-hour day a good compositor will set and distribute 6,000 ems solid minion, composition at \$11 per week of forty-eight hours means 30c. per 1,000. Composition by either Typograph or Linotype is less than 15c. To the cost of hand composition must be added the wear and tear of type. It is certain, therefore, that machine composition in the Journal's case costs not more than half what hand composition of the same quantity would. If the Journal has not saved that, it is because, like other papers, it yields to the temptation to increase its output.

Note that the whole calculation is based on union wages. A country publisher who gets cheaper hand composition must figure for himself how that would affect his case. I can only say that I see no reason why a single Typograph will not give as cheap setting proportionately as half a dozen. I mean that a single Typograph with a \$12 operator ought to give composition at under 15 cents a thousand. But the operator must know his business.

#### MACHINE WORK.

Mr. Laird, Cobourg, gave a paper on "Machine Work":

Mr. President and Gentlemen,—You will observe by referring to the published programme of this meeting that the subject we are requested to discuss is machine work. This covers a wider field than I feel capable of traversing, as my experience has been limited to the use of only one kind of machine, namely, the Rogers' Typograph, and consequently I cannot convey any information regarding other machines. As Mr. Ross, just preceding me, has dealt with the subject from the standpoint of the city daily, I will endeavor to confine myself to a consideration of the type-casting machine from the standpoint of the country weekly. And here allow me to digress for one moment to say that I have attended the annual sessions of the Canadian Press Association for several years, and never have I heard the subject practically discussed in its relation to the country weekly newspaper office. Time and again I have listened to exhaustive papers teeming in facts and figures confined to the operations of the city daily and large newspaper offices throughout the country. Elaborate statistics have been given to show how many thousand ems could be set in a weekly under the most favored circumstances, by

expert operators working with power. The information may have been, and I have no doubt was, of great value to proprietors of large concerns who manage their establishments with a strict regard to the cost of each detail in connection with their business. But I must confess, and I may be obtuse in doing so, that I never was able to glean much real practical information regarding the one great question : Is a type-casting machine practicable in the ordinary country weekly newspaper office? Time and again has it been established at our meetings that machine work is not only practicable in the large offices, but is desirable and money saving. In fact, I may say that we have come to look upon type-setting and type-casting machines as indispensable in the larger offices in these days of progress and keen competition. But the question as to whether casting type by machinery in rural weeklies is practicable has not, so far as I am aware, been brought especially before this association.

It is with this end in view, therefore, that I propose to review briefly the merits and demerits of the Rogers machine in the country weekly office ; and in treating this question permit me to premise it by stating the extent of my experience, and I will not go beyond my experience, so that you will perceive how far I am capable of forming a judgment. Then, too, I will state the circumstances under which we use this machine, so that you will be able to tell how they correspond with your own. I do not propose to go into elaborate figures and statistics, for I think the ordinary country publisher is guided more by general results than by nicely figured out tables.

In the Cobourg Sentinel-Star office the Rogers Typograph has been in use for almost three years. The population of the town is 5,000 and the circulation of the paper is about 1,600. I mention this merely for comparative purposes. We set about 20 columns of matter per week. In our office, and I have no doubt it is the same in most weekly offices of our class, we employed apprentices at the case to whom we paid from \$10 to \$12 per month when they were fairly well advanced. Most of the twenty columns was put up on Monday, Tuesday, Wednesday and Thursday. On Friday the hands were busy issuing the paper, and Saturday was devoted to throwing in type. Averaging a galley and a quarter to a galley and a half of type per man per day, at wages specified, the cost of putting up the paper was about \$10

per week. This estimate is in the rough with a view to avoiding intricate tables and fine calculations, and without any reference to the cost of setting advertisements, etc., for which I am not calculating just now.

What does the Typograph cost us to produce exactly similar results? If we can arrive at an exact estimate, then we can compare the two methods and judge accordingly.

The rent of the Typograph is \$5 per week; the cost of the gas for heating metal at \$1.25 per thousand feet is \$1.50 per week. We put an intelligent young man on the machine as operator at apprentice's wages, \$3 per week. This makes a total cost of \$9.50 per week, and the addition of another 50c. per week will more than cover any repairs that may become necessary, as well as electric lighting, oil, waste, brushes, benzine, etc. I am not now figuring on the cost of matrices, because under the rental system matrices are renewed free of charge. An intelligent, careful young man, after six months' experience, will turn out three to four columns per day and will put up twenty columns per week without any trouble. Just here I might say that he could put up eight or ten columns more per week for about the same cost if we required it.

According to my estimate, therefore, the cost of composition is practically the same when done by apprentices at the case as when done by an apprentice with one machine. The only saving I think it effects is in the cost of the wear and tear on type, and being practical men yourselves you know better than I can tell you how much your wear and tear on type amounts to. It would cost more in some offices than in others, but it is a great consideration in any office.

Of course, this calculation would vary considerably in case the publisher purchases the machine instead of renting it. In that event, the cost of the matrices, probably \$25 per year, would be added to the yearly cost; but on the other hand, the interest on the money invested would not amount to one-half the rental charged by the company. There is, therefore, far more money to the publisher in owning the machine than in renting it.

There is no denying the fact that the best press work is produced from type, the impression being more regular, distinct and easier read. On the other hand, the machine is capable of piling up matter with a great rush, which, in this day of keen competi-

tion and electric rapidity, gives a machine office a great advantage. With type there is nothing to get out of order; with the machine an accident is liable to occur, but on this point I may say our machine has been running without a hitch for seven months, and for nine months prior was never out of working order. I have now placed the matter before you in as comprehensive a manner as I can, though, I feel, rather roughly. As to the practicability of the type-casting machine in the country weekly office I have no doubt; as to its desirability, I leave the matter in your own hands to decide for yourselves.

#### ADVERTISING.

Mr. A. J. Jeffery, of the Arnprior Chronicle, who was present as a delegate from the Ottawa Valley Press Association, contributed the following paper on advertising :

It is obvious that while advertising has for its ultimate and direct object the control and direction of public opinion, commercial advertising involves features peculiar to itself, owing chiefly to its diversified nature. The proprietor of a remedy to cure a lame back may safely assume that all the people thus afflicted desire a change, and are willing to give anything a fair trial that may promise relief. In other cases of advertising this is not universally true. An advertiser who would gain anything for his cause has not only to appeal to judgment, but by catchy, well-written and, withal, truthful ads., has to counteract prejudice, and when success does come, the newspaper, if up to date in setting an ad., will receive as much credit as the live advertiser. Advertising is greatly affected by our national traits and idiosyncrasies. The advertiser who makes these local characteristics his allies, and gets at his public through them, stands an excellent chance of succeeding. He may laugh in his sleeve at the narrow-mindedness or the childishness of his public, but if he is wise he will make his profit out of these foibles. The mania for bargains is a trait closely allied to the "free" instinct, and to my mind should be encouraged by newspapers. Department store after department store thrives on it.

The more it is catered to the more rapacious it becomes. The wise advertiser makes the fullest use of it, while the live publisher gets the advantage of it. A lack of ability to long concentrate the attention, and a disinclination to concentrated mental effort,

is a distinctively North American trait ; it makes people eschew large ads. in small type, lengthy and uninteresting explanations of the relative merits of wares, and everything that necessitates more than brief attention. Perhaps our busy life is accountable for this. In any case, it is a characteristic of which the advertiser may well take note. It has been well said, "The advertiser is fortunate who can bring to his aid the force of a delicate and refined humor." A laugh puts the reader in a receptive mood, ready to listen to whatever else may be forthcoming. To the advertiser who makes everything his allies, other distinctively national traits which he can press into his service will readily occur.

I feel conscientiously within my right in recommending advertising agents to my fellow publishers' favorable consideration, and consider they should all be treated as friends. Inasmuch as they are continually ferretting up business for us, and guarantee payment, therefore, when approached by private advertisers, publishers should under no consideration quote rates, or give rates, in favor of the private advertiser, as it would be most unjust and unfair to the agents. The following clause is from a circular issued some time ago by a special committee (of which the writer was a member) of the O. V. P. A. to the general publishers of Eastern Ontario, and which I think is quite in place now :

"That for display advertising in papers of 1,500 circulation and under, a minimum rate of \$3 per inch per year be charged. For papers over 1,500 circulation the minimum rate to be \$4 per inch per year.

"For reading matter notices the minimum rates to be 10c. and 12c. per inch each insertion, respectively."

The publishers were recommended to make out a scale of rates on above basis and send to advertising agents, with the assurance in polite but firm language that these rates will not be deviated from in any case. This will save a great deal of unnecessary correspondence." If the publishers will pardon the liberty the committee take, we would like to say that the one thing necessary to better prices is more backbone on the part of each publisher as regards rates. Do not let us jump at the first offer made us, but let us know what a certain space is worth, and then, like business men, demand the price and take nothing but the price. Of course, this is gross to the agent and net to the private advertiser.

I consider this is quite applicable to the present case. The advertiser and the publisher must work together to obtain success. The advertiser with his tact and well-written ads. count for little if the same tact and energy is not shown by the publisher; therefore, to make it reciprocal, the publisher must have the necessary stimulant—his price. A half-price, slovenly set ad. gives a black eye to the paper, same as a dishonest ad. hits hard the advertiser. A good ad. never gets that tired feeling, neither do the people who read it; and one advantage a good ad. has, it never has an impediment in speech. I have always made it a duty to discourage large spasmodic advertising, which is invariably done at the season of the year when a publisher can ill afford the space. In this age of advancement one has so many things to remember. When a reader reads a large and only ad., it may strike him in a favorable way for the time being. But, alas! how prone is the human mind to forget, for most probably when he is in need of the article advertised he has entirely forgotten the appearance of the ad. A constant ad. is a constant reminder, while one ad. is but the corner-stone of a future trade. These are a few notions, or ideas, of my own on advertising matters. Still, I think, if adhered to by publishers, they would prove beneficial in the end.

#### THE ADVERTISING AGENCIES.

The following letter was received by the secretary from Mr. A. McKim, of Montreal:

MONTREAL, February 3, 1897.

John A. Cooper, Esq., Secretary the Canadian Press Association,  
Toronto, Ont.:

DEAR SIR,—I regret very much that circumstances are such that I shall not be able to attend your annual convention. It was exceedingly courteous on the part of the Canadian Press Association to extend an invitation to an advertising agent to be present at one of your meetings, and I deeply appreciate it.

I have often thought that if I could become personally acquainted with the many publishers, with whom I have had the honor of quite an extensive business connection, it might possibly do something towards dispelling what seems to be the prevailing idea that the advertising agent has the horns and caudal appendage of the gentleman whose name is so familiar in newspaper offices.



It is a very difficult matter indeed to form anything like a correct idea of any man from his correspondence or from what other people say of him. The many publishers with whom it has been my privilege to become personally acquainted are certainly an eminently respectable and very genial lot of men, but if one had to judge them entirely from their letters on advertising rates, or from the reputation given them by the publisher of any other paper in their own town, one might come to a very erroneous conclusion.

I am told that many hard and bitter things are sometimes said at your convention about the advertising agent; that he is charged with cutting rates down to the starvation point and grinding the face of the poor publisher; that he is considered by many publishers as a sort of Cerberus, whose chief business it is to interrupt advertising contracts as they are on their way to the newspaper at full card rates and without any special position.

Regarding the cutting of rates.—Is it not true that the publisher himself is responsible for whatever reduction is made in his rates and that he permits reductions simply because it suits his purpose to do so? Of course no agent or advertiser can secure the insertion of any advertisement in any newspaper against the will of the publisher.

Each individual paper is surrounded by circumstances peculiar to itself, and certainly the only person who is in a position to govern the advertising rates of that paper intelligently is its owner.

It seems that newspaper publishers as a rule, cannot and will not abide by any cast iron scale of rates. Is it because publishers are less reliable, or have less of the business man about them than their neighbors in the dry goods or any other line? Not at all. It seems to me the whole reason lies in the fact that the commodity which he has for sale is blank space, which has cost him a certain price and must be filled with something that will bring a return, else he makes a loss. Unlike any other commodity, that which remains unsold immediately passes out of existence.

If it were possible for all newspapers to maintain a uniform price per thousand of circulation, and circulations could be definitely ascertained, then the agent's business would be a sinecure.

Where the conditions are favorable to the maintaining of a uniform rate, I believe it is by far the best thing to do, in the long



run. It may take some little time to establish the reputation on standing hard and fast, but when your position is once understood there will be very little trouble with either advertiser or agent. It is necessary, however, to do either one thing or the other. If the rate is not absolutely hard and fast, then it simply becomes a matter of how much you can get and how little you will take.

Why do advertising agents offer low prices? Is it because they want to get space for less than it is worth, or because they make a greater profit if they get low figures? No, not at all, it is because they do not know just what the publisher will do if an offer is made him by the advertiser direct. I can never forget the lesson I had upon this point two years ago, when I quoted a fair cash to a cigar manufacturer for six inches in a list of about 150 papers for a year. He thought the figures too high, so took my list and sent out an offer to each paper of a box of domestic cigars for the six-inch space, on a good local page. Sixty-five papers accepted the offer, and so it is, there are about two hundred papers in Canada that will accept almost anything—from cigars to mining stocks—for advertising space if it comes direct from the advertiser, yet when an offer comes from an agent at, say, half their rate payable in cash, they feel that they have been insulted. I am bound to confess, but would like to do it in a whisper, that the advertiser who has the time and inclination to visit the newspaper offices throughout the country, can make cheaper contracts, secure many more favors in the way of free readers, and the privilege of running reading matter at the same rate as display, etc., than any agent can do for him.

How does the agent earn his commission? He keeps up an office and a staff for the purpose of soliciting, placing and looking after advertising in a systematic way; he employs artists to design attractive advertisements, to put up the copy in such shape as to make it bring the best results, and by so doing leads an advertiser into the expenditure of thousands where he would spend hundreds, or perhaps nothing at all if left alone. He thus assists in a very material way in creating advertising for the newspapers and spreading the conviction that "newspaper advertising pays when properly handled." Not only this, he undertakes to pay promptly for every dollar's worth of business he sends out, whether he ever gets paid or not.

Probably the greatest barrier to freer business relations between the publisher and the newspaper is the suspicion that the agent gets the highest price he can from the advertiser and pays the newspaper just as little as possible, raking in the difference for himself.

No doubt there is a difference in the methods of agencies as there is in the practice of publishers, but for one I can speak with authority, and I would like to give every publisher the most positive assurance that there are no secrets between him and the advertiser and our agency; that my agency has never profited one single dollar by any disallowance for omissions or incorrect insertions; that every dollar we receive from the advertiser goes to the newspaper, less the commission; that the commission is never more than 25 per cent., and quite frequently as low as 10 per cent. And I not only offer this verbal assurance, but I ask every publisher to employ what means he may deem expedient to get at the facts, and give him full permission to denounce publicly anything that he may find irregular. Of course, I should want him to be sure that his information was correct, and will afford him every facility for verifying it. If this point were once thoroughly understood, I think it would do much to create a friendlier feeling towards the agent in the mind of the publisher.

Apologising for inflicting you with this lengthy letter,

I remain, your very obedient servant,

A. MCKIM.

#### REPORT OF THE COMMITTEE ON LIBEL.

The Committee on Libel beg to report that the thanks of the Press Association are due to the Ontario Government and the members of the Legislature, and be forwarded to the Premier, acknowledging the fair consideration given to the provincial law affecting libel.

That the Ontario law is in the opinion of the association equitable in the main to both the press and the people, giving no protection on the one hand to malicious or reckless journalism, nor on the other hand facilities to attempt blackmail upon fair publishers.

The committee think there are some minor points which might be further considered with advantage to press and public, and suggest that a memorandum be drawn up by the committee to be

sent to Hon. Mr. Hardy for his consideration, the committee to report again at next annual meeting.

The committee would recommend to publishers throughout the country to send to Mr. King copies of their paper referring to any suits for libel, so as to enable him to keep track of such matters. Also that whenever possible, publishers preserve accurate reports of suits, and the secretary specially notify members of the association of the desirability of the foregoing.

P. D. ROSS,  
JOHN KING,  
S. STEPHENSON.

A motion by Mr. Macdonald to the effect that the association approve of an excursion on the lines of the one held last year was carried.

The report of the Committee on Resolutions was now presented by Mr. Pirie. The motion for its adoption carried.

#### RESOLUTION TO MR. WILLS.

Resolved: That we hereby tender to Mr. Wills, secretary of the Board of Trade, our sincere thanks for his kindness in arranging for the annual dinner of our association. His courtesies in dealing with this matter has been much appreciated by the association, which will not soon forget his kindness. And that a copy of this resolution be forwarded to Mr. Wills.

#### THE CABLE SERVICE.

Moved by A. H. U. Colquhoun, seconded by P. D. Ross, That this association, having last year unanimously approved an independent Canadian cable service, if one is practicable, the following are appointed a committee to consider the question and report to the association: J. S. Willison, Hugh Graham, W. H. Bunting, Andrew Pattullo, J. B. MacLean, and the mover and seconder. Carried.

Mr. Thompson, of Thorold, spoke briefly complaining that members from a distance had their time at the convention taken up discussing a subject which, while deserving careful consideration, was of more importance to the metropolitan press than to rural publications. He thought there should be two sections of

the association, as he did not think it possible that the country publishers would have that sympathy with the large city publishers which would make it feasible to carry through a convention of three sessions and have every paper of equal interest to every member. Mr. Thompson put this in form of a motion, which was duly seconded by Mr. Jeffery.

The Executive Committee was now elected, consisting of Messrs. J. S. Willison, W. Ireland, J. T. Clark, D. McGillicuddy, A. G. F. Macdonald.

The auditor's report was presented and adopted.

The president-elect, J. B. MacLean, was now asked to take the chair and address the meeting. He appreciated very highly the honor conferred upon him, and assured the members that he would do all in his power to further the interests of the association. He said that next year an attempt would be made to have, as a special feature of the gathering, addresses delivered by literary men, including Sir James Lemoine, Dr. Drummond, Gilbert Parker, Frank Munsey, J. Kendrick Bangs and others.

Mr. Ireland proposed an excursion from Parry Sound to Ottawa, and stated that free transportation could be secured on that route, and also by steamer from Collingwood to Parry Sound.

Mr. Thompson suggested that the country publishers remain after the meeting and discuss the advisability of forming a separate section of the association.

Moved by Mr. Robinson, seconded by Mr. Macdonald, that the thanks of the association be tendered to Mr. Brierley. Carried.

Moved by Mr. Jeffery, seconded by Mr. Thompson, that the meeting adjourn until 2.30 p.m. Carried.

As very few members returned, the afternoon session was not held.

#### WEEKLY PUBLISHERS ORGANIZE.

At the conclusion of the morning session the country publishers held a meeting to discuss the advisability of organizing a branch of the association, the membership to be confined exclusively to publishers of country weeklies. Addresses were made by several publishers, all concurring in the belief that such a section could be made of much greater practical benefit to themselves than the meetings have been in the past, in which the daily press has received considerable consideration, the interests of the two sections being not identical in many respects. The

outcome of the discussion was the unanimous adoption of this resolution :

Moved by John H. Thompson, of The Thorold Post, seconded by H. W. Laird, of the Cobourg Sentinel-Star, and resolved : " That A. J. Jeffery, of The Arnprior Chronicle, M. A. James, of the Bowmanville Statesman, P. A. Bellamy, of the Ingersoll Sun, the mover and seconder, be a committee to issue a circular to the country publishers of Ontario, laying before them the ideas suggested at this meeting, and urging a general attendance at the next annual meeting of the Canadian Press Association, to hold a further conference for fuller consideration of this matter, and, if found advisable, to take action for the organization of a special branch for publishers of country newspapers ; or the committee may take such other action in the meantime as they may choose for accomplishing the same object." Mr. A. J. Jeffery, Arnprior, to be chairman, and M. A. James, Bowmanville, to be secretary of this committee.

Mr. J. B. MacLean, the newly-elected President, being present, expressed his hearty concurrence and sympathy with this action of the country publishers.

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## THE BANQUET AT THE NATIONAL CLUB.

On Thursday evening the social feature of the meeting was carried out in the form of a banquet held at the National Club. There were several invited guests, including Sir Mackenzie Bowell, Hon. Wm. Mulock, Hon. J. I. Tarte, Lieut.-Col. George T. Denison, Principal G. R. Parkin, Dr. G. S. Ryerson, M.P.P., E. A. Wills, F. Arnoldi. Among the members and friends of the association present were : President J. S. Brierley, J. S. Willison, W. F. Maclean, M.P., E. E. Sheppard, J. B. MacLean, Sydney P. Palmer ; D. McGillicuddy, Signal, Goderich ; A. E. Bradwin, Standard, Blyth ; J. H. L. Patterson, Toronto ; M. N. Merry, Toronto ; James Dale, Toronto ; R. G. Shenstone, Toronto ; A. H. Lance, Times, Richmond, Que. ; S. McCutcheon, Toronto, G.T.R. ; W. S. Dingman, Herald, Stratford ; Rev. Dr. Dewart, Toronto ; David B. Bogle, Rossland, B.C. ; John J. Palmer, Toronto ; James A. Ellis, Toronto ; H. P. Moore, Free Press, Acton ; L. G. Jackson, Era, Newmarket ; M. Macbeth, Sun,

Milverton ; W. McGuire, Liberal, Tilsonburg ; John M. Letsche, Leader and Recorder, Toronto Junction ; A. R. Fawcett, Leader and Recorder, Toronto Junction ; B. McGuire, Banner, Orangeville ; A. S. Forster, Star, Oakville ; John A. Cooper, Canadian Magazine, Toronto ; W. Ireland, North Star, Parry Sound ; J. A. Lambert, Mount Forest ; H. M. Hunt, Toronto ; Robert G. MacLean, Toronto ; W. E. Smallfield, Mercury, Renfrew ; George Brigden, Toronto Engraving Co. ; N. W. Ford, Banner, Chatham ; J. E. Cassaday, Toronto ; Jas. Logie, Toronto ; T. A. Weldon, E. B. Eddy Co., Hull ; F. W. Thompson, Central Press, Toronto ; E. S. Sutcliffe, jr. ; M. Henry Richey, Canadian Advertising Agency, Ltd. ; H. E. Stephenson, Canadian Advertising Agency, Ltd. ; Geo. A. Howell, Grip Printing and Publishing Co. ; T. H. Best, Canadian Magazine ; A. J. Jeffery, Chronicle, Arnprior ; W. H. Bunting, Mail and Empire ; John A. Phillips, Gazette, Montreal ; R. Holmes, New Era, Clinton ; T. Jackson, jr., Clinton ; A. F. Pirie, Dundas ; J. T. Johnston, Toronto ; C. W. Taylor, Globe, Toronto ; James Innis, Mercury, Guelph ; George Wilson, Guide, Port Hope ; Charles Matthews, World, Toronto ; C. A. Wilson, North Ender, Toronto ; S. Frank Wilson, Truth, Toronto ; Geo. H. Wilson, Post, Lindsay ; H. W. Laird, Cobourg ; C. W. Rutledge, Markdale ; John King, Q.C., Toronto ; D. Creighton ; J. D. Reid, Arrow, Burk's Falls ; T. F. McMahan, Liberal, Richmond Hill ; A. B. Rice, Tribune, Toronto Junction ; Geo. E. Scroggie, News, Toronto ; F. Diver, Central Press Agency, Toronto ; H. E. Smallpiece, World, Toronto ; Thos. Galbraith, World, Toronto ; Cameron Brown, Sun, Belleville ; C. Blackett Robinson, Canada Presbyterian, Toronto ; Wm. Houston, Toronto ; Joseph J. Cave, Express, Beaverton ; George Tye, Times, Brampton ; John Motz, Journal, Berlin ; D. T. McAinsh, Westminster, Toronto ; W. Copp, Canadian Almanac, Toronto ; John H. Thompson, Post, Thorold ; W. L. Edmonds, Toronto ; A. H. U. Colquhoun ; P. D. Ross, Journal, Ottawa ; Rev. J. A. Macdonald, Westminster, Toronto ; J. T. Clark, Hugh C. MacLean, W. K. McNaught, F. H. Macpherson, R. F. Sutherland, A. W. Campbell, F. J. Campbell, K. W. McKay, H. B. Donly, J. Castell Hopkins ; Arthur Lamabie, La Presse, Montreal ; Frank Carrol, Daily Telegraph, Quebec ; W. C. Nichol, News, London ; Geo. Simpson and J.

Walsh, Globe, Toronto ; W. H. Dickson, Mail and Empire, Toronto.

Hon. Mr. Tarte was unavoidably detained owing to the purchase of La Patrie in Montreal, and wired his regrets. Sir M. Bowell was unwell, and wrote the secretary to that effect.

President Brierley proposed the toast to "The Queen," with a suitable allusion to the Diamond Jubilee year. He also proposed the toast to "The Empire," dwelling upon Canada's position in the family of British nations in eloquent terms. The president's address warmed up the gathering, and Dr. Parkin was cordially received on rising to reply. He said that the mission of the press is twofold. Perhaps its highest mission consists in reflecting public opinion. The Times has frequently said that its greatest usefulness has been derived from this part of its work ; but, at the same time, it may well be questioned whether the work of the press as a guide to public opinion has not been really of greater importance. Perhaps, said Dr. Parkin, nothing in the history of this most extraordinary reign, the sixtieth year of which we are now celebrating, has been more remarkable than the development of the newspaper in that period. To-day the thought which keeps cropping up on such occasions is this thought of Empire, and nothing has done so much to make this the fact as the influence of the press. Mr. W. T. Stead had once said to the speaker that if only Lord Salisbury could place his mind *en rapport* with that of the Premiers of the colonies, so that he might know what they were thinking, nothing more would be necessary ; the parliament of the world would be established. This scheme was not yet brought from the astral plane, but the telegraph and the press had accomplished almost as much. He concluded by advocating an independent cable news service and by pointing out the eagerness to read news of the colonies in the Mother Country.

Col. Denison, who also spoke for "The Empire," said that Canada would never have annexation, and that there were just two futures for her—independence outside of the Empire, or independence inside the Empire. The future of Canada, he said, must be independence within the Empire. Under a consolidated Empire, where all parties were on an equal footing, Canada would have absolute independence. He dealt with the offer of Mr. Joseph Chamberlain to the colonies, suggesting that



they should consider plans for preferential trade, and make propositions to the Mother Country. This was a proposal which, if Canadians were wise, they would climb over one another to accept. Then there was the question of fast steamships. England was willing to give us \$375,000 a year if Canada would contribute \$750,000 a year for a fleet of four of the finest modern steamers afloat, to carry passengers and freight between a Canadian and a British port. This would at once increase our fleet, and be a moderate contribution by Canada toward the navy which protected our commerce all over the world. The colonel concluded with a witty story and a few friendly words to newspaper men. He complimented the press on their patriotic stand at the time of the Venezulan incident. Without exception, they had all stood firm, and the country owed them gratitude for so good an expression of national opinion at a time when Parliament was not sitting, and there was no other way of voicing national views except through the press. Some of you, he said, have occasionally criticised me for my views on Imperial and other subjects. Well, gentlemen, you may rest assured that I shall not feel badly if you attack me, yet when national danger arises you show a loyal patriotic spirit. No matter what you may think of me, I shall always have a warm corner in my heart for the man who stands up for his country, as you did, in the hour of trial. (Cheers.)

Mr. J. B. MacLean, in proposing the toast to "The Dominion," expressed pleasure at seeing representatives of the French Canadian press present. The judgment of the people of Ontario was unhappily too often one formed by looking through the prejudiced spectacles of Protestant preachers. Three years' residence in Montreal had convinced him that the people of Ontario cannot too soon form a better acquaintance with the people of Quebec. He did not think it a very good policy to try to make poor Protestants out of good Catholics. He had learned to honor the people of Quebec, and felt called upon to say so in proposing this toast to the Dominion, of which they form an important part.

Hon. Mr. Mulock, in a brief reply, said there was no part of the population of Canada upon whom a greater responsibility devolved than upon the press men. Their writing should not



merely reflect public opinion, but should guide it so as to arouse the aspirations of the people. Mr. David Creighton and Mr. Innes also replied to this toast. Mr. Innes referred to the growth of Canada in his time. Forty years ago he had entered the service of the Globe in the old building, the site of which was not a stone's throw distant. The country, he felt bound to say, had made great strides since then, and the press had done its full share in bringing about that result.

The toast to "The Legislators" was proposed by the editor of the Printer and Publisher. In replying, Mr. W. F. Maclean, M.P., regretted the absence of Hon. Mr. Tarte, as he wished to assure him of the sympathy of the newspaper men of Ontario for him and his friends who are struggling in Quebec for the liberty of the press. Though Mr. Tarte and he were not to be found upon the same side of national politics, they had the same views as to the mission and privileges of the press. Dr. Ryerson made a happy reply, and then

Mr. George Pattullo, in the absence of Mr. Andrew Pattullo, M.P.P., in a capital speech, introduced the toast of "The Press." He said that the past and present of the Canadian press had been creditable. The press had been well in the van of progress. Not a few of those who had adorned the press had shed lustre upon public life, among them Joseph Howe, Sir Frances Hincks, Hon. George Brown, Senator Penny, Hon. Alexander Mackenzie, and a number of others. Three Premiers of Canada had been working journalists—Sir John Thompson, Sir Mackenzie Bowell and Hon. Wilfred Laurier. Then there were a number of worthy press men who had never descended to politics. A comparison between the best papers of Canada with the best papers of the United States and Great Britain, published under similar circumstances, would not be unfavorable to the Canadian press. It was absolutely essential to the press itself and to national life that the press should have freedom under constitutional limits. Mr. Pattullo urged upon party journalists the duty of reposing an absolute faith in the future of the country. He believed that the Canadian press, regardless of politics or any other consideration, should unite in advocating a scheme for the peopling of this country. The watchword should be "People and Prosperity."

Mr. Lance, President of the Eastern Townships Press Association, was the first to reply. He said he had been prejudiced against amalgamation with the Canadian Association, but would return convinced that nothing could be of more benefit to the Eastern Association, and he believed every member of that body would favor the amalgamation. (Applause.)

Although by this time the hour had grown late, the gathering stayed to hear four of the brightest and wittiest speeches of the evening. They were brief, but in a short space a great deal of good-humored satire was indulged in.

Mr. J. S. Willison was received with applause, the company singing "For he's a jolly good fellow." He said that in last year's report of the press dinner his speech on the occasion was disposed of in these words, "Mr. Willison also spoke." This was after he had taken great pains to prepare a speech. (Laughter.) It was an evident attempt to snuff him out, but he would eventually get even, for he would obtain an audience for that speech if he had to call in the office boy and read it to him. (Laughter.) Yes, if reduced to this expedient, he would wear out six office boys before giving in. (Renewed laughter.) He went on to refer to certain events that made the present year memorable. There was the Queen's Jubilee, and to mark it, Mr. J. Castell Hopkins had written a life of the Queen; indeed, it was said that Her Majesty was seriously considering the advisability of calling this year the Hopkins Jubilee. (Laughter.) Another memorable event was that Mr. George Pattullo had visited England, and while there had been taken in a group photograph with Mr. Gladstone. It was understood that Mr. Gladstone prized that photograph vastly. (Mr. Pattullo led the laugh at this sally.) After continuing in this humorous vein for a few minutes, Mr. Willison concluded in a few earnest words to his brethren of the press. He urged that they should stand together. "Let us at least show," he said, "that we are not the one profession in Canada which, as respects its own members, adheres to the principle of dog eat dog. If there is one lesson we ought to take to heart it is to cease from the pursuit of each other, to stand together, and to so respect ourselves that we shall be worthy of the respect of other people."

Mr. A. F. Pirie, who was suffering from a severe cold, began

in his usual inimitable vein of humor. He was glad to be present, even though hoarse of voice, because it might be impossible next year if postage was re-imposed. (Laughter.) He would come if he could, of course, but it might be in a flannel shirt. (Laughter.) Turning to serious matters, he took issue with Col. Denison, and was opposed to asking the British people to impose duties on themselves for our benefit. He condemned in eloquent terms this proposal as being unworthy of Canadians, and, stopping to cough, remarked, "Mr. Chairman, if I can only get my voice, I believe I'll raise the very devil here this evening." (Loud laughter.) He favored Canada working out her own destiny. Great Britain has given us half a continent to develop by our brain and brawn, and Canadians ought not to consider the need of asking any further advantages.

Mr. E. E. Sheppard was the next speaker. He said that a newspaper audience was not a particularly easy one to address, since it was a very critical one, and every man who was listening was sure he could do better than the man who happened to be speaking. (Laughter.) He did not agree with Brother Pirie, but favored Imperial Federation. He described how he had been converted. He had been talking one day with Colonel Denison, and had been stating his objections to the scheme, when the Colonel said: "Do you know why you are so opposed to Imperial Federation? It's because you are so damned ignorant." (Loud laughter.) Come out and spend an evening with me." So he had gone. The Colonel had some excellent means of persuading people out there (laughter), and besides a gentleman named Parkin happened also to be on hand that evening. He was now convinced that a commercial arrangement between Britain and her colonies was necessary. Britain, by her free-trade system, had rendered it impossible for herself to retort on countries that piled up tariffs against her, and Imperial Federationists only desired to make the Empire an entity.

Mr. W. C. Nichol, in his reply, also dissented from Imperial Federation, and went on to speak of the independent press as a growing power. Next to that came the independent party press, of which he considered the Toronto Globe to be the model. (Applause.)

The banquet terminated at a late hour, and was voted a complete success.

# Canadian Press Association.

## CONSTITUTION.

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

ART. II.—The membership of this association shall consist of publishers, proprietors, editors—meaning not only editorial proprietors, but managing editors, news editors, city editors, editorial contributors (when exclusively engaged as such on the staff of any paper), and duly accredited editorial correspondents at Dominion or Provincial capitals; reporters of three years' standing habitually and professionally engaged as such; and business managers of newspapers—professionally and habitually engaged as such, but not holding a financial interest merely or occupying the position of a shareholder or silent partner or of an editorial or news contributor. The term newspaper shall be understood to mean publications which are regularly issued not less frequently than once a month. All newspapers shall have been issued at least one year before the publisher, editor or business manager is eligible to membership in this association.

ART. III.—The officers shall consist of a president, two vice-presidents, a secretary-treasurer, an assistant secretary, an Executive Committee, consisting of the office-bearers, the retiring president and five unofficial members, all of whom shall, in the event of more than one nomination for any office, be elected annually by ballot. Five of the Executive Committee to form a quorum.

ART. IV.—SEC. I.—It shall be the duty of the president to preside at all meetings of the association and Executive Committee, submit all motions in order, and otherwise discharge the duties of his office, according to usage. In the absence of the president, one of the vice-presidents, in order of seniority, shall preside.

SEC. 2.—It shall be the duty of the secretary-treasurer (aided by the assistant secretary) to keep the minutes of each meeting, have charge of the books and records and other documents belonging to the association, conduct all correspondence connected with the affairs of the association, notify members of the time and place of meeting, and have charge of all money and other property of the association, and disburse the same upon

the order of the president. He shall also report to the annual meeting the number of members and the financial position of the association, with such remarks as he considers of advantage to the welfare of the association.

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

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

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

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

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

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

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

ART. IX.—The admission fee of the association shall be three dollars, and afterwards an annual fee of two dollars shall be contributed by each member in advance. The privileges of membership shall not be extended to any member in arrears for fees.

ART. X.—Any member two years in arrears for dues shall be specially notified thereof by the secretary, and if such arrears are

not cancelled previous to the succeeding annual meeting, the name of such delinquent shall be erased from the books of the association.

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

ART. XII.—The Executive Committee shall have power, and it shall be their duty, to withdraw the privileges of the association from any member who may conduct himself in a manner that brings discredit upon the association.

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

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## BY-LAWS.

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

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

SEC. 2.—It shall be the duty of the secretary-treasurer to send to the members circulars, with the programme of proceedings, at least a fortnight before the meeting, together with a statement of the arrearages, if any, of the members to whom such circulars are sent.

SEC. 3.—The editors of the place at which the annual meeting of the association is to be held shall be a local committee of arrangements.

SEC. 4.—Any person holding a travelling certificate under the rules of this association, who shall transfer or otherwise abuse his privileges under it, shall have such certificate recalled and his membership cancelled.

SEC. 5.—All payments shall be made by check, signed by the president and secretary, after being passed upon by the Executive Committee, but the president and secretary-treasurer, between the meetings of the committee, may make payments of a pressing character. The secretary-treasurer shall be paid a salary of \$100 per annum and shall file bonds to the satisfaction of the Executive Committee, of not less than \$1,000, for the safe custody of the moneys of the association which may be in his possession.

# MEMBERSHIP ROLL

OF THE

## Canadian Press Association, 1897.

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*(The number opposite each name is that of the member's Railway  
Privilege Certificate.)*

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30	Abraham, C. A.	Sentinel-Review	Woodstock.
110	Allen, W. H.	Herald	Carleton Place.
153	Armstrong, Richard	Barrister	Toronto.
..	Atkinson, J. E.	Herald	Montreal.
114	Bellamy, T. A.	Sun	Ingersoll.
91	Bengough, J. W.	Globe	Toronto.
..	Bennett, Geo. J.	Telegram	Toronto.
..	Biggins, E.	Algoma Pioneer	Sault Ste. Marie.
43	Blackstone, H. T.	Times	Orillia.
128	Boyle, P.	Catholic Register	Toronto.
143	Bradwin, A. E.	Standard	Blyth.
11	Brierley, Jas. S.	Herald	Montreal.
2	Briggs, Rev. W., D.D.	Christian Guardian	Toronto.
102	Brown, F. N. W.	Can. Church Magazine	Toronto.
134	Brown, Cameron	Sun	Belleville.
..	Bryant, J. E.	Live Stock Journal	Toronto.
21	Buchanan, W. W.	Royal Templar	Hamilton.
37	Burk, D. F.	Herald	Port Arthur.
155	Burrows, Acton	Western World	Winnipeg.
..	Cameron, John	Advertiser	London.
74	Campbell, E. C.	Advocate	Cayuga.
71	Campbell, W. B.	Bulletin	Toronto.
95	Campbell, A. C.	Journal	Sudbury.
3	Carman, T. S.	Ontario (Daily)	Belleville.
154	Carrel, Frank	Telegraph	Quebec.
51	Cassidey, J. J.	Canadian Manufacturer	Toronto.
141	Cave, J. J.	Express	Beaverton.
86	Champion, Thos. E.	Journalist	Toronto.
..	Clark, J. T.	Saturday Night	Toronto.



78	Clarke, A.	Courier	Morrisburg.
65	Cliff, W. W.	Central Canadian	Carleton Place.
136	Climie, W.	Banner	Listowel.
..	Coffey, Thos.	Catholic Record	London.
39	Colcock, N. B.	Times	Brockville.
156	Colquhoun, A. H. U.	MacLean's Trade J'rn'ls	Toronto.
..	Cook, Fred	Toronto World	Ottawa.
29	Cooper, John A.	Canadian Magazine	Toronto.
116	Courtice, A. C.	Guardian	Toronto.
50	Cromarty, R. R.	Canadian Law Journal	Toronto.
161	Cummings, Mrs. Emily.	Globe	Toronto.
40	Dale, James	Guardian	Toronto.
47	Davidson, J. A.	Mercury	Guelph.
60	Davis, W. R.	Advocate	Mitchell.
77	Denholm, Andrew	News	Blenheim.
90	Dickinson, James	Despatch	North Bay.
10	Dingman, W. S.	Herald	Stratford.
122	Dobbin, F. H.	Review	Peterboro'.
140	Donly, Hal B.	Reformer	Simcoe.
149	Douglas, J. S.	News	Toronto.
151	Douglas, Wm.	News	Toronto.
98	Douglas, W. J.	Mail and Empire	Toronto.
68	Dyas, W. J.	Canadian Druggist	Toronto.
157	Eedy, John W.	Journal	St. Mary's.
113	Elliott, R.	Chronicle	Ingersoll.
132	Falls, F. W.	Massey's	Toronto.
137	Fawcett, A. R.	Leader	Toronto Junction.
162	Fisher, James	News	Leamington.
84	Ford, N. W.	Banner	Chatham.
138	Forster, A. S.	Star	Oakville.
108	Gardiner, H. F.	Times	Hamilton.
52	Gardner, John C.	Manufacturer	Toronto.
..	Gibbens, W.	Standard	Cornwall.
57	Gummer, H.	Herald	Guelph.
66	Hall, Theo.	Leader	Tara.
53	Harcourt, Geo.	Farming	Toronto.
36	Hawke, J. T.	Transcript	Moncton, N. B.
147	Hocken, H. C.	News	Toronto.
12	Holmes, R.	New Era	Clinton.
54	Holterman, R. F.	Bee Journal	Brantford.
106	Howard, John A.	Star	Hastings.
107	Howard, John C.	Star	Hastings.
..	Howes, E. J.	Templar	Hamilton.
46	Innis, James	Mercury	Guelph.
14	Ireland, W.	North Star	Parry Sound.
33	Jackson, E.	Era	Newmarket.
32	Jackson, L. G.	Era	Newmarket.
125	James, M. A.	Statesman	Bowmanville.
..	Jamieson, J. C.	Intelligencer	Belleville.
124	Jones, D. A.	World	Beeton.



- 119 Keenleyside, J. B. .... Expositor ..... Brantford.  
69 Keller, W. H. .... Journal ..... Uxbridge.  
96 Kerr, W. H. .... Post ..... Brussels.
- 130 Laidlaw, A. .... Reformer ..... Galt.  
144 Laird, H. W. .... Sentinel-Star ..... Cobourg.  
34 Lambert, J. A. .... Representative ..... Mt. Forest.  
42 Lane, Byron ..... Press ..... Winchester.  
152 Lapp, C. A. .... Ensign ..... Brighton.  
103 Liddell, John ..... Times ..... North Bay.  
24 London, J. W. .... Intelligencer ..... Belleville.
- 16 Macdonald, A. G. F. .... News ..... Alexandria.  
83 Macdonald, J. A. .... Westminster ..... Toronto.  
127 Maclean, W. F., M.P. .... World ..... Toronto.  
33 Macpherson, F. H. .... Review ..... Windsor.  
115 Maguire, W. J. .... Mercury ..... Quebec.  
61 Marsh, G. F. .... Farmers' Advocate ..... London.  
41 Miller, Robert C. .... Observer ..... Pembroke.  
.. Mitchell, John. .... Post ..... Hanover.  
101 Morgan, L. G. .... Maple Leaf ..... Port Dover.  
27 Mortimer, C. H. .... Can. Electrical News .. Toronto.  
28 Mortimer, J. B. .... Can. Arch. and Builder Toronto.  
15 Mortimer, R. L. .... Free Press ..... Shelburne.  
4 Moore, H. P. .... Free Press ..... Acton.  
70 Motz, John ..... Journal ..... Berlin.  
82 Mungovan, D. J. .... Post ..... Orangeville.  
146 MacLean, J. B. .... MacLean's Trade J'rnls. Montreal  
38 McAinsh, D. T. .... Westminster ..... Toronto.  
93 McBeth, Malcolm. .... Sun ..... Milverton.  
6 McEwen, W. P. .... Gazette ..... Almonte.  
13 McGillicuddy, D. .... Signal ..... Goderich.  
80 McGuire, B. .... Banner ..... Orangeville.  
92 McGuire, W. M. .... Liberal ..... Tilsonburg.  
142 McKay, John F. .... Herald ..... Montreal.  
26 McKay, K. W. .... Municipal World. .... St. Thomas.  
5 McLeod, James ..... Gazette ..... Almonte.  
48 McMahan, T. F. .... Liberal ..... Richmond Hill.  
105 McMillan, D. E. .... Glengarry News ..... Alexandria.  
35 McNaught, W. K. .... Trader ..... Toronto.
- 87 Nesbitt, W. Beattie .. Can. Photo. Journal... Toronto.  
120 Nichol, W. C. .... News ..... London.
- .. O'Beirne, W. M. .... Beacon ..... Stratford.  
31 O'Brien, A. H. .... Law Journal ..... Toronto.
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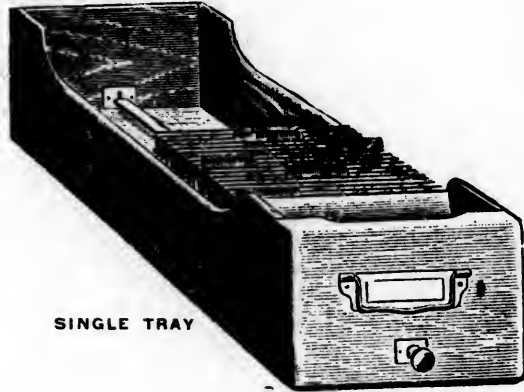
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