

justice to each, while at the same time there was a strong feeling of loyalty to the parent association which all members desired should continue.

The separation was finally decided upon in 1919 and on Jan. 1, 1920, the Canadian Daily Newspapers Association, the Canadian Weekly Newspapers Association, and the Canadian National Newspapers and Periodicals Association commenced their separate and distinct existences; each inherited the traditions of the parent body and the expanded services which have developed have been built around the nucleus of the earlier organization. Indeed this nucleus still exists, although the fact is not generally known. The senior and parent organization is now represented by a president, a secretary, a nominal bank account (which has not been added to or reduced in twenty years) and a board of directors, elected dutifully year after year by the Canadian Daily Newspapers Association if not by the others of the original three—an indication of the regard in which sentiment and tradition are held by the press.

The objects of the individual associations in general are the same although of course adapted to the particular needs of each. They embrace:—

- (1) The elevation of the standard of newspaper writing and publishing;
- (2) The distribution of pertinent information of interest to members;
- (3) The protection of the business interests of members, such as advertising, job printing, circulation, subscription rates, paper supplies, etc.;
- (4) Protection of members from unjust and unlawful exactions.

Each association has its own executive organization and appoints standing committees to deal with specialized sections of its work.

*French Canadian Co-operation for General Aims.**—The first successful effort at co-operation of the French-Canadian press was made in 1932, following the meeting of the editors of about fifteen rural weeklies at Three Rivers, Que. Messrs. Labranche and St-Arnaud, who then edited *La Chronique Trifluvienne*, were instrumental in starting the movement. The name adopted by the founders of the new association was "l'Association des Journaux ruraux de langue française d'Amérique", but this was changed to "Association des Hebdomadaires Canadiens-Français" in 1935. The Association, duly incorporated by Quebec charter, had at Nov. 30, 1938, a membership of 33 (or about 55 p.c. of the total French weeklies of Quebec province outside the city and community weeklies). The Association des Hebdomadaires Canadiens-Français, though a relatively new organization in the co-operative field, has contributed substantially to the improvement of the Quebec weeklies, especially as regards betterment of make-up, editorials, captions, illustrations, and advertising policy. It has also championed the interests of its members in many ways.

A new venture is being tried out by the French rural press: that of the syndicate or chain papers. The attempt seems full of promise in the lower St. Lawrence valley and the Eastern Townships.

Co-operation for Circulation Audits. †—The growth of advertising and the desire of the advertiser for some reliable means of gauging the effectiveness of the space bought, as well as the keen competition on the part of publishers to increase their revenues by selling as much space as possible, led to the necessity for measuring the circulation of the various types of publications.

*Summarized from material furnished by Edouard Hains, Business Manager of the Association des Hebdomadaires Canadiens-Français.

†Summarized from *Marketing* for Oct. 15, 1938.