

TRADE GOSSIP

THE Ottawa Journal and Free Press are now both set by the Typograph, as well as The Citizen, which has been using this machine for nearly three years.

The Salvation Army, Toronto, has put in a Typograph for publishing The War Cry.

At least five Ontario weeklies issue eight pages twice a week. There are three in Ottawa, one in Kingston and one in Hamilton.

The Canadian Typograph Company, of Windsor, Ont., say: Though turning out our machines rapidly, we are still some distance behind with our orders.

Mr. H. Putnam gives notice in The Toronto Times that he is about to sever his connection with that paper. Mr. A. C. Mills, a former publisher, will take charge.

The Ottawa Citizen intends to get out a Carnival number in connection with the week of winter sports which it is proposed to hold during the season at Ottawa. It will, it is said, have many special features.

The Linotype is doing well in Toronto. The Carswell Publishing Co., the Methodist Book and Publishing Co., and The Evening Star have recently put in machines. The London Advertiser is said to be adopting them.

The Canada Paper Co. have received a bonus from the Quebec village in which their mills are situated on consideration of their erecting a dam there. They are to put in an electric light plant to illuminate the town, and get a revenue which the paper trade does not seem to afford.

Mr. A. H. H. Hemming, artist, Hamilton, and Mr. Casper Whitney, sporting editor of Harper's Weekly, will leave on December 22nd on a trip through the Northwest, going by the Athabasca and Great Slave rivers up to the Peace river district. They will travel the greater part of the way by dog train.

A number of the subscribers of PRINTER AND PUBLISHER have gone out of their way to congratulate this journal on its November issue. Mr. John Ross Robertson, publisher of The Toronto Telegram, a most busy man, volunteered the information that he read every article in it and thought his time was not wasted.

Another convert. The Renfrew Mercury announces that, commencing with January, '95, every subscriber outside of the county of Renfrew whose subscription to The Mercury is not paid in advance will be dropped from their list: and thereafter their rule will be to drop all subscriptions outside of that limit as soon as the time for which they have been paid has expired. So far, so good. Go farther next year, Mr. Smallfield.

The Fort William Journal of 5th December says: "Our Typograph operator, Mr. George Thompson, made the best record on the Typograph machine last week, which has, so far as we know, ever been made by an operator in a single week. His string reached 198,300 ems of solid, corrected matter, in 54 hours, or an average for composition of nine hours per day. This would seem to be an average of 3,672 ems per hour.

Mr. A. G. Mortimer, publisher of The Canadian Lumberman, who resides at 135 Bedford road, Toronto, met with a serious accident one evening recently. He was riding on a Belt Line car, and was standing on the platform leaning against the wire gate. The chain attaching the guard to the car snap-

ped and the gate swung outward. Mr. Mortimer was thrown violently to the ground and received a severe scalp wound. His arm was broken also. Dr. Strange attended the injured man, and had him removed to the General Hospital.

Mr. Brierley, of St. Thomas, recently issued a very pretty circular done in two colors, showing the value of his four papers as advertising mediums. These four are the daily and weekly St. Thomas Journal and the daily and weekly Chatham Banner. The daily Journal has a guaranteed circulation of 2,500, and the daily Banner a circulation of 1,500. The combined circulation of the two weeklies is 5,000. He offers special prices for advertisements to run in all four papers. Isn't this a case of Wannamakerism, or Eatonism, as the dry goods trade understand it?

When thirteen cheese factory meetings were advertised in The Weekly Intelligencer, of Belleville, in one season, of which ten were not advertised in any other paper, the publishers used this fact as an unsolicited proof of circulation. Their circular explaining this was short and pithy, and also convincing. This paper consists of twelve pages, and was founded in 1834. The Daily Intelligencer was established in 1867. Both papers are a credit to the handsome and enterprising little city in which they are published.

Judge Morson, in the Toronto Division Court last week, gave a decision of some interest in an action brought by The Peterboro' Times against the Labon Co. for \$20. The defendants claimed their advertisements had not been placed as contracted for. The dispute caused the judge to lay down as the law that when a publisher agrees to place an advertisement among reading matter and not next to another advertisement the position thus defined applies only to the column in which the advertisement appears. The adjacent columns may be all advertisements.

The Tilbury Times has put in a new Prouty press with a capacity of a thousand an hour. The bed measures 32 x 46 in., and The Times is now an eight page paper, six columns to the page. A new Gordon job press and some new type have also been added. This paper has now been published eleven years without missing an issue, although some six years ago its plant was totally destroyed by fire. Wm. A. Shaw, its editor and proprietor, publishes a newsy sheet with well displayed advertisements. Only one suggestion might be offered, and that is the quality of the ink might be changed. It is a mistake to use very poor ink.

The Deseronto Tribune of Dec. 7th, consisted of sixteen pages of live matter and advertising. Ninety-six columns were made up as follows:

Advertising	40 columns.
Local news	13 "
Editorial	0 "
Fiction	4 "
Agricultural	3 "
"The Home"	3 "
General matter	33 "
Total	96 "

The Deseronto Tribune has long been famous for its abundance of town news and local correspondence. It deserves the name "news" paper as much as any paper in Canada.

Major Sam Hughes, M.P., of The Victoria Warder, Lindsay, has seemingly got on top of the world by his car-ventilating invention. A company was recently organized, with \$500,000 capital stock, to manufacture and promote the sale of this inven-