

Printer AND Publisher.

VOL. V.—No. 7

TORONTO, JULY, 1896.

\$2.00 PER YEAR.

A JOURNAL FOR PRINTERS AND PUBLISHERS

PUBLISHED MONTHLY BY

THE MACLEAN PUB. CO., LTD.

TRADE JOURNAL PUBLISHERS AND
FINE MAGAZINE PRINTERS

NO. 26 FRONT ST. WEST, TORONTO

Subscription \$2.00 per annum.

Single copies 20 cents.

J. B. MACLEAN,
President

HUGH C. MACLEAN,
Sec.-Treas.

CURRENT NOTES.

BY the withdrawal of Sir Oliver Mowat from the Ontario Government a portfolio had to be assigned to a new man. It is gratifying to observe that of the three gentlemen principally spoken of for the vacancy, two were newspaper men—Mr. Stratton, of 'The Peterboro' Examiner, and Mr. Balfour, of 'The Amherstburgh Echo. Mr. Balfour has been selected. *PRINTER AND PUBLISHER* offers its hearty congratulations to the country editor upon his success. Mr. Balfour is energetic, able, and has displayed in politics that acute intelligence which newspaper men may, without overweening vanity, claim as one of their attributes. During his term of the Speakership, Mr. Balfour's relations with the Press Gallery in the Legislature have been most cordial. It is not every country printing establishment that keeps a Cabinet Minister in the front office, but as a body we are not indolent, and if it becomes necessary for journalists to administer entirely the affairs of the country and still get the papers out on time, there will be no great difficulty about it.

The Amherstburgh Echo is one of the newsiest country weeklies. It is remarkable that while Mr. Balfour has been in the thick of the party fights for many years, *The Echo* has never been given over to politics unduly. That is another evidence of sound, common sense.

The dailies are giving lists of the journalists in the new Dominion Parliament. We may fairly lay claim to the following: Mr. John Ross Robertson, Toronto Telegram; Mr. R. L. Richardson, Winnipeg Tribune; Mr. W. F. Maclean, Toronto World; Mr. John V. Ellis, St. John Globe; Mr. J. Israel Tarte, *Le Cultivateur*; Mr. Fielding, Halifax Chronicle; Mr. Parmelee, Waterloo Advertiser; Mr. Bostock, Victoria Pro-

vince; Mr. Oliver, Edmonton Bulletin; Mr. Davin, Regina Leader; Mr. Hughes, Lindsay Warder; Mr. Innes, Guelph Mercury; and possibly some others, whose names, at the moment, are overlooked.

W. B. Nichol's newspaper in London, *The Daily News*, is doing well. Its circulation is up to the press capacity. Type-casting machines are used in the composing room. Mr. Mc Gillivray, the business manager, has been on a trip to England, and this has left the editor pretty busy, but he gets out his one and a-half to two columns per day editorial, we observe, just the same.

Mr. Brierley's temperate and able contribution, which appears in the July Westminster, and which is reprinted in this issue of *PRINTER AND PUBLISHER*, will be read with interest by newspaper men.

The Toronto Mail and Empire deserves a word of praise for its Saturday issues, which are well prepared and exhibit much careful work. The art supplement is now printed by the new fast press. The illustrations do not gain in quality, but with some change in the color of the paper used, this could be remedied. From a literary standpoint *The Saturday Mail* is admirable.

Among the standing business notices under the rate-card in *The Andrews, Ind., Signal* is the following significant remark. "Cards of thanks, poetry, and church notices with a financial import, 2½ cents per line each insertion." Poetry with a financial import is an aggravation of the original offence and is let off cheap with a fine of 2½ cents per line.

The Toronto Globe has one of its manly articles on the abuses of Government advertising. The Telegram started the subject by referring to the tendency to give advertisements to newspapers mainly through political favoritism and not because the country would get the value of the money spent. The Globe, at the outset of the term of Liberal rule, has no hesitation in condemning the practice. The Globe's timely endorsement of business methods in this matter is simply another of those courageous, honest moves which are making the paper what it is.

The Afro-Canadian, started in Toronto by Mr. John Sharpe, is the first paper to represent the colored citizens of the country. It will also, no doubt, defend the interests of our much-maligned friend, the colored gentleman on the fence.