

THE KLIP

The Klip is a strong and graceful steel spring, used for binding and filing papers. The accompanying cut will help to explain its use and the method of operation.



It is put off and on with a pair of keys in ten seconds. It forms a very useful article for newspaper offices, to bind files of exchanges, magazines, papers, etc. No holes are punched in the papers and they cannot be removed without the keys, hence there is no stealing. It is made in various sizes, (six in all), and is very useful for all kinds of binding work. A sample assorted dozen Klips with a pair of keys can be procured for seventy-five cents, from H. C. Castle, 18 Hayter St., Toronto. It has been adopted by some of the leading clubs in Toronto and the United States, by the Canadian and American Governments, and many other large public educational institutions.

PUBLIC OPINION

To the Editor of Printer and Publisher.

DEAR SIR: I would like very much to draw the attention of the trade to the fact that Canadian publishers are losing a large amount every year because patent medicines are not admitted into Canada on more favorable terms. It is well known that on specified proprietary medicines the duty is fifty per cent, and all other patent medicines twenty-five per cent. This almost excludes American patent medicines from Canada, or at least reduces the sale to such a small volume that it does not pay to advertise in our papers. The following by the Boston correspondent of the *Halifax Chronicle*, adds force to what I have said.

Boston, May 21st. I noticed a paragraph in the *Echo* last week referring to the loss sustained by Canadian papers in the matter of advertising through the shutting out of patent medicines. The item in question put the annual loss at \$500,000. Now, do you know, it is almost three times that amount. For a couple of years past I have been devoting myself almost exclusively to the advertising business, have talked with all the leading men in that line on this side of the border, and studied out the most effective methods of doing such work at a minimum cost compared with the results obtained. Well, on several occasions I have seen what I thought an advantageous opportunity for "striking" an American manufacturer for an advertisement for some one of the papers in the provinces, which authorize me to do business for them, but in no instance have I obtained what I sought. Not because those I talked to did not think well of the idea, for here is about the way

I am greeted: "My dear boy, what is the use; your tariff makes it impossible to sell anything beyond what Canadians cannot possibly do without, notwithstanding that this article interferes with no similar Canadian manufacture and that the consumer might have it very much cheaper." Now only a short time ago I entered an office where three of the leading patent medicine men in the world were discussing this very subject. Two of them expend annually over \$60,000 each in advertising; the other upwards of a quarter of a million. They agreed that the loss to Canadian papers through the non-advertising of patent medicines was in the vicinity of \$1,500,000 annually, basing their calculation upon the amount expended in this country. That seems like a sum worth having, but it is small in comparison with the amount that would flow into the coffers of Canadian papers if there were but a fair measure of reciprocity effected between the two countries. In such an event I would guarantee to secure for the Halifax papers from Boston alone, an advertising patronage of \$10,000 per year."

This is a matter on which the printers and publishers should bring their influence to bear and see that a change is made.

Yours sincerely,

Halifax, May 31st, 1892.

PUBLISHER.

NATIONAL EDITORIAL ASSOCIATION

A NUMBER of United States editors, with their wives and daughters, have had an outing ending with a two-day convention in San Francisco. The eastern editors had a jolly trip across the continent, and were present at the opening of the Childs-Drexel Home at Colorado Springs; then reaching California, they had a pleasure trip to all the most interesting points in the state. The whole-souled and big-hearted Californians entertained their brother editors royally, and the convention was a success. Among the topics discussed were the printing of envelopes at a cheap rate by the government printing office, and government discrimination in favor of trashy literature. The new president is Byron J. Price, editor of the Hudson (Wis.) *Star and Times*. The next convention will be held, in all probability, in Chicago, in May, 1893.

Totling.—"There is more point to a paper of pins than to any other paper published."

Dwilling.—"And more head than to a good many."
—*Detroit Free Press*.

A JOURNAL in the interest of the Patrons of Industry has made its appearance. It is published in Winnipeg, and will be issued twice a month. H. C. Clay is manager.