

led to the very considerable extension of the factories already existing and to the construction of new works in Norway and Sweden. The home consumption has remained almost stationary: in England the consumption has increased, and also in France. As regards Germany, this country imported in 1893 10,000 tons of Norwegian wood pulp more than in 1892, but this increase was in great measure due to the dryness of the season last year. At the present time there are 59 wood pulp

factories in Norway: of this number, one is engaged in the manufacture of casks, three manufacture cardboard, and ten paper. The quantity of wood pulp exported from Norwegian ports, that is to say, the Norwegian product, and a certain proportion of Swedish pulp, amounted in 1893 to 230,000 tons, as compared with 215,000 tons in 1892 and 207,000 tons in 1890. The above observations and figures all relate to mechanical wood pulp.



### SOME GOOD YARNS.

**S**OME good yarns are going the rounds of the city newspaper fraternity, and are worthy of being read.

The first one is told of Geo. Warwick, of Warwick Bros. & Rutter. When Mr. Warwick was doing the World's Fair he had a party of friends to dinner one evening at a down-town restaurant. He was anxious to have them treated well, and was afraid to trust the waiter. His fertile brain suddenly gave him an idea. Drawing from his pocket a two-dollar bill, he tore it in two, and giving one half to the man, said to him: "Now, you wait on us properly, and you will get the other half when we are through." The scheme worked like a charm, and, it is said, has since been copyrighted by W. R. Calloway, he of the C.P.R., who has been known to do the same trick.

The second one is told of that bright youth who manages the Toronto Evening News Mr. Douglas. Mr. Douglas has a friend—his name is legion—who works off a joke on him occasionally. It is a way friends have. During the recent Provincial election somebody told Mr. Douglas that he was to be offered the nomination for South Toronto. He promptly telegraphed to Mr. Riordan, at Merriton, asking permission to accept the nomination, saying it would be a good thing for the paper. The consent was refused, and, it is said, that to make up for the loss of prestige to the paper, he organized a news-boys' picnic to the Island.

The next one has been in print before, under the heading, "How Aleck Got Square." Here it is:

Aleck Pirie, of the Dundas Banner, sauntered into Hamilton the other day and attended a concert by the 13th band, in company with John Robson Cameron, of the Spectator.

Alexander can talk the ear off John Robson on politics, but John Robson is away ahead of Alexander on music, and can hum an occasional verse from "John Brown's Body," "My Angel Mother's Grave," "Home Sweet Home," and other modern high-class songs.

Consequently when Aleck tried to trade off stale news about Ira Flatt's protest in North Wentworth for John Robson's spot information on the tunes the band was trying to play, Mr. Cameron insinuated that Mr. Pirie was getting the best of the deal.

At this Alexander looked hurt, but nobody noticed his pained expression, as looks of that kind are common at Hamilton band concerts.

"What do you call that?" queried Aleck, as the 13th struck up a fresh air.

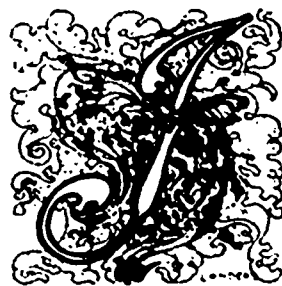
"That," replied John Robson, "is 'The Death of Nelson.'"

"Ugh!" sighed Aleck, as he prepared to wend his way back to Dundas again, "what an awful death the poor man must have died."



### A FEW THOUGHTS ON ADVERTISING.

By THE EDITOR.



**I**N the August Trade Press appears a letter from the Northwestern Miller, one of the best of American trade journals, scoring Geo. P. Rowell & Co. for their Rowell Directory Printers' Ink Ripans Tabule combination. They score Rowell because when a paper refuses to give a circulation he threatens to "accord" it a small circulation, and thus belittle it. It also deprecates Rowell's plan of published circulations in Printers' Ink, when these are not reliable. In a recent issue a list of milling journals is given. This list contains the names of two papers which were out of existence, and apparently the circulations were very inaccurate. The letter ends with an offer of \$250 to help defray the expenses of a test case as to whether G. P. Rowell has a "right to state circulation figures as facts, when they are merely his prejudiced fancies."

This Rowell directory business has been a serious trouble for a long time. As a compendium of the names of the newspapers it is very useful to patent medicine men—the men who pay about one-fifth regular rates. The local or provincial advertiser rarely uses it (in Canada), and the foreign advertiser is the only man who does. For this reason Canadian journals would do just as well to keep out of it altogether. The gain by going in is mighty small. If, however, Rowell would consent to put in the names of all the papers without circulation, there would be something in it. Those who used it would gain only information that was accurate, and its misleading features would be eliminated. But so long as it continues to give whatever puffed circulations publishers like to put on their papers, so long will it be merely an advertising scheme and not a directory.

It is this way. In a town there is a dishonest publisher and an honest one. The honest man has 3,000 of a circulation and so has the dishonest one. Both are asked for their circulation figures, and the dishonest one replies by next mail and sets the