

**NEWSPAPER CLIPPING AND CLIPPERS.**

**B**EFORE the art of printing was invented, the inkhorn and quill pen were the only means of preserving and handing down to posterity records of the times. All books and statements were copied by professional clerks, and a few sentences an hour was considered good progress. With these drawbacks education was very materially handicapped, and we even hear of kings and queens who could not write their own names. Books were expensive, ruinously so, and only the great and rich could afford them. Even one volume was a treasure, and though sometimes the owner could not read, he was happy in possession.

But with the art of printing came also a freer distribution of knowledge. With the advance of time and continuous improvement in the art, books became more widely circulated. To be able to read and write was no longer a profession. Improvement after improvement was introduced. News spread much more quickly, and, as decade after decade rolled on, new thoughts and ideas replaced the old ones. The difference of a few centuries is astounding. Caxton in his wildest enthusiasm never dreamed of a newspaper. When Victoria came to the throne the steam engine was unknown, yet we have the railway, the steamer, the telegraph and telephone—and these are quite commonplace. Our daily paper tells us what happens in England, in China, in India and in the uttermost parts of the earth the very day it happened. What more can the mind of man conceive? Truly, the printers' art has reached perfection. He has all these means at his disposal, and he uses them. From a lack of news, a man is overwhelmed—buried with so much he cannot possibly read it all.

How then is this mass of news collected and distributed? How does a man receive every item of news bearing on his business? There are 1,200 papers published in Canada—he cannot read all these. Yet, he must know the news. Men in every business used to have this problem to solve. They cannot subscribe to every paper—it would cost a fortune; and, even if they did, the task of reading them and finding what they wanted would prove too great. How then can a man receive all the news relating to his particular business without reading all the papers. How can a Canadian contractor, broker, banker or merchant receive daily every item of news in the Canadian press relating to his own particular business without reading all the Canadian papers, without wading through thousands of pages and tens of thousands of columns of printed matter?

There is established in Montreal a Canadian Press Clipping Bureau, which is solely engaged in reading and clipping newspaper items. His reading is all done for him. He tells what particular class of news he wants—what he must receive, what it is necessary for him to have, reports from all over the country on the condition of crops, of cattle, of mines, or of anything his business is interested in. Every paper in Canada is searched, dailies, weeklies, every publication—and the items clipped, mounted and set before him daily. He escapes the herculean task of doing this for himself at a paltry cost. It is not his business to read papers, but it is the business of the Press Clipping Bureau. They do absolutely nothing

else. Skilled, sharp-eyed readers systematically search the columns of the press and clip the items he wants; they rarely miss one, so great is their experience.

Brokers receive every notice of the sale of bonds, debentures and money transactions; the chief of police, everything relating to crimes and criminals, descriptions of bank robbers, murderers and thieves; contractors, all advertisements for tenders for the erection of buildings, bridges, etc.; the politician, every scrap of political news and material for speeches; the alderman, complete reports of city council meetings in any other or every other city in the country; the author, notices of his books and material for new works; private parties, material for scrapbooks and personal notices. Even the undertaker receives all death notices. Anybody interested in anything for business or private use requires the services of this perfect system of the art of collecting and distributing news.

**THE PRESS IN GERMANY.**

The writer of an anonymous pamphlet lately attempted to lay his finger on some of the causes of the want of spirit and enterprise displayed by the German press of to-day. One fruitful cause is alleged to be the almost incredible parsimony that characterizes the proprietary of many journals. As an instance in point, the writer refers to an influential paper in Rhenish Prussia, which has some 18,000 or 20,000 subscribers and earns a net profit of £2,500 to £3,000 per year. The editorial staff of this publication consists of only three persons, whose united salaries amount to £323 annually! On many of the smaller papers, the "editor" is a mere paste and scissors man, who is allotted a stool in the corner of the composing-room and whose principal duty is to cut out of other papers (preferably those which do not circulate in his own locality) articles of the right political color, and dish them up for his own readers' benefit. Again, we often hear, from German sources, of this or that opinion or statement being "official" or "semi-official," and this is, in most cases, an indication that it emanates from the Press Bureau, practically a Government factory of political articles, all, of course, favorable to the ministers and the dynasty. In fact, it is said that, out of 3,400 German political papers, probably not 50 get their political news in any other way than this.

**A TASTY SAMPLE BOOK.**

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