

THE PAPER DEPARTMENT.

THICKNESS OF PAPER.

THE variations in the thickness of a sheet of paper may be regular in character or irregular, according to the condition of the pulp used or the manner in which the stuff is manipulated on the machine.

As a general rule, the variation is more marked in the cheaper qualities and in coarse papers not intended for high-class writings and printings. In proportion as greater care is exercised in the preparation of beaten stuff, followed by a thoroughly efficient system of straining through fine strainer plates, so the presence of irregular patches in the fibre of the paper becomes less and less possible. These patches when found, as they often are, by holding up the sheet of paper to the light, will not always be detected by a test for thickness made in the ordinary way.

THE CANADIAN PAPER TRADE.

Paper manufacturers of Canada are congratulating themselves on the improvement which has been made in their industry of late, says The New York Paper Trade Journal. They have watched the progress of The International Paper Company in this country with a great deal of interest, and are of the opinion that whatever effects the operations of that company may have on the industry and trade in the United States, there will be no ill effects in so far as they themselves are concerned. Many improvements have been made in the older mills in the Dominion, and a number of new machines have been set up in place of old ones. Besides this, four new machines have been erected in Canada during the past six months, and all the four are to run on news paper. The combined output will be about 80 tons news per day. The price of news is considerably lower to-day than it has been heretofore, and the reduction has had the effect of stimulating the publishing business, and as a consequence the newspapers are now in a position to take up all of the additional output. At present there is no prospect that Canada will export any news paper to the United States. At the same time Canadians are comparatively free from any competition from this side of the line; all of which goes to prove the truth of the theory which has been advanced in time past—that Canada is the natural home for a really gigantic paper industry.

THE UNITED STATES PAPER TRUST.

United States newspaper publishers are said to be still alarmed about the high price of paper, and rumor says publishers will combine to make their own paper. The latest story is that agents of a syndicate of publishers of New York and Philadelphia have been inspecting a water-power in South Norridgewock, Maine, with a view of building a 100-ton pulp and paper plant at that point. It is said that the amount of power that can be developed is satisfactory, and that there is plenty of spruce pulp in sight. It is also said that the plant is to cost about \$1,500,000, but in New York it is said among the trade that the story is of the same class as that which was told two or three weeks ago, about the proposition to build a paper mill on

the Ottawa river. It is known, however, that a number of newspaper publishers are talking over the advisability of building a paper mill to supply themselves with paper, but their ideas have not been definitely formulated as yet.

CANADIAN PULP IN ENGLAND.

Canada is increasing its shipments of wood pulp to British ports, says a London correspondent, writing April 14. There were received from Halifax last week 4,103 bales landed at Liverpool, 1,872 bales landed at London. From St. John, 360 bales were received at Glasgow. The ship Michigan unloaded 295 bales at Liverpool, from Boston. The total value of chemical wood pulp received last week was £23,182, the consignments from Norway amounting to 51 per cent of that amount, and from Sweden 35 per cent. It will thus be seen that very little chemical pulp was received from other countries. Mechanical wood pulp was received last week to the value of £10,980, Norwegian supplies representing nearly 55 per cent. and Canadian exports 44 per cent.

OPPOSED TO PREMIUMS AND CLUBBING.

I do not like giving premiums. I give one instance of a little experience I had once. I was to give a picture, with my paper, to all new paid-in advance subscribers, and the picture publishing house went back on me. I don't like the idea. You may soon come to grief by such plans. You pick up a paper now and then that has a great deal to say of some grandiloquent "premium" offer. The people get tired of such business. I believe that most people want to buy a paper just as they buy beefsteak—that is, select what they want, pay for it, and take it along. If we give premiums at all, it should be to old subscribers, the new ones have earned none. Clubbing with other papers is another bugbear. It will often help you secure new names, and will encourage old subscribers to pay up, but, in the long run, taking everything into account, it does not pay the editor. Note one thing—by this practice you encourage needless competition in your own field. I believe we should not do this. Let these foreign publications come, if they will, but let them make their own way, as we have to make ours. It is to be noted, too, that if, in our zeal to publish all the home news, we also devote a reasonable space each week to State and world news, clubbing after the first trial will be but little temptation.—John Beal, before The Missouri Press Association.

WHEN IT IS HARD TO REFUSE.

No shrewd advertising manager—more intent upon permanent success, though seemingly far in the future, than upon a temporary profit—will allow any violation of the public's confidence through the acceptance of fraudulent or tricky business. There is, indeed something tangible and valuable in the asset represented by popular esteem and trust. To be sure, it is hard sometimes to refuse a tempting offer—one that might compromise a newspaper in the eyes of readers or offend some reputable advertisers, especially when business is dull and receipts light, but there are good dividends ahead in return for present investment in a decisive No.—Newspaperdom.

The latest addition to Northwest newspapers is The South Edmonton Advertiser, published by J. D. Skinner.