

be successful and influential, a newspaper must be free and independent. It must be neutral on every question, yet having decided opinions on all questions. It must be unbiased, and be pleasant reading to the man who disagrees with its conclusions. It must be sincere and honest, and, like Caesar's wife, above suspicion. To be such, it must be managed and edited by men of stamina, who will cringe to no authority, and yield to nothing but the dictates of public opinion and their own conscience.

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Do Canadian publishers deserve this, or do they not? We refer to the following despatch from New York: "A prominent New York advertising agency is out with a scheme to induce the Toronto morning and other Canadian papers to advertise a patent medicine in which they are interested, and take payment in space in a New York monthly medium, claimed to be published in the interests of newspapers generally. With a view of forcing the hand of the Toronto papers malicious paragraphs have been written about the circulation of the dailies in Toronto. The agency in question claims that they can, by depreciating the circulation of the Toronto papers, bring them to terms and compel them to take space in the New York medium. American advertising agents who publish directories and similar publications say that Canadian publishers are soft snaps and accept space for advertising, and that especially in the country weeklies of Canada, American advertising is inserted at any price offered." We incline to the opinion that, as a rule, Canadian publishers do not deserve this rebuke, but we are certain that there is a great deal of truth in the assertion that some "Canadian publishers are soft snaps." Advertising rates are not adhered to a fact which is now stated for the million and onth time.

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The Toronto Typographical Union sometimes finds itself called upon to deal with some queer motions. R. G. Stewart recently gave notice of a resolution which he would move at the next meeting, prohibiting morning and evening newspaper hands working more than five days a week, if substitutes could be obtained, and forbidding day hands to work overtime. The notice of motion was received with applause. If the Union would take steps in other and more suitable directions, they would find several means of giving more employment to their members. The matter is discussed, from one standpoint, on another page, under the heading, "Union Wages Help Machines." This point is, we believe, worthy of careful consideration.

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In another way the same union surprised its friends. The publishers all moved for the abolition of the duty on American boiler plate matter, and one manufacturer of similar matter in this country aided the movement, while the other made no objection. But of course the union knew all about it and sent a deputation consisting of John Armstrong and G. W. Dower to Ottawa to oppose the movement. No doubt the gentlemen enjoyed the trip, and felt no pangs of remorse over the fact that they were likely to gain the ill-will of those whose friendship they should cultivate, and at the same time make public certain views which can easily be shown to be based on narrow arguments. Nevertheless the Government has seen fit to retain the duty of 2 cents per sq. inch on stereotypes for pamphlets, almanacs, calendars, etc., and 3/4 cents per sq. inch on stereotypes for

newspaper columns, thus agreeing with the union. At the same time the duty on book plates, which was formerly 3/8 cents per sq. inch, has been removed and these now come in free.

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Speaking of the tariff, it must be admitted that on the whole it is disappointing so far as the printing and publishing trades are concerned. It is an improvement, but not sufficiently radical to suit the majority. The duty on type and presses remains the same, and it was thought that these would be removed. The matter will be discussed more fully when the tariff schedules are settled.

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The New York correspondent of PRINTER AND PUBLISHER writes in reply to an inquiry: "H. Stafford, advertising agent, New Orleans and New York, asking for rates, and sending out orders for Burland Chemical Company's Cinnamon Pills and Stafford's Magazine, is not known to anyone that I can find in New York. He has not yet moved into the offices at address given. Burland's Chemical Company has small desk room office in the Morse Building, New York, claims to be a branch of house in Paris, France. The goods are not on the market here, according to their own report. They claim to have placed all their advertising business in Stafford's hands, although they say they do not know much about him. Order blanks with Stafford's name on and other stationery are scattered around in Burland's Chemical Company's office. On present information, therefore, unless cash in advance can be obtained, would not touch the business on any account."

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We notice that the trustee of the estate of James Murray & Co. has instructed Messrs. Suckling & Co., auctioneers, to sell the entire plant and machinery without reserve, at their office, 28 Front street west, Toronto, on Friday, April 6th, at 11 a.m. This sale affords a splendid opportunity to the printing trade as they have always had the reputation of having one of the best equipped printing offices in the Dominion. The country printer who wants to improve his office should not let this chance pass without securing some of the bargains. The auctioneer will sell in small lots to suit purchasers. Printers in Ontario purchasing upwards of \$200 will have their railway fare paid both ways. This is a liberal offer and should be responded to by a large gathering of the printing craft.

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The Brough Printing Co. has been organized and has secured the financial backing of a sound capitalist, W. Pemberton Page, who is now secretary-treasurer and financial manager. Some \$3,000 has been paid in since the charter was secured, and \$10,000 of stock has been subscribed. Among the subscribers for stock are such well-known men as J. P. Bull, J. H. Horsey, Dr. Moorehouse, J. C. Laidlaw, R. W. Love, J. A. Paterson, Thos. Swallow, and Herbert Langlois. Seven employees have taken stock, and the business will be run on a co-operative plan. They have purchased Money and Risks, and will publish it in connection with the job printing business. The large Huber press is to be returned and the expenses reduced. Mr. Brough has been quite successful, and his friends will be glad to know that he intends to pay all creditors of the old firm fifty per cent. of their claims.