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THE CANADIAN PRINTER AND PUBLISHER

VOL. IX.—No. 7.

TORONTO, JULY, 1900.

\$2 00 PER YEAR.

THE MONOLINE.



THE MONOLINE is a composing machine casting a single complete line at each revolution from matter composed by an operator on an ordinary keyboard, and requires only one man to work the same, the casting, distribution, and all other movements, being automatically performed.

The MONOLINE received at the World's Fair, Chicago, 1893, the highest award and medal given to any line-casting machine, and its inventor, W. S. Scudder, received a special diploma as marking the great advance made in the invention and construction of machines of this class.

The MONOLINE has now been in general use in Canada for nearly four years, giving in every instance complete satisfaction to the purchasers and users of the machine.

The MONOLINE machine has many advantages which commend it to printers and publishers, among which are :

SIMPLICITY.—Its mechanism is strong and compact, every movement being in sight of the operator, and its liability to derangement is thereby much reduced.

DURABILITY.—Machines which have been in daily use nearly four years show practically no sign of wear or depreciation.

ECONOMY.—Using only the minimum of gas, or gasoline, to keep the metal in a fluid condition, and only one-tenth horse-power for its operation.

ADAPTABILITY.—In the ordinary machine, the line can be readily changed from twelve to eighteen ems Pica in width and to any body type from Nonpareil to Long Primer. The matrix bars can be just as readily changed from one font to another without any material change in the machine, thus adapting it to a great variety of work other than strictly newspaper work.

SPEED.—The capacity of the machine is only

limited by the expertness of the operator, it being mechanically constructed to be equal to the most rapid compositor.

FACES.—A great variety of faces in Nonpareil, Minion and Brevier are now ready, and others are being added as fast as may be required.

REPAIRS.—The machine is interchangeable in every respect. A separate catalogue of which is furnished to users of the machine, fully illustrated, for ordering, and our repairs carry the same guarantees as the machine respecting workmanship.

PRICE.—The price of the MONOLINE has been fixed in Canada at \$1,100 f.o.b. Montreal, with terms which will bring it within reach of any printer or publisher.

GUARANTEES.—Certain fixed guarantees are embodied in every contract as to speed, durability of the matrix bars, and protection from imperfect castings or workmanship.

THE TORONTO TYPE FOUNDRY CO., LIMITED, TORONTO.

See testimonials on inside pages of this journal.

GENERAL SELLING AGENTS.

WARWICK BROTHERS *and* RUTTER

WHOLESALE STATIONERS, BOOK *and* COMMERCIAL

PRINTERS, BOOKBINDERS *and* BLANK-BOOK MAKERS

68 *and* 70 FRONT STREET WEST, *TORONTO, CANADA*

Toronto, July 27th, 1900.

To the Printers of Canada:

Gentlemen,--

We have made a specialty of Bookmaking during more than 30 years of our half-century of business life, and have now one of the most complete and up-to-date factories in Canada for the binding of all kinds of Letterpress Books, Catalogues and Pamphlets.

Ours are among the most modern and artistic-looking books produced in Canada, and Blank Books made by us are guaranteed.

We are essentially book manufacturers and are prepared to undertake work of this description for the printers throughout Canada. We can help you to take complete contracts for any kind of books. Your customers will appreciate this, as the binding is an important feature of many contracts.

We are always glad to furnish suggestions as to style and arrangement, and to submit quotations.

Trusting for the favor of your kind enquiries.

We are,

Yours truly,

Warwick Bros. & Rutter

Printer and Publisher.

VOL. IX—No. 7.

TORONTO, JULY, 1900.

\$2.00 PER YEAR

A CLEVER NEWSPAPER ARTIST.

Mr. R. G. Mathews and his Work for
The Montreal Star.

Written for PRINTER AND PUBLISHER.



ACCORDING to Mr. Henry Julian, who knows whereof he speaks, The Montreal Star was the first paper on this continent to make illustrations of current events a regular feature of a daily. Previously, the late Mr. Desjardins had made an attempt to run an illustrated daily in New York, but, his paper, The Daily Graphic, was more on the lines of the English illustrated weeklies and was not, properly speaking, a newspaper at all, so that it does not interfere with The Star's right to be ranked as the pioneer of illustrated daily journalism on this side of the Atlantic. Mr. Graham seems to have been the first publisher to realize that people are not only interested in reading of the day's happenings; they like to see pictures of them as well.

Dating from the early eighties, issues of The Star contain numerous illustrations of passing events and the policy of providing its readers with pictured accounts of what is going on in the world has been adhered to ever since. Mr. Julian's first work for The Star was sketching local events, such as military reviews, important trials, street scenes, etc., and it was from these that Mr. Pulitzer, of The New York World, got the ideas of illustration that have developed into the columns of sensational drawings which are now an important part of his and other American dailies.

Of course, the illustration department has grown with the paper, and to-day no less than five artists are constantly engaged preparing drawings for the daily and weekly editions of The Star. They draw portraits of men who are in the public eye, reproduce drawings from other publications, make sketches from photographs, and—most important of all—illustrate the events of the day. The latter branch has been so carefully cultivated that there is hardly an important occurrence in Montreal or near by that does not find its way into a Star picture. Anything of interest, from an important trial to a hockey match, is

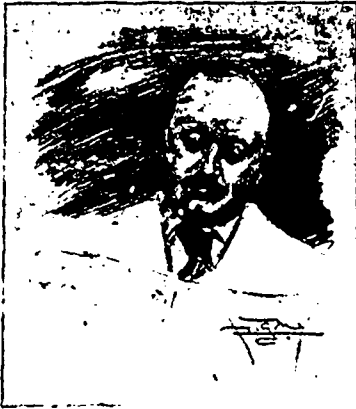
sketched, and the pleasure of reading the "story" is doubled by the clear, well-drawn pictures that accompany it.

Mr. R. G. Mathews, who has charge of this work, is always on the qui vive for interesting or entertaining sketches, and in pursuit of them he has more varied and thrilling experiences than come to most of us. Last Fall he accompanied the police on a round-up of Montreal's Chinese opium joints, and produced some startling pictures as a result. When The Star was carrying on a crusade against gambling, he visited the most notorious "hells" and illustrated them so vividly as to galvanize an easy-going police force into action. He knows the jail and the morgue as intimately as his own room, and is even more at home in the police court. He attends all important trials, and his sketches of the principal actors or of court-room scenes are always full of interest.

Mr. Mathews followed the Ponton trial from start to finish, and in connection with it had a most exciting adventure. After Pare and Holden were rearrested at St. Andrews, N.B., the local constable and Government Detective Grier brought them to Montreal. Mathews and a reporter were sent out to waylay them en route. They



R. G. MATHEWS
at work at his desk in The Star. Photographed for P. and P.



Character Sketches, by R. G. Mathews.

boarded the train at St. Hilaire, and found the bank robbers in the smoker, handcuffed together, each with an arm free. The artist at once began a sketch, while the reporter "pumped" the detective. Pare glanced up, saw the former at work and promptly spread a paper in front of his companion and himself so as to completely hide their faces. Nothing daunted, Mathews began a sketch of them in this position. Pare peered around and saw him still at work. Without warning he grabbed the heavy metal spittoon and tried to smash the artist's head with it. Luckily, Detective Greer caught his arm in time, but he almost reached Mathews, and, had the latter received the blow aimed at him, he would certainly have been killed.

When the first consignment of Doukhobors came to Canada Mr. Mathews joined the ship at Halifax and completed the voyage with them. His drawings of the new settlers, who had come to Canada in search of the liberty denied them by the Czar, and of the Russian enthusiasts who accompanied them, are splendid and have been widely copied in the Canadian and American press. The Seawanhaka yacht races, the departure of troops for South Africa, the Hull-Ottawa fire and the emergency ration commission have been events that have given full play to this promising young man's abilities. Besides these, a hundred minor events, like banquets, public meetings and sports his facile pencil illustrates from day to day. No. 5 is a good example of this class of work; it is a drawing from life of a scene in one of the mess tents at Laprarie camp. Nos. 2 and 3 are samples of the portraits drawn from life, which constantly appear in *The Star*, of men who are rendered momentarily prominent by their connection with some important occurrence.

Turning from his work for *The Star* to view Mr. Mathews personally, it is interesting to note that he is a Canadian and received his entire artistic training in the city of Montreal. Although he always displayed great aptitude for drawing, he did not intend to make it his profession, and entered the office of a large wholesale paint firm. From here he drifted to the C.P.R.—always working at his sketching—and finally left the big railway about six years ago to join *The Star* staff. Grip was the first paper to accept Mr. Mathew's work, and the fyles of eight years

ago contain a number of comic sketches by him. While spending a few months in New York he contributed to *The Criterion*, *Recreation*, and other metropolitan journals. He has also been an occasional contributor to *Toronto Saturday Night*. Apart from this work as a newspaper artist, he has done some pen and ink drawings and some watercolor sketches that have been warmly praised by the critics.

During the past few years he has been a regular exhibitor at the Royal Canadian Academy in Montreal, and a couple of pen portraits of his were quite among the leading pictures at the exhibition this year. No. 4 is a reproduction from "A Bit of Atlantis," a rather weird novel, published early in the year. This was Mr. Mathews' first attempt at book illustration, and, as a result, he has been approached by several publishers who are anxious to bespeak his services in the future. The young artist's time is so fully occupied by his professional duties that he has not been able to devote himself as much as he could wish to other branches of art. But the work he has done shows much talent, and, as he is barely past 30, we may



Illustration, From "A Bit of Atlantis."

rest assured that a brilliant future lies before him. In that bright land of promise which is called to-morrow we may expect from Mr. Mathews achievements that will dwarf into insignificance the best that he has already accomplished.

W. MACLEOD MOORE.



Camp Scene—R. G. Matthews, reproduced from The Star.

BUILDING A CIRCULATION.

THE great results of advertising can be as well shown in the progress of a German-American publisher as anywhere. This man, a Mr. Nagle, purchased a country weekly, with a circulation of barely 2,000, in 1896. To-day his publications are printed on a complete modern equipment, with a quadruple Hoe press, which prints 48,000 copies per hour, and occupies a building that cost \$120,000. An interview with him brought out some interesting facts in regard to his success.

"Without advertising," he said, "we could not have succeeded. We advertised in other papers at first to get names. We have now over 400,000. We have expended as high as \$3,000 in a single week for circulars. If we had been able to get newspaper space at a reasonable rate we should have obtained better results with half the money."

"How many subscription canvassers do you keep on the road?"

"Not a single one. All subscriptions are solicited through advertising only, and each order must be accompanied by the cash—that applies to renewals as well as to new subscriptions. We advertise at all seasons of the year, but more in some months than in others. We expended over \$2,000 in a single week in July, 1898. The money came back within six weeks; and, while the immediate results were not as good as they would have been had the money been spent a month later, yet I believe that it prepared the way for the Fall advertising, when we went after the same people again."

"Do you give premiums to subscribers?"

"We did at first, but discontinued it because we found it too expensive. We still offer a few premiums for clubs, but in the main depend upon the value of our paper."

Mr. Nagle prints 100,000 copies each issue, and has reached that number merely by advertising his publications in every way possible. He keeps them by giving subscribers the worth of their money and making his paper necessary to them.

CURRENT COMMENTS ON THE PRESS.

THE ROLE OF THE PROPRIETOR.

Arthur Shadwell, in The National Review

WHAT is a newspaper? It is a business concern that offers information for sale in the open market. As in other business concerns, the owners or purveyors of information strive to make their wares as attractive as possible to the public, whom they hope to secure for customers. This seems to be the root of the disease, the head and front of their offending. It is those proprietors—capitalists, of course—with their damned commercial instincts, that debase the press and make it subservient to the mob. Well, I am not concerned to defend them. I am not a capitalist or ever likely to be, and my sympathies are all with the employed, or the workers, of whom I am one. Moreover, I have known some proprietors to do despicable things, and have watched the process of debasing the press carried on by them. In the perennial struggle, which is generally going on somewhere, between proprietors and editors, my sympathies are with the latter, who are my friends. But what would you have? Is the role of the proprietor to be confined to signing cheques? There are many who think so. This would mean, in effect, that his purpose in life is to provide, at his own expense, a pulpit from which the gifted but impecunious editor can harangue the mob and expound the true gospel according to St. Self the Divine. Now, the first result would be to make the capitalist more important and more indispensable than ever, for no one but a very large capitalist could undertake and carry on the enterprise. And the second would be a more or less complete fiasco, and the virtual extinction of the gifted editor by a natural process. For, observe, the people cannot be compelled to listen, and, if they will not, it is a mere waste of breath to address them; the paper that no one reads is as good as dead. If they will listen—if they care to read a paper, they are willing to buy it, which is precisely what the proprietor wants. The more influence the gifted editor wields and the more light he spreads, therefore, the more nearly does he realize the aims of the proprietor. In other words, their interests are, in the end, identical—both want readers.

NEWSPAPERS AND MAGAZINES.

A. R. Kimball, in Atlantic Monthly.

The growing tendency towards "journalism" involves far more than a matter of colloquialism and style. It concerns, as well, point of view and method of treatment. This is seen conspicuously in the changed relations of the popular magazine and the newspaper. Once it was the ambition of the newspaper to be rated as high as the magazine. Now it often seems to be the ambition of the magazine to be ranked as a monthly newspaper. Minor indications of this abound. What newspaper men call "sub-heads"—short, descriptive headlines placed at regular intervals over sections of a long article to catch the eye and keep the attention—are to be seen more and more frequently in leading magazines. Take, for another example, the growing habit of using the text to illustrate the illustrations—a habit which, while not borrowed from newspapers, since magazines were illustrated first, has yet been greatly stimulated by the competition.

THE PRINTING DEPARTMENT.

CONDUCTED BY IRA ENOS.

Readers of this department are invited to make use of these columns for the expression of opinion, or by making inquiries regarding any topic having relation to the printing department. All opinions will be gladly welcomed, and all inquiries will be answered as fully and carefully as possible. Any criticisms of what appears in this department will also be welcomed. Communications should be addressed to IRA ENOS, "Printer and Publisher," Toronto.

ARRANGEMENT OF COMPOSING-ROOM.

IN saving time, and, therefore, in saving money, the arrangement of the various parts of the composing-room is of the greatest importance to all busy printers. As everything depends on the shape of the room, it would be impossible to have any fixed and definite rules by which to arrange cases, galley-racks, etc., but there are always common-sense rules which can be applied to any shape or size of composing-room, but which are not always, by any means, put into practice. Upon this subject The Inland Printer has the following to say:

"One of the most important points to be considered is that of light and where it is most needed. It will be quickly conceded that in this respect the requirements of typesetting are the greatest, and, accordingly, the news cases should be arranged to the best advantage in close proximity to the windows. There is very little choice between a left and right light, but it should invariably come from the side and not from the front or rear, and the most economical and satisfactory plan is to place double frames facing each other on either side of a window, so that the alley will have the window at the end, leaving the light practically unobstructed for use in the centre of the room. If the composing room is long and narrow, with light on one side only, as such rooms frequently are, the cases can be thus arranged along one side, with the ad. cases at one end. The arrangement of the balance of the room should be such as to save the most time. The copy hook, standing galley, head-letter cases, bank and galley racks, should all be convenient for the compositors, while the bank and galley racks should in turn be near the proof press, the rack for corrected galleys near the imposing stone, and the latter near the entrance to pressroom or to the elevator. If the pressroom or elevator is at one end, the imposing stone should be near it, with ad. type at the opposite end. The bank should be in the middle of the room, with standing galley on one side and head-letter cases on the other, proof press near the bank and opposite the compositors, with rack for uncorrected galleys on one side and the one for corrected galleys on the other, the latter nearest the stone."

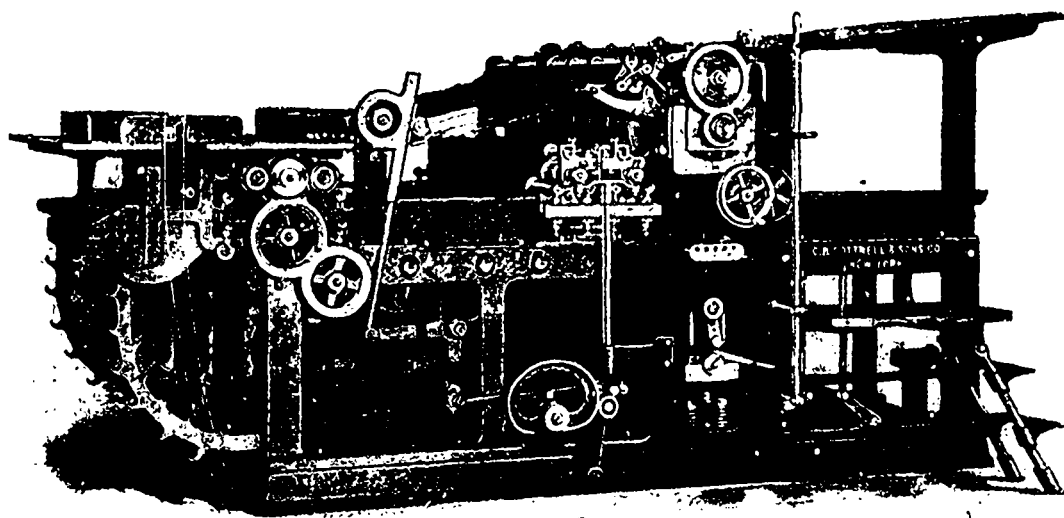
THE PAYING COMPOSING-ROOM.

A great many printers are so positive that no composing-room can be made to pay, that, perhaps, no amount of argument could convince them otherwise. If, however, we find the reasons for so many non-paying composing-rooms, and show that they can be overcome, it may induce some

printers to at least try to make the composing-room pay, instead of resigning themselves to what they consider inevitable.

A foreman of a composing-room, writing to the manager of The American Printer, has some ideas upon this subject which are worthy of repetition: "To my mind," he says, "three things are necessary to bring about this desired change, and this is the trinity that will do it: Thorough systematic management on the part of the foreman in the minutest detail; up-to-date, labor-saving appliances; and plenty of first-class material, in quantity suited to the size of the office. These three requisites go hand-in-hand. * * * It may be said that the greatest of these is system.

"There are certain unmistakable evidences of lack of system in the composing-room which are patent to all. It is only necessary to mention a few of them here, and every one of them is a time-loser. I have been in composing-rooms where cases were piled on the floor under the compositors' frames until they filled the entire space up to the racks themselves, and still other cases shoved back behind those in the racks, simply because there was no definite place to put them; or, if there was, no means were provided to show where they belonged. Suppose a man has occasion to take a case from a cabinet for use at his stand. Now, if there is no means of knowing what has become of the case, the next man having occasion to use it will simply contribute his mite toward the loss in the composing-room, in lost time looking for it. A dozen compositors may be told by the foreman, for instance, to put up nonpareil cases. If there is no system in the office whereby those compositors can quickly locate the cases, or no assurance that there is sufficient type in them to set the copy, it is a safe presumption that each one of those men will lose considerable time in looking for the necessary cases, with no absolute certainty that, when finally secured, they are in proper condition. Can you figure up a profit where such methods are employed? Yet, such is the condition of things in many offices. I have mentioned but three factors which contribute, among many others of a similar nature, toward the unprofitableness of the composing-room. So it might be said that we have here two trinities—one representing profit, the other loss. The trouble with many foremen is that they conduct their departments in a trust-to-luck sort of way. They make no preparation in advance for the many emergencies that are likely to arise at any moment. They are so averse to crossing the bridge before they get to it, even though they had been over the same bridge oft before. They even consider the little things of no moment at all, and consequently utterly ignore them. They are always ready to accuse the man who does look after the little things as being "finicky." It is impossible to get such men to understand that by the application of



THE MILLER'S WINDOWS.

Do you remember the Miller who had all the windows in his mill put in on the up-river side? He said:

"Water that has run over the wheel has done its work. I don't need to look at it. It's water up the river that's going to run this mill to-day, and next month, and next year. That's what I want to see. When I want to look backward, I'll put in a window looking down river. But the need in my business is to look ahead."

If the printers would only look ahead it would be money in their pockets. The press of five years ago that has done its work is not the press to look at to-day; you want to look at the New Series, latest design, up-to-date equipment whose work is all to do.

And if you ask for the very latest pattern of Two-Revolution that has been built, it is the New Series Cottrell, designed after entirely new patterns last year, and the crowning achievement of press-building in the matter of speed, rigidity and ease. This is the press which is to-day focussing the attention of the most progressing printers. Have you seen it yet?

C. B. COTTRELL & SONS CO.,

41 Park Row, New York.

279 Dearborn St., Chicago, Ill.

TORONTO TYPE FOUNDRY CO., Limited

General Agents for Canada.

system in everything a foreman can simplify every detail in his department, make his work easier and free himself of much worryment and mental strain. It will place him in a position in which he will be prepared for every and all emergencies. It is the foreman's business to watch every loophole, no matter how small it may be, if he would have his department show up on the profit side of the column. If he simply gives out the copy, and then allows each man to wander aimlessly about looking for material to set it, through lack of system for preventing such a state of affairs, he cannot expect profit to result from such management. I would advise you, therefore, Mr. Manager, to interview your foreman, and find out at once just what are his methods of running his department. See whether he has a well-oiled, smoothly-running system or not. Note how long it takes him to find out upon request from you whether he has the material available to set a job upon which you may be figuring, and if not, see whether he can inform you where the material is—in dead or alive matter, etc. Whatever course for finding out you adopt matters not. The thing is to find out.

"Now, Mr. Manager, we have been looking at the composing-room through your spectacles. Will you now be kind enough to look at the manager for a moment through the foreman's spectacles? Perhaps you have a foreman who possesses every qualification to thoroughly master every detail of his department in a systematic manner. He may have the very latest appliances known to the craft, and an abundance of material; and yet, withal, it is possible for you to be a hindrance to him in his work, and the surest way for you to be so is to be continually interfering with his management and indulging in fault-finding. Your foreman is either a competent man, fully able to manage his department without your interference, or he is not fitted to act in that capacity one hour. If of the first-mentioned class, keep hands off entirely, and judge him solely by results. If of the latter class, don't waste time and spoil your good temper by kicking, but get a new foreman quickly. I presume, if this rule prevailed, some managers would be constantly making changes in the heads of composing-rooms, not so much because of incompetent foremen as through their inborn tendency to be eternally kicking. Such treatment is bound to discourage a competent man, and managers who haven't sufficient business sagacity to recognize a competent man when they have one had better discharge themselves. I know a foreman whose misfortune it was for 10 years to have charge of the composing-rooms of men who were expert fault-finders. The poor fellow actually began to think that he did not know anything about the business, and was ready to get out of it. He finally secured a position as foreman with a firm that judges a man's ability solely by results. He has been with that firm nearly three years, and recently had the pleasure of receiving a handsome increase in salary without solicitation on his part."

Mr. John A. Ewan, correspondent of The Toronto Globe with the second Canadian contingent in South Africa, sailed from Cape Town early in July, and is on his way home. He intends to visit England and Scotland, spending a short time in his native county, Sutherlandshire.

DEFEAT OF THE POSTAGE BILL.

It is difficult to see who are delighted by the defeat of the postage measure in the Senate. The bigger daily newspapers cannot be much pleased, because it would have meant, even to the Montreal papers, a reduction in their postage bills. To the Toronto papers, both Conservative and Reform, the bill would have meant a considerable reduction, and, consequently, they cannot be any too well pleased. Then, the Postmaster-General must be pretty well satisfied, because he was loth to reduce postage rates at all, and the overthrow of the measure leaves him the old rates. The reduction being made within Provincial boundaries only has led to some criticism, and the views of one or two Liberal papers on this point are reproduced. At any rate, the question is now shelved until next year, and, unless there is a change of Government, the extreme probability is that the present rates will stand for many a long year to come.

MARRIAGE OF MR. EDWARD J. B. PENSE.

A social event of note at Kingston, June 27, was the marriage of Mr. Edward J. B. Pense, publisher of The British Whig, to Miss Hamilton, daughter of Mr. Clark Hamilton, collector of Customs, Kingston, and granddaughter of the late Hon. John Hamilton. The ceremony was performed by Rev. John Mackie, of St. Andrew's church. Among the many handsome gifts was a massive silver punch bowl from the staff of The British Whig. Mr. and Mrs. Pense spent their honeymoon trip to New York and the Maritime Provinces. Mr. Pense's influence as a journalist and his standing as a man of great public spirit are well known, and on this occasion the cordial good wishes of all his journalistic friends are extended to him.

Percy F. Godenrath, of The Greenwood Times, has joined The Rossland Miner.

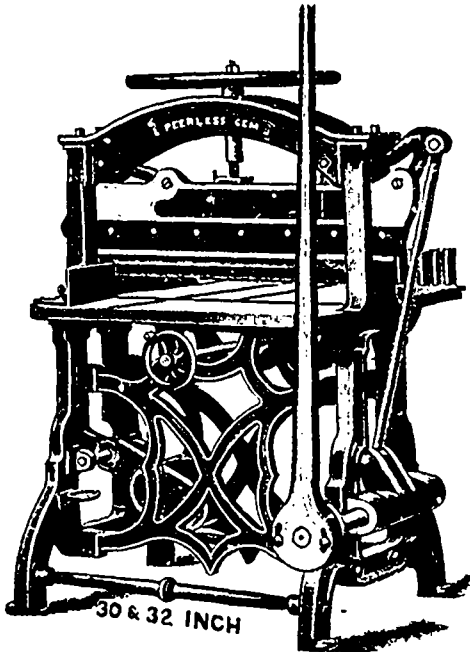
The Canadian Leverless Monona Cylinders are having a great run. The Toronto Type Foundry Co., Limited, report the sale of 15 of these cylinders during the past six months.

The Canadian Brown & Carver cutter is having a good sale. The machine is well-built, and is a much stronger machine than the one made in the United States. These machines are now used in such up-to date offices as Warwick Bros. & Rutter, The Bryant Press, and Brown Bros., Toronto. The Toronto Type Foundry Co., Limited, are the sole selling agents for these machines.

George W. Modeland, of The Rat Portage Miner, was accidentally drowned in the Winnipeg river.

The printer who visits Toronto without calling at the Toronto Type Foundry's new premises at 70 York street misses a treat. There is no such display of every kind of printing machinery anywhere, either in the States or Canada, as can be seen at the Toronto Type Foundry. On a recent visit there we counted over 30 cylinder presses and at least fifty job presses, cutters, folding machines, perforators, Universal presses, as well as seeing everything new in the printing material line. The Toronto Type Foundry Co., Limited, evidently believe in their motto, "Everything for the Printer," and keep it in stock.

Four Money-Makers for the Printer.

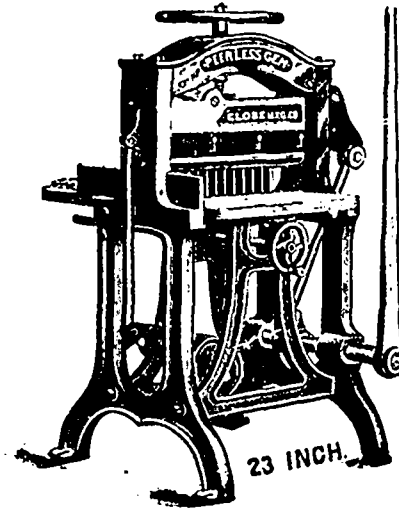


Superior in every detail, and in the leverage cutting with greater ease to operator, and returning from cut with the least possible exertion, owing to their perfect balance. The frame is stronger, heavier and better braced, the knife is thicker and deeper, insuring a truer cut and longer life, the lever is adjustable, the balance is now hung inside the frame, thus saving floor space and removing any obstruction to stumblers. There are split back gauges, side gauges, and a front cannelled measuring gauge. Unexcelled in construction, materials used and finish. The Peerless Gem is an Improved Gem, unequalled in strength and precision.

Price, 30-inch Peerless Gem, \$175.00

Price, 32-inch Peerless Gem, 200.00

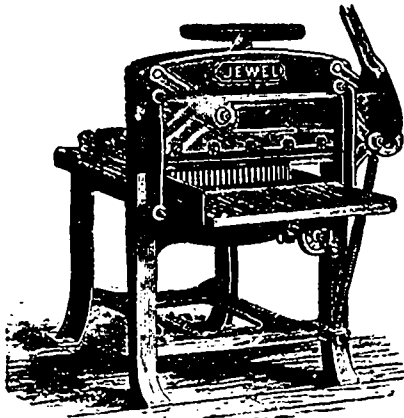
Subject to liberal discount for cash or short date settlement.



Excels all other cutters of its size in weight (725 pounds), ease of cut, strength, durability and finish. Built on the Peerless Gem principle, it has leverage of maximum power and easy return. The balance weight is hung inside the frame, thus saving floor space and removing an annoying obstruction. Fitted with improved finger back gauge.

Price - - \$100.00

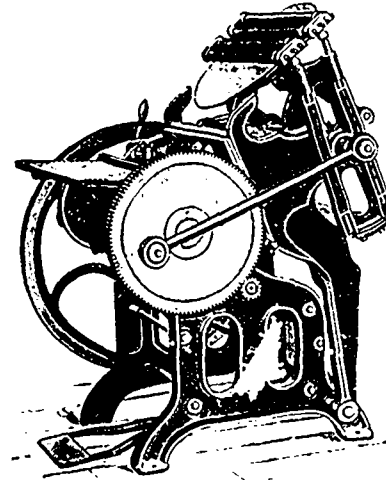
Subject to liberal discount for cash or short date settlement



JEWEL PAPER CUTTER—30-inch.

The Jewel Cutters are of novel construction, and for many purposes are very desirable and serviceable. The front part of the frame is in one solid casting, like a square topped A, giving great strength to the cap and a solid cross brace to the table. The clamp and back gauge are interlocking and front and back gauges are furnished. The end lever gives the most powerful leverage, and is often desirable where a front lever cannot be used. The weight of the 30-in. Jewel is 1,000 pounds

Price - - \$135.00 Net



PEERLESS GORDON PRESS.

This press is up-to-date in all particulars. Has wearing qualities—is not shaky or loose at the joints after two or three years' service. Superior material and workmanship, heavy and strong. The shafts and draw-bars are forged from solid steel bars without seam or weld, and cam rollers are of hardened tool steel. It has positive die motion, double-braced frames, double-locked impression throw-off, depreciable steel grippers, and all modern improvements.

Three Sizes—8x12 inside chase, \$165.00

10x15 inside chase, 250.00

14x20 inside chase, 400.00

Subject to liberal discount for cash or short date settlement

—WRITE US FOR PRICES AND TERMS ON ANY OF THE ABOVE.—

Toronto Type Foundry Co., LIMITED
70 York Street, TORONTO

OR BRANCHES:

146 Lower Water St., Halifax
787 Craig St., Montreal

175 Owen St., Winnipeg
116 Columbia Ave., Vancouver

THE ADVERTISING ARENA.

Conducted for PRINTER AND PUBLISHER by the Ad. Scribe.

ADVERTISEMENTS IN COLORS.

WHEN Mr. Atkinson took hold of The Toronto Star the Eaton advertisement was not appearing in it. The new management, however, succeeded in securing Eaton, and one inducement, besides the growing circulation of The Star, is the heading over the advertisement appearing in red, or blue, or some other color. This is a new feature in Canadian advertising and may have important future results. Thinking that an account of the mechanical process by which this new feature is brought out would interest readers of this column, I called on Mr. Atkinson, who answered my questions as follows:

"There is very little to explain with regard to the process by which our pressmen are able to print two colors on the front and back pages of The Star, but I willingly accede to your request. Our press is a straightline Goss press. A straightline press, as you know, is composed of three or more decks or presses one above the other. The top deck of our press is used as a color deck. Thus, to print an eight-page paper, two rolls of paper are running into the press at one time. Into the top deck one sheet runs and receives the colored impression on pages one and eight. Then, the sheet, instead of being carried immediately out into the folder, at the end of the press, is carried down to the middle deck where the same pages receive the required black ink impression. The sheet is then carried into the folder where it meets the sheet which, meanwhile, has been running through the bottom deck and been receiving its regular black ink impression. These two sheets coming together in the folder make up the eight pages of the paper. One of the sheets is simply carried through two decks of the press. The color is thus put on at the same time that the other parts of the paper are being printed, and put on too at the rate of, say, 20,000 eight-page papers an hour. There are, I believe, less than half a dozen papers in America which can print an extra color on their regular editions, and only one or two, besides The Toronto Star, that I know of, which are now habitually doing it."

ADVERTISING NEWSPAPERS.

Newspaper publishers have tried many different methods of placing their publications before possible subscribers, but up to the present time no scheme has been evolved that is quite so effective, and, at the same time, so durable, as metal signs. One publisher recently said that he had found metal signs a particularly profitable investment. He classed them ahead of posters, because of their more attractive coloring and their more durable qualities.

Of course, a great deal depends upon the sort of signs used. It is just as easy to do poor advertising by means of metal signs as by any other method, and it is, therefore, necessary to have the best article of this kind on the

market. A poor sign will always cost more than it's worth. A good sign is worth every cent it costs, and more.

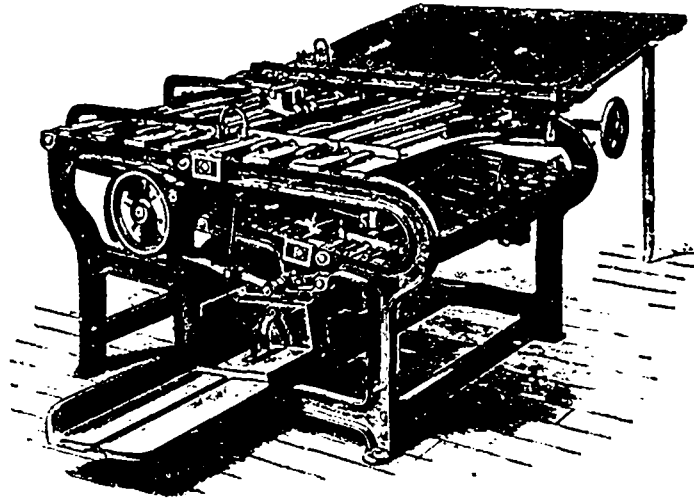
The advertiser makes use of newspapers, bill-boards, street cars, etc., to inform the public what he can do for them; and so large has the army of advertising people grown that they should be particularly appealed to in the paper's notice. In every newspaper can be found a puff for its own advertising columns, but it does not go much further than this. Rarely do we see a paper advertised as a good advertising medium in magazines and in every conceivable place outdoors, like somebody's soap or some other person's pills. The man who wishes to advertise his goods will generally do so in the paper he reads, whether it be a good or useless medium, because he sees in it a notice for its advertising columns. There may be a paper which, though he never buys it, will suit his purpose better than the other, but he does not know it, for it does not advertise to advertisers in the same way that they do to their prospective customers.

DEATH OF POWELL MARTIN.

Powell Martin, formerly a well-known advertising agent, died in Toronto, July 16, from heart failure. Deceased was 52 years of age, and was born in Cardwell County. Twenty years ago he removed to Toronto and secured a position with The Globe newspaper as advertising agent. About 10 years ago he went to Montreal, and later to St. John, N.B., where he continued in the advertising business. He afterwards returned to Toronto, and during the past five years had lived a retired life. Deceased, in his earlier days, won distinction as an athlete, and was the possessor of several medals.

ADVERTISING IN A COUNTRY WEEKLY.

The publisher of the country weekly does not always get what he deserves from large advertisers. A great deal of advertising is done in the city dailies that would bear more fruit if it were inserted in a country newspaper. What country people need is not, by any means, always advertised in country papers. The farmers and all dwellers in the country and small villages are much more influenced by the ads. in the local paper than by those in the city daily. When the names of those they know personally are printed in the advertisement, they have more faith in it, and it appeals more directly to them. Then, too, there is the feeling that what is advertised locally is sold locally. A farmer may read an ad. in a city paper, but he is apt to think at the time that the city is the only place he can get the article advertised; but, if he sees it in the local paper, he knows he can get it at his usual place of trading. At least, he is induced to ask for it there. The value of the country weekly, whose ad. columns are scanned by its subscribers more closely than they do those of a strange city, is not appreciated by even the publishers themselves,



Tribune Newspaper Folder

Manufactured by *✻ ✻*
Brown Folding Machine Co.

TORONTO TYPE FOUNDRY CO.
Selling Agents for Canada. LIMITED.

THIS machine is placed upon the market to meet the demand for a medium-priced folder. It is not a make-shift for the time being, nor one whose only merit is its cheapness.

It is constructed upon the same principles, and of the same material used in our Standard Machines. The entire frame is of iron, and other parts of iron and steel. Made in one size, which takes in any size sheet from 24 x 36 up to 36 x 48.

They are made with deliveries at the third and fourth folds, the former being delivered in a receiving box and the latter in a packer.

No sprocket chain is used for communicating power from one part of the machine to another. There is, therefore, no lost motion and no parts that will break readily and create an item of expense.

Pasting and trimming attachment can be added at any time.

Write for Prices and Descriptive Catalogue of the Tribune and Standard Newspaper Folders.

TORONTO TYPE FOUNDRY CO., Limited

SELLING AGENTS FOR CANADA.

and, as long as this is the case, it cannot be expected that advertisers will appreciate them either. The publishers of country papers should wake up to the usefulness of their publications to a great many advertisers who place their ads. in large dailies, for which they pay more and obtain far less results. There is no one to induce advertisers to use these papers but the owners themselves, and if they would take some means of acquainting advertisers with their papers and show the advantage there would be in using them, a considerable increase in advertising receipts would, no doubt, be the result.

BUSINESS PLACED FROM TORONTO.

The Central Press Agency report business fair during the Summer months. They are placing business for The Trust and Guarantee Co., and The Toronto General Trust Co., Toronto, and The Auer Light Co.

McLaughlin Belt Co., Chicago, are placing some Canadian business through this agency.

F. William Large, London, Eng., agent for The Central Press, has closed a line of business with Robinson & Elever, of Belfast, Ireland. The Canadian office is placing the advertising.

EDITOR OF THE GOVERNMENT LABOR GAZETTE.

MR. WILLIAM LYON MACKENZIE KING, the manager and editor-in-chief of the *Government Labor Gazette*, which is being established by Mr. Mulock's Conciliation Bill, is a son of Mr. John King, Q.C. His mother, Isabel Grace Mackenzie, is the youngest daughter of the late William Lyon Mackenzie, M.P., so distinguished in the early struggles for responsible government in Canada.

Mr. King was born at Berlin, Ont., 25 years ago, was educated first at a private school, and afterwards passed



William Lyon Mackenzie King.

from the Berlin Model School into the Berlin High School as one of the head pupils of the county. He matriculated at the University of Toronto in 1891, was a resident student of University College, and graduated as B.A. in 1895, and as M.A. in 1896. He also took the University law course and graduated as L.L.B. in 1898. His university career was a brilliant one. He was a distinguished scholar in the political science course,

winning honors and scholarships throughout, and graduating with the highest honors in arts and law. He was a popular undergraduate, was president of his year and of the

University Cricket Club, was a member of the football team, of the literary and athletic associations, and of the college journal staff, and was one of the leaders of the "big strike" in 1895, when the 'Varsity works were shut down for a while for want of the raw material.

After receiving his B.A., Mr. King was engaged for a time in journalism, at first on *The Globe* staff, and subsequently on the staff of *The Mail and Empire*. While in this service he was appointed to a Fellowship in Political Economy at the University of Chicago, and, at the end of the academic year, to a Fellowship in the same department at Harvard University, Cambridge, Mass. This latter Fellowship he has held for three years. During the past year he has been a traveling Fellow of Harvard, pursuing his post-graduate studies abroad, in England and on the continent, and becoming acquainted with the leading economists of those older countries. While in Italy he received the offer of his present appointment from the Dominion Government. He asked time to consider it, pending a simultaneous offer from the Harvard authorities as Instructor in Economics, and assistant to Professor Taussig, the eminent text-book author, and head of the Political Economy department in that university. Acceptance of the Government offer was afterwards cabled from London, England. While at Harvard, in 1899, the excellence of his post-graduate obtained Mr. King the degree of A.M., and he also passed, with special credit, the strict examinations for Ph. D., the highest academic honor conferred by the University. He will receive this degree at the next commencement.

Mr. King has also gained distinction by his original researches, and as a writer on subjects in his line of studies as a political economist. He has investigated the sweating evil and public contract system, and labor questions and conditions generally in Canada, the United States, and in England and on the continent, and has prepared valuable reports on these matters for the Dominion Government, the Consumers' League of Boston, Mass., etc. He held a commission from the Government for these purposes during the past year. His special articles in *The Mail and Empire*, and in *The Montreal Herald*, on the housing of the working classes and certain industrial evils, and, in the *University Journal of Economics* at Chicago, on trades unionism, etc., attracted much attention. He has, in these things, been described by a leading journal as "a warm friend of the toilers of both sexes," and as having "used his abilities, as opportunity offered, to help to better their condition."

As manager and editor of the *Government Labor Gazette*, Mr. King will have a position of wide usefulness and influence by the preparation of material upon which public opinion, in regard to the industrial world of Canada, may be formed. That he has no politics, and has not been identified with any political party, will insure confidence in the performance of his duties. There seems to be a general opinion that the Government have been very fortunate in securing a gentleman so admirably qualified, in scientific training and practical experience, to fill this important office in the public service. C.

John J. Palmer, President

J. L. Johnston, Manager

Toronto Type Foundry Company, Limited...

Dealers in every known requisite
for the Printing Office

70 York Street,

Toronto, July 20th, 1900.

CANADA,

SAMPLE PRINTED DIRECT FROM THE NEW
RIBBON FACE TYPE.

Up-to-date Printers,
Everywhere.

Dear Sirs,

This is a sample of circular work printed direct from the face of the new Typewriter Type, on an ordinary printing press.

Please remember that the type does it all. You simply set up the type in the usual way and print your circulars. No process, no manipulation, no royalties, "no nothing." Just "straight printing" from the face of the new Typewriter Type on your press.

The old style Typewriter Type printed sharp and smooth, giving results very unlike the dull impression and "ribbon effect" of actual typewriting. No one is to-day satisfied with such work.

In the new Ribbon face Typewriter Type you are offered that which will exactly imitate typewriting--"ribbon effect" and all; and this without manipulation or any extra "process" whatsoever.

Neither is there any "royalty" to pay. You buy the type outright and go ahead, making the profit which certainly lies in this class of work.

The more this type wears, the better it imitates. It does not fill up with ordinary printing.

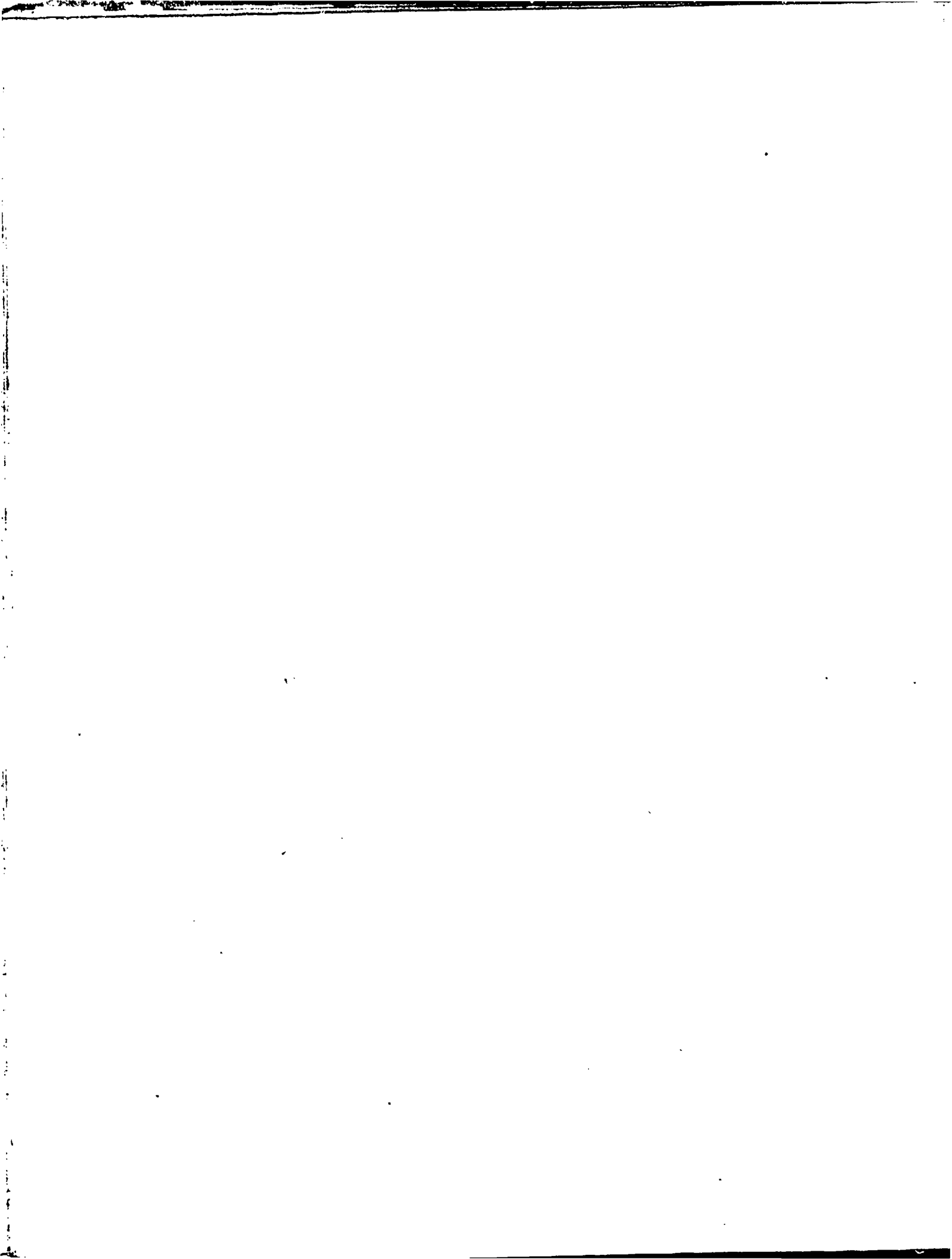
The price of such a special type must be somewhat higher than for a face which gives none of its advantages, the matrices being expensive and the manufacture of the type being slow and difficult. But, compared with the cost of any other method with like results, the price to the printer is very low.

Circular fonts (for full letter sheet composition) of 20-A, 10-a, \$8.00. Weight, 12 lbs.

Please examine this printing, and let us hear from you at once. We have a money maker for printers in this new Typewriter Type, and want you to profit by its purchase and use.

Yours very truly,

TORONTO TYPE FOUNDRY CO., Limited.



We Have Kept Pace With Progress

Have you?

What do your customers think about it?

You don't know.

You can only make a guess.

If you are using the bargain-counter kind of inks "for economy's sake" you are not doing first-grade printing.

You should use the Ault & Wiborg inks—the world's best.

Perhaps you rarely have complaints about the quality of your printing and probably you are often complimented.

But those facts prove nothing.

The majority of your customers will not make a fuss when they are only slightly displeased.

Many of them consider it good policy to jolly you whenever they have an opportunity, whether they like your work or not, especially if you have a newspaper.

Some do not know the difference between first and second-grade printing.

Some may think your work is better than your competitor's work but not as good as it should be.

Those who leave you do not give their reasons. You may think your competitor has underbid you when he is really charging more and getting the business because of the better work that Ault & Wiborg inks enable him to do.

Some people see samples of your printing and never give you even a trial order because they observe the fact that you use inferior inks. You think the reason they do not patronize you is because the other fellow has some kind of a pull.

To sum it up, your customers think all sorts of things about your printing and you are more likely to find out exactly what they think if you do first-class printing than if you do second-class printing. You cannot afford to use poor inks on the work you do for people who do not appreciate the best because the other (and larger) class of people will find it out. Ault & Wiborg inks are the best that can be made—better than any other makers have ever succeeded in producing.

They are the standard of the world. They are sold at the lowest prices for which the best inks can be sold. There are inks that cost less for just the same reason that brass jewelry costs less than gold jewelry.

You should have our catalogue.



The Ault & Wiborg Co.

CINCINNATI

NEW YORK

CHICAGO

ST. LOUIS

The MacLean Publishing Co., Limited.

President, JOHN BAYNE MACLEAN, Montreal.
 PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE
 PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRI-
 TORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA,
 NEW BRUNSWICK, P.E. ISLAND AND NEWFOUNDLAND.

OFFICES :

MONTREAL, (Telephone 1255) Board of Trade Building.
 TORONTO, (Telephone 2148) - 26 Front St. West.
 LONDON, ENG. (J. Meredith McKim) 109 Fleet St., E.C.
 MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann St.
 WINNIPEG (J. J. Roberts) - Western Canada Block.
 ST. JOHN, N.B. (J. Hunter White) No. 3 Market Wharf.
 NEW YORK (Edwin H. Haven) - 150 Nassau Street.

Traveling Subscription Agents - - { T. Donaghy.
 { F. S. Millard

Subscription, Canada, \$2.00; Great Britain, \$3.00.
 Cable Address: "Adscript," London; "Adscript," Canada.

NEWS OF THE MONTH IN BRIEF.

PERSONAL MENTION.

E. CRAWFORD, of The Winnipeg Free Press business staff, has been spending a holiday in British Columbia.

A. F. Pirie, of The Dundas Banner, has gone to the Paris Exposition.

S. Hunter, The Toronto Star's caricature artist, is taking his annual vacation of two months at Stoney Lake.

Arthur Weir, for years connected with The Montreal Star, has become night editor of The Ottawa Citizen.

Wm. Hayes, of Detroit, formerly of The St. Thomas Times, was married at Duluth to Miss MacDonald, a St. Thomas girl.

James C. Mackenzie, reporter of The Ottawa Journal, has gone to England to look after the advertising of pink pills for The Williams Co., of Brockville.

Jno. T. P. Knight, editor of The Insurance Chronicle, has been appointed manager of the Montreal clearing house. He will continue his editorial work.

It is understood that Robert McConnell, formerly editor of The Halifax Chronicle, has been offered and has accepted a position in the statistical office, Ottawa.

J. T. Wilkinson, formerly of The Vancouver World, is now pushing the interests of The Vancouver Province in the Klondike. He will write up the mining districts, and deal generally with the prospects of the region.

Charles H. Diehl has been appointed general manager of The Associated Press, which supplies 2,500 papers in Canada and the United States. He has been attached to this service since 1883, and has had plenty of experience as a correspondent and news gatherer. He succeeds Melville E. Stone.

J. C. McLagan, publisher of The Vancouver World, is an old Clintonian, he having published a paper there in the early sixties. Mr. Lagan is one of the most influential Liberals on the Pacific Coast, but has enjoyed the jug-

handled fate of many newspapermen, of doing heavy work for his party while other fellows reap the honors and rewards.

Albert R. Carman, chief editorial writer for The Montreal Star, has gone to Europe to spend a year in traveling. Mrs. Carman accompanies him. His coworkers presented him with a valuable leather trunk, and Mr. Graham, the publisher of The Star, with a gold watch and chain. Mr. Carman has been connected with The Star, first as Parliamentary correspondent, then as editorial writer, for over 10 years.

The marriage of Mr. John B. Kerr, of The Rossland Miner, to Miss Emily Swan was the occasion of a host of hearty good wishes from his friends on the Eastern press, who have for years appreciated his staying qualities. Mr. and Mrs. Kerr received many handsome presents, including a silver tea service from the citizens of Grand Forks. This was accompanied by a letter of congratulation signed by the mayor and other prominent men. The happy couple took their honeymoon trip to California. **PRINTER AND PUBLISHER** joins in the general congratulations.

BUSINESS CHANGES.

The Chatham Planet has dropped its twice-a-week edition and gone back to a weekly.

The Western Prairie, of Cypress River, Man., has changed hands. C. E. Bastin is the new editor.

C. Blackett Robinson is removing the publication office of The Dominion Presbyterian from Belleville to Ottawa.

F. W. Rynolds has sold his interest in The Petroleum Topic to J. W. Kendwell, who will run the business end, J. Passingham continuing as editor.

The Rodney Mercury has been sold to Young & Thexton, Uxbridge. E. A. Hugill, the present proprietor, will devote his whole time to his other interests.

J. S. Robertson & Co., Toronto, publishers of Business, have acquired The Canadian Home Journal, which will be improved and enlarged under their experienced hands.

It has already been recorded that Mr. Andrew Pattullo, M.P.P., the experienced and able publisher of The Woodstock Sentinel-Review, has formed a company to conduct the paper for the future, and that Mr. John F. MacKay, late of The Montreal Herald, has joined the company. A Provincial charter has been secured constituting Messrs. Andrew Pattullo, J. F. MacKay, A. B. Watt, Mrs. J. F. MacKay, and Joseph Munday, members of the company. The capital stock is \$40,000, divided into 400 shares of \$100 each. From this concern, so strong in managerial and editorial ability, and with ample capital, much may be expected.

IMPROVEMENTS AND SPECIAL ISSUES.

The Guelph Herald is now comfortably settled in its new business offices, which have been much enlarged and improved.

The Dutton Advance is now issued from its new power press. The old Washington, which has done service since the paper was first issued, has been discarded for a modern, up-to-date cylinder press, capable of printing 1,200 copies an hour.

By mutual arrangement between the publishers of both papers, The Nelson Miner will in future appear as an

evening paper, The Nelson Tribune retaining the morning field. This is an illustration of the value of rational cooperation between competitors.

The Ottawa Journal is purchasing a new Hoe press, which will be one of the finest and largest in Canada. The Journal's circulation now approximates 10,000 daily, and is evidently on the upgrade. Few newspapers in Canada can show a steadier or more remarkable progress than The Journal under Mr. Ross.

The Kingston Whig has installed a one and a half horse-power gasoline engine in its composing room, as an auxiliary to its already complete electric power plant. It will be used in an emergency to run the type casting machines.

NEW ENTERPRISES.

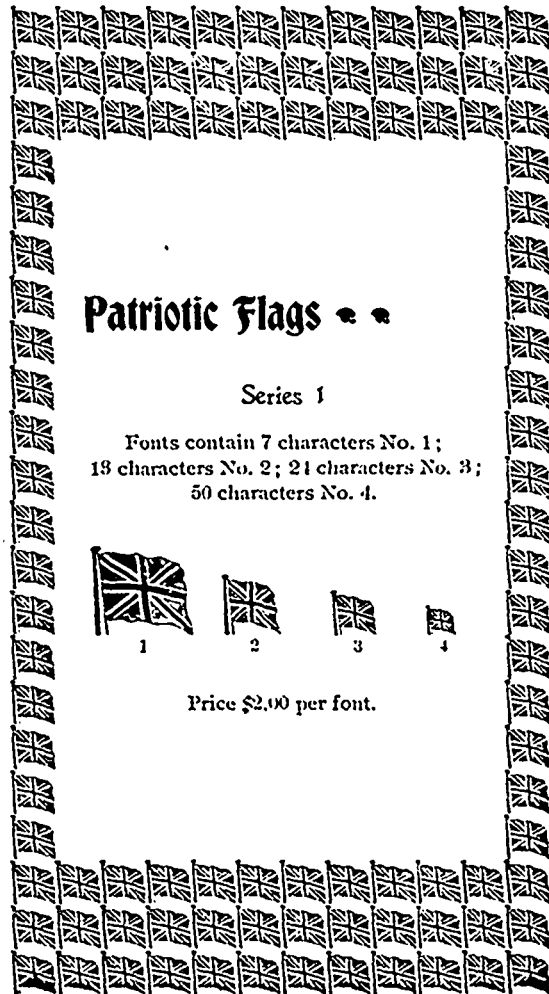
A Conservative weekly paper is being started in Liverpool, N.S.

Norman K. Luxton, founder of Vancouver Town Topics, is launching a new weekly, In Black and White, at Victoria.

Patrick Boyle has revived his old Irish Canadian, which is now being published weekly in Toronto.

The Century Christian Co., Limited, with \$75,000 capital, has been formed in Toronto to publish a Christian paper to be called The Century Christian, and to carry on a publishing business in all its branches. The members of the company are: Thos. S. Linscott, Rev. R. W. Woodsworth, Jabez Galloway, John D. Ivey, and Geo. G. Mills.


Now Show Your Colors!



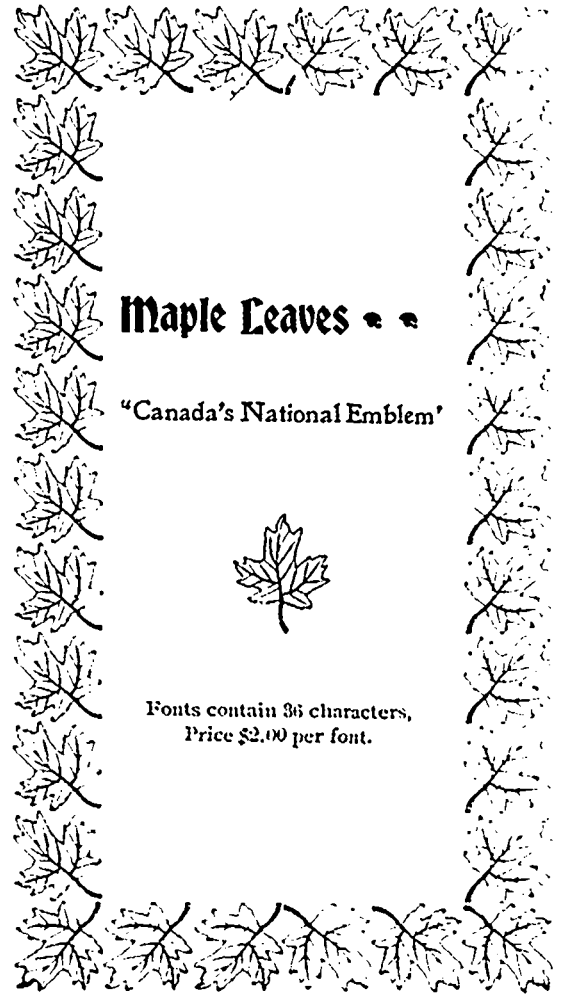
Patriotic Flags • •

Series 1

Fonts contain 7 characters No. 1;
13 characters No. 2; 21 characters No. 3;
50 characters No. 4.




Price \$2.00 per font.



Maple Leaves • •

"Canada's National Emblem"



Fonts contain 36 characters,
Price \$2.00 per font.

Your customers want them. Better order to-day and be prepared.

ADDRESS

TORONTO TYPE FOUNDRY CO., Limited,

OR BRANCHES:

146 Lower Water St., Halifax.
787 Craig St., Montreal.

175 Owen St., Winnipeg.
116 Columbia Ave., Vancouver.

70 York Street, TORONTO.

OFFICE OF

TELEPHONE 1730

R. L. Gwatkin, Agent

(Successor to GWATKIN & SON)

THE ONTARIO PRINTERS' EMPORIUM.

THE CASH SUPPLY HOUSE FOR PRINTERS.

67 Bay Street

TORONTO, July 10th, 1900.

TO CANADIAN PRINTERS:

I have much pleasure in informing you that I have succeeded to the business of the Ontario Printers' Emporium, taken the premises of the late firm of Gwatkin & Son, No. 67 Bay Street, stocked it with a complete line of Printing Type, Machinery, and Material, and am in a position to execute orders entrusted to me with promptness and accuracy.

May I ask for a share of your patronage? Can assure you it will be highly appreciated.

Having made exceptionally favorable arrangements to supply American Type, and all kinds of Machinery, both new and second-hand, I am enabled to supply any of these manufactures at lowest prices.

Have now in stock a number of second-hand Power and Treadle Presses, Paper Cutters, large quantity Type and miscellaneous material, on which I can make very low quotations; and, as I intend to make a specialty of this branch, should you wish to purchase or make exchange, be good enough to keep me in remembrance.

During the past thirty years I have done a credit business, and have come to the conclusion that after paying travellers' expenses and making bad debts there is no money in doing a credit business in Printers' Supplies. In future I shall sell Type and Printers' Materials for **SPOT CASH**, or on thirty days' credit only to first-class houses. **MACHINERY** I will sell on time only when secured by lien and half the value of the machinery is paid for in cash. My new mode of doing business enables me to sell cheaper than any other house in my line, as I have no travellers' expenses to pay and no bad debts to provide for. When you want any Type, or Material, or Presses, or other Machinery, write me, or call and see me. Every month I shall advertise a close price on several series of **TYPE**, and a close price on some special Machinery. Look out for it.

Until the 31st day of August I will sell for cash: The De Vinne, De Vinne Extended, De Vinne Italic, Columbus No. 2, Columbus Outline, and Doric Italic Series, at a discount of 25% from List Prices—**TERMS CASH.**

I also offer 6 TO PICA LEADS, in lots of 20 LBS. and over only, at 10c. PER LB. **NET CASH.**

I have on hand the following rebuilt machinery. Note the low prices:

7 x 11, Old Style Gordon Press,	\$ 70.00.
8 x 12, Old Style Gordon Press,	85.00.
10 x 15, Old Style Gordon Press,	125.00.
13 x 19, Old Style Gordon Press,	160.00.
1 33 x 47, Cottrell, Air Spring, Tapeless Delivery, Drum Cylinder, first-class condition,	\$750.00.
1 Wharfedale, will print 8 col. quarto, Tapeless Delivery, in fine order,	- - 600.00.
1 36½ x 52, Potter Drum Cylinder, splendid machine, Tapeless Delivery,	- - 900.00.

Don't forget, I sell everything that Printers require, and I will sell cheaper than any other house, but I must have the cash. Cash buyers can do better with me than with any other house, and those are the customers I am after.

Again soliciting a share of the patronage extended my predecessors, and feeling confident that I can fully satisfy the most exacting,

I remain, yours respectfully,

R. L. GWATKIN, Agent.

You can select Type and Material from any specimen book.

LIST OF Rebuilt Machinery

...FOR THE USE OF...

PRINTERS, LITHOGRAPHERS, BINDERS AND ALLIED TRADES.

Every Machine advertised in this list has been thoroughly overhauled, and will be sent out in guaranteed good working order. Let us know your needs, and we will give you detailed description and prices.

SECOND-HAND MACHINERY:

WEB PRESSES.

- 163 **Cox Duplex Q. Q. Machine** in first-class condition, used only four years. This press has two fountain and will run at a speed of 4,000 per hour, printing and folding either 4, 6 or 8-page papers of 6 or 7 columns. Price on application.
- 172 **Goss Stero. Web Perfecting Press with Folder.** Complete outfit. Prints 4 and 8-page papers of 6, 7 or 8 columns, speed 10,000 per hour. Price on application.

TWO REVOLUTION CYLINDERS.

- 220 **Campbell, 32 x 46, front delivery, 2-roller table distribution.**
- 131 **Campbell, bed 37 1/2 x 50, front delivery, 2-roller table distribution.**
- 220 **Campbell, 41 x 46, 2-roller, table distribution, front delivery.**
- 208 **Campbell, 37 x 52, 2-roller, table distribution, front delivery.**
- 219 **Campbell Intermediate, 37 1/2 x 54, table distribution, front delivery, wire springs.**
- (C) **Cottrell, 42 x 60, 4-roller table distribution, air springs: as good as new.**
- (C) **Cottrell, 43 x 56, 4-roller, table distribution, air springs: as good as new.**
- (C) **Huber, 43 x 60, 4-roller, in good order: cannot be delivered until September.**
- 158 **Potter, 40 x 54, rack and screw distribution, 2-roller, tapeless delivery, air spring, back-up motion.**

DRUM CYLINDERS.

- 199 **Babcock Standard, 19 x 24 rack and screw distribution, tapeless delivery, air buffers, back-up motion.**
- 129 **Campbell Country, 24 x 28, table distribution, tape delivery, wire spring.**
Campbell Country, 31 x 46, table distribution, tapeless delivery, wire springs. (Montreal branch.)
- 206 **Campbell Complete, 27 x 41 1/2, 4-roller, table distribution, tapeless delivery, wire springs, box frame.**
Campbell Country, 32 x 46, table distribution, wire springs. (Montreal branch.)
- 111 **Campbell Complete, 32 x 49 1/2, 2-roller, table distribution, tape delivery, wire springs.**
- 200 **Cottrell Country Drum, 33 x 47, rack and screw distribution, tapeless delivery, air buffers. Almost new.**
- 232 **Cottrell, Triumph Series, 33 x 47, tapeless delivery, rack and cam distribution, air springs.**
- 233 **Cottrell, Triumph Series, 31 x 47, tapeless delivery, rack and cam distribution, air springs.**
Cottrell & Babcock, 24 x 30, rack and cam distribution, tape delivery, wire springs. (Montreal branch.)
- 128 **Cottrell & Babcock, 34 x 52, tapeless delivery, rack and screw distribution, air buffers.**
- 201 **Cranston, 21 x 28, rack and screw distribution, tapeless delivery, air buffers, back-up motion.**
Cranston, 21 x 23, rack and screw distribution, tapeless delivery, wire springs, back-up motion. (Winnipeg branch.)
- 160 **Cranston, 21 x 30, rack and screw distribution, tapeless delivery, air springs, back-up motion.**

No.

- 139 **Hoe Pony, 16 x 21 1/2, rack and screw distribution, tapeless delivery, wire springs.**
Hoe Pony, 21 1/2 x 31 1/2, rack and screw distribution, tapeless delivery, wire springs. (Winnipeg branch.)
- 107 **Hoe, 31 x 41, rack and screw distribution tape delivery, wire springs.**
- 204 **Potter, 29 x 42, rack and screw distribution, tape delivery, wire springs.**
Potter, 32 1/2 x 46, rack and screw distribution, tape delivery. (Montreal branch.)
- 100 **Potter, 31 x 40, rack and screw distribution, tapeless delivery, wire springs.**
- 101 **Potter, 36 1/2 x 52, 4-roller, tapeless delivery, table distribution, wire springs. Will print 7-column quarto.**
- 221 **Taylor, 29 1/2 x 41, 2-roller, rack and cam distribution, tape delivery.**
- 149 **Taylor, (Oshawa), 39 x 46, rack and screw and table distribution, tape delivery, for hand or power.**
- 216 **Ideal Hand Cylinder, 6 column quarto.**
- 222 **Acme Cylinder, 32 x 45, prints 5 column quarto.**

WHARFEDALES.

- 128 **Anglo-American, bed 17 x 52, 1 track, 1-roller, patent delivery.**
- 144 **Dawson, 27 x 31 1/2, 3-roller, 2-track, pat. fly.**
- 121 **Dawson, 27 x 31 1/2, 3 roller, 2-track, pat. fly.**
- 133 **Fieldhouse, 46 1/2 x 51, 4-roller, 2-track, patent fly.**
- 135 **Hughes & Kimber, 37 x 43, patent flyers, 2-track.**
- 118 **Miller & Richard, 18 1/2 x 22, 2 track, 3-roller, patent fly.**
- 165 **Miller & Richard, 33 1/2 x 30 1/2, 3-roller, patent fly.**
- 115 **Miller & Richard, 41 x 47 1/2 patent fly, 2-track.**
- 162 **Miller & Richard, Quad Royal, 47 1/2 x 45, 4-roller, 4-track, patent fly.**
- 202 **Payne, 37 x 42, 4-roller, 4-track, extra distribution, thin fountain blade, patent fly.**

LITHOGRAPH AND PLATE PRESSES.

- (C) **Two Hoe Litho. Cylinders, takes stone 25 x 31; in line order.**
- (C) **Hoe Litho. Cylinder, takes stone 23 x 24.**
- (C) **Hoe Litho. Cylinder, takes stone 26 x 35.**
- 117 **Litho. Furnival Press, 29 1/2 x 31 1/2, double crown.**
- 116 **Steam Copper Plate Press, 2-inch.**

JOB PRESSES.

- 127 **O.S. Gordon, 7 x 11.**
- 191 **O.S. Gordon, 7 x 11.**
- 196 **O.S. Gordon, 7 x 11.**
- 189 **Am. O.S. Gordon, 8 x 12.**
- 125 **O.S. Gordon, 10 x 15.**
- 217 **O.S. Gordon, 11 x 19.**
- 197 **Empire Jobber, 8 x 12.**
- 218 **O.S. Gally Universal, 13 x 19.**
- (C) **Chromatic Press, 14 x 20.**
(In Stock at Montreal.)
- Columbian Lever, 6 x 9.**
- Pearl, 7 x 11.**
- Standard Lever, 8 x 12.**

PAPER CUTTERS.

- 195 30 inch Gem Lever.
- 101 30 inch Sheridan Power.
- 183 32 inch Westman & Baker Power Cutter.
- 209 32 inch Westman & Baker Power Cutter.
- 227 21 inch Eagle Card Cutter.
- 224 21 inch Eagle Card Cutter.
- 223 28 inch Huggles Card Cutter.
- 114 24 inch Plover Cutter.
- 147 28 inch Plover Cutter.
- 151 28 inch Plover Cutter.
- 171 28 inch Plover Cutter.
- 193 28 inch Plover Cutter.
- 187 32 inch Plover Cutter.

MISCELLANEOUS.

- 165 Clamp Pad Press.
- 174 Sargent Broazing Machine, 25-inch.
- 207 Simple Book Trimmer.
- Field Blower, No. 0
- 162 Sarguy Stereotype outfit, 8 1/2 x 14 inches. Seal Stamper.
- 204 Hekok Book Sawing Machine
- 224 Sanborn Book Sawing Machine, 5 saws.
- 228 S. H. P. Electric Motor 590 volts.
- 104 Hughes & Kimber Pacing Machine, 6 wheel.
- 205 Hoole Pacer, 4 wheel.
- 115 Hoole Pacer, 5 wheel.
- 122 Pacing Machine, 5 the d.
- 223 Sanborn Foot-stabling Machine.
- 151 Rotary Perforator, 25-inch.
- 183 Royle Radial Arm Routing Machine.
- 118 Royle Routing Machine, No. 2.
- 131 Sanborn Hand Embossing Press.
- 236 Krause Hand Embossing Press, 7 1/2 x 10
- (C) 15 H. P. Oil Gas Engine
- 214 Hekok Standing Press, 16 x 24 inch platen
- 237 Hekok Standing Press, 28 1/2 x 45 1/2 inch platen.
- 231 Perfection "C" Wire Sitcher.
- 235 Perfection "C" Wire Sitcher.
- 238 Perfection "G" Wire Sitcher.
- 106 Thompson Wire Sitcher, 4-inch.
- 109 Hoe Ticket and Numbering Press.
- 111 Hoe Stereotype Shaving Machine.
- 150 Yarger Improved Saddle Binder, No. 9.
- 150 Yarger Saddle Binder, No. 1.
- 239 Book Rolling Machine, 18-inch.

BOX MACHINES.

- 231 Scoring Machine, 23-inch.
- 229 Brocher Corner Wire Sitcher.

HAND PRESSES.

- Washington Hand Press, 6-column folio.
- Washington Hand Press, 7-column folio.
- 171 Washington: platen, 25 x 33; bed, 24 x 24.
- 147 Washington: platen, 23 1/2 x 31; bed, 27 x 27 1/2.
- 159 Washington: platen, 32, x 47 1/2; bed, 29 1/2 x 43.
- 132 Washington: platen, 22 1/2 x 32 1/2; bed, 26 x 35.
- 173 Washington: platen, 24 x 42; bed, 32 x 48.
- 111 Washington: platen, 21 x 37; bed, 27 x 41 1/2.
- 162 Washington: platen, 28 x 43; bed, 31 x 46 1/2.
- 213 Washington: platen, 19 x 25; bed, 22 x 29 1/2.
- 196 Washington: platen, 23 x 35 1/2; bed, 27 1/2 x 41.
- 140 Washington: platen, 21 x 35 1/2; bed, 25 1/2 x 35 1/2.
- 191 Washington: platen, 25 x 39; bed, 34 x 41 1/2.
- 177 Washington: platen, 22 1/2 x 27 1/2; bed, 26 1/2 x 31 1/2.
- 111 Washington: platen, 21 x 35; bed, 27 x 39 1/2.
- 215 Washington: platen, 29 1/2 x 43 1/2; bed, 27 1/2 x 47 1/2.

FOLDING MACHINES.

- 156 Dexter Folder, 7 column quarto.
- 245 Stohmetz, 6-column quarto.
- 247 Stohmetz, 6-column quarto.
- (C) Brown, 6-column quarto.
- 211 Chambers' Point Book Folder. Three and four fold; folds double 16, and takes paper 24 x 32 and smaller; machine is as good as new.

TORONTO TYPE FOUNDRY CO., Limited,

BRANCHES

HALIFAX—146 Lower Water St. MONTREAL—787 Craig St.
WINNIPEG—175 Owen St. VANCOUVER—116 Columbia Ave.

70 York Street, TORONTO, ONT.

FROM OCEAN TO OCEAN.

IMPROVEMENTS IN CANADIAN PRINTING OFFICES DURING THE PAST FEW MONTHS.

THE Toronto Type Foundry Co., Limited, report that business at their various branches has been very good during the past six months, which is evidenced by the annexed list of improvements in the various printing offices, which have been installed by the Toronto Type Foundry Co. The list also shows that the three favorite presses with Canadian printers are the Miehle and Cottrell presses for first-class job offices, and the Canadian Leverless Monona press with the country printing offices: Messrs. Blackadar Bros., Halifax, N.S., put in a two-revolution Cottrell press; J. E. Furneaux, St. John's, Nfld., put in a two-revolution Miehle press; Messrs. Warwick Bros. & Rutter have ordered a two-revolution Cottrell press and four Miehle presses; Messrs. Guertin & Co., of Montreal, put in a Cottrell two-revolution press; Douglas Ford, of Toronto, put in a two revolution Cottrell press; The Canada Jute Co., Montreal, put in two Cottrell drum cylinder presses; J. D. Macdonald, Pictou, N.S., put in a drum cylinder Cottrell; The Massey-Harris Co., Limited, Toronto, put in a two-revolution Miehle; Messrs. Copeland-Chatterson Co., Toronto, put in a two-revolution Miehle; Free Press Co., Winnipeg, put in a two-revolution Miehle; Evans & Hastings, Vancouver, put in a two-revolution Miehle; The Monetary Times, Toronto, put in a two-revolution Miehle press; Pollard & Daniels, of Winnipeg, put in a Miehle two revolution press.

Among the country printing offices which have been supplied with cylinder presses are the following: W. H. Henry, Warkworth, Ont., a Canadian Leverless Monona; H. C. Jones, Vankleek Hill, a Canadian Leverless Monona; McNicol & Riddell, of Hagarville, a Canadian Leverless Monona; P. H. Bowyer, Ridgetown, a Canadian Leverless Monona; W. J. Thompson, Moosomin, a Canadian Leverless Monona.

Two improved Monoline typesetting machines will be installed in The St. Johns, Que., News office.

The "Horton" pattern mailer is, without doubt, the best mailing machine in the market, and no publisher should be without one of these unique machines. Write the Toronto Type Foundry Co., Limited, for prices, etc.

W. Caiger, for years advertising agent for The Toronto Star has resigned, and intends, it is said, moving out West.

The Toronto Type Foundry Co., Limited, have been appointed general selling agents for the Monoline machine, and, so that printers in the Northwest can see the Monoline in operation, the Toronto Type Foundry are installing one of these beautiful machines in the ready-print department of their Winnipeg branch.

F. W. Owens, formerly representative of The Charlotte-town Examiner in the Ottawa press gallery, but latterly a sessional clerk, died lately, aged 50 years, of heart disease.

The new ribbon face type shown in our pages this month is a font which every up-to-date printer should use. The fonts have been reduced from \$12.07 to \$8.07 per font so as to put them within the reach of every printer.

Glazed Onion Skin

Writing Paper. .

Send for sample.

Our No. 7-80

White

Envelope (note extra size) at
90 cents per M. is great value.

Burnside

paper suits
nearly everyone. We supply
in all ruled forms (as well as
in the flat, at 9c. per lb., all
weights and sizes).

Complete stock of papers on
hand—can ship promptly.

BUNTIN, GILLIES & CO.

HAMILTON.

MONTREAL OFFICE—
21 Mechanics' Bldg.,
St. James St.,
Montreal.

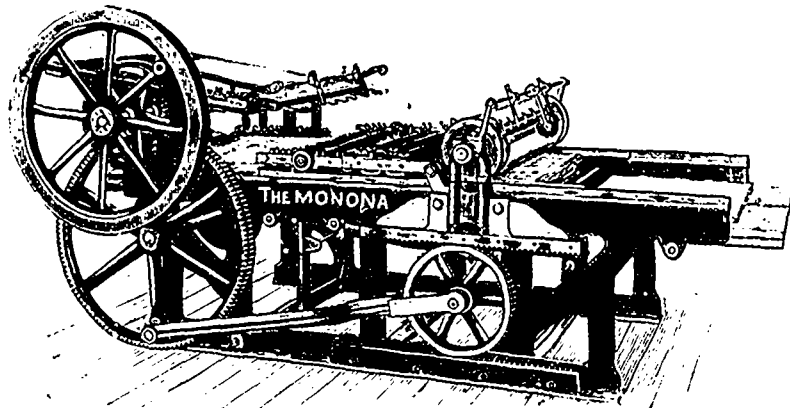
.. THE ..

CANADIAN LEVERLESS MONONA

**News and
Job
Printing
Press**

PRINTS 6 COL.
QUARTO SHEET.

RUNS EASILY BY
HAND POWER.



BED 32½ X 47.

THE BEST PRESS EVER OFFERED TO CANADIAN COUNTRY PRINTERS.

TESTIMONIALS

THE DUFFERIN LEADER.

Carman, Man., January 17th, 1900.

Toronto Type Foundry, Winnipeg Branch:

Gentlemen,—In reply to your inquiry as to how I like the Canadian Leverless Monona Press recently purchased from you, I am pleased to state that it fills all the requirements I asked for and has more than exceeded your recommendation of it as a country news and job press.

Its simplicity of construction is, I consider, a strong point in its favor while every part is duly considered as to strength, rigidity, and a minimum amount of friction of the bearing parts. We had no difficulty in setting it up, although we had to engage a machinist in town who had never worked on the press before, on account of our staff being rushed with holiday work. After being set up, every part worked with the nicety of a watch movement. We also find the adjustment perfect and easily worked, and with ours very little adjustment was needed; in fact, our first issue on it was run without any adjustment other than it had when set up, and turned out a sheet that will compare favorably with any of the country papers in the Province, as you will find by referring to the sample copy we sent you.

My pressman, who has been in the business fifteen years, and has had large experience on cylinder presses in St. Catharines and Toronto, and never worked on a hand press until entering my office, says it works to his entire satisfaction, and he has no hesitation in saying he can turn out work by it equal to that of any press costing twice the money. He also says that it has by far the largest distribution table of any press he has had to use. This, with the geared form rollers and three distribution rollers, gives a very perfect inking apparatus. The absence of tapes in the delivery is a commendable feature. We also find we can pull proofs on it from the galleys, which cannot be done on any other form of cylinder press, doing away with a proof press and allowing the space it would occupy to be used for something else.

In short, it fills the bill completely, while there is positively nothing about it that can get out of order. I can conscientiously recommend it to any country printer or publisher wanting a perfect press at a reasonable price.

I am, yours sincerely,
J. W. JAMESON.

THE EASTERN ONTARIO REVIEW.

Vankleek Hill, Ont., May 30th, 1900.

Toronto Type Foundry, Toronto, Ontario.

Gentlemen,—It has been my intention for some weeks back to write you and let you know what satisfaction I have had with the new Monona Press you placed in my office some two months ago.

In a word, I am well satisfied. The press does all you claim for it. It turns out a well printed paper in every particular. It runs much easier than any other cylinder press I have ever seen used. There is practically no intricate machinery about it to be getting out of order.

To Canadian country publishers who have but little office room, and want a first-class press to do all work, and desire a press that is inexpensive, I can heartily recommend the Monona.

Yours, very truly,
H. CARL JONES,
Editor and Proprietor Eastern Ontario Review.

We Have Many Other Pleased Customers. Write for our Liberal Proposition.

This Press can be seen at any of our Branches:

HALIFAX—146 Lower Water St.
MONTREAL—787 Craig St.
WINNIPEG—175 Owen St.
VANCOUVER—116 Columbia St.

Toronto Type Foundry Co.,

70 YORK ST., TORONTO, ONT.

What Users of Miehle Presses say of their Machines.

WE ARE THOROUGHLY SATISFIED.

The Mail Job Printing Co., Limited, 110 Bay Street.

Toronto, August 26, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen—Replying to yours of the 25th. We are as thoroughly satisfied with your No. 0000 press at the present time, after using it constantly for two years and one-half, as we were so soon as we had properly tested it after we had made the purchase. We have made, and have no complaints whatever to make. Wishing you all success, which the merits of your presses entitle you to. I am, Yours truly,

THE MAIL JOB PRINTING CO., Limited.
RICHARD SOUTHAM, Sec'y and Mgr.

WOULD NOT THINK OF BUYING ANYTHING BUT THE MIEHLE.

The Capron-Stott Printing Co., 1633 to 1639 Arapahoe Street.

Denver, Colo., August 29, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen—We have been using one of your No. 3 presses in our office for the past ten months and it has given entire satisfaction, being all and even more than you have claimed for it.

On cheap catalogue work we run at the rate of 2,100 impressions an hour, and have averaged 19,000 impressions a day (10 hours) the feeder putting up his own stock.

On fine half-tone work we can easily average 1,600 impressions per hour including all stops.

We are greatly pleased with the press, and if we were in the market for any number of cylinder presses, we would not think of buying anything but a Miehle.

Wishing you as great success in the future as you have attained in the past, we remain,

Yours, very truly,
THE CAPRON-STOTT PRINTING CO.,
PHILIP W. CAPRON, Sec'y and Treas.

THEY ALWAYS REQUEST A MIEHLE.

Western Newspaper Union, Publishers.

Omaha, Neb. September 5, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen—The best testimonial we can offer you regarding your presses, is that we have purchased, during the last five years, twenty-six or seven, and placed them in our different offices, and so far as we know, they have given perfect satisfaction.

The writer has never had any complaint from any of the offices using your presses, and every time a new one is needed they always request a Miehle.

Some of them have been running five years without any repairs to mention, and we can cheerfully recommend The Miehle to those desiring a first-class machine.

Yours respectfully,
GEO. A. JOSLYN, Pres. and Gen'l Mgr.

ALL THAT CAN BE DESIRED.

The Jersey City Printing Co., Printers.

Jersey City August 30, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen—We find The Miehle press a most satisfactory machine. In distribution, impression, absolute synchronous movement of bed and cylinder and consequent minimum wear in plates and type, and rapid production of fine work, it is all that can be desired.

Yours respectfully,
JERSEY CITY PRINTING CO.,
JOSEPH A. DEAR, Treas.

THEY EXCEL ALL OTHER PRESSES

National Order Blank Company, Manufacturers of Order Blanks.

Kokomo, Ind., March 16, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen—After an experience of six years with Miehle presses, as well as with other makes, we are pleased to state that they are all that can reasonably be expected of a press, and it gives us pleasure to testify to their excellence. The greater part of our runs are short, and for ease of make-ready and adjustment they excel all other presses that we have had anything to do with. We call to mind two runs—one machine fed, the other hand fed—which we think worthy of mention. The press with self-feeder attached made 19,701 impressions in nine hours, or an average of 2,188 per hour, speed of press 2.01 per hour, size of sheet, double folio. The hand fed press made 25,151 impressions in 11 hours, 52 minutes, or an average of 1,717 per hour, speed of press, 1.920 per hour, size of sheet, royal. In this latter case stock was delivered to feeder. These runs may not be phenomenal, but they excel anything we have been able to accomplish on other presses.

All our work requires perfect register.
Yours respectfully,
NATIONAL ORDER BLANK CO.,
F. M. VAUTER.

ENTIRE CONFIDENCE WORK WILL BE DONE IN FIRST-CLASS MANNER.

Geo. W. Park, Sealsman and Florist

Libertin, Pa., March 18, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen—For more than two years I have been running one of your presses of large size at the rate of 1,800 per hour, almost constantly day and night, and I am pleased to say that it has given entire satisfaction. We run part of our magazine up on it every month, making 360,000 impressions up on one set of electrotype plates, and the plates scarcely show any wear, while the distributing rollers thoroughly spread the ink and do not break or become rough at the ends. As yet, none of the parts have ever broken, and we can run an edition of 360,000 impressions in two weeks with entire confidence that the work will be done in due time, and in a first-class manner.

Yours, with respect,
GEO. W. PARK.

BEST TYPE OF PRESS MADE TO-DAY.

Voelcker Bros., Printers and Publishers.

New York, August 30, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen—We have used Miehle printing presses for about four years and are very much satisfied with them. We consider them the best type of press made to-day and can recommend them to everybody.

Yours truly,
VOELCKER BROS.

MOST SATISFACTORY INVESTMENT WE EVER MADE.

Everett Waddey Company, Publishers, Printers, Binders.

Richmond, Va., March 12, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen—We take pleasure in saying that the four-roller Miehle machine purchased of you about one year ago, we consider one of the most satisfactory investments we have ever made in a printing machine.

Yours truly,
EVERETT WADDEY CO.,
E. WADDEY, President.

SPEED THAT MAKES POSSIBLE A PROFIT ON FIRST-CLASS PRINTING.

Richard K. Fox, Publishing, Lithographing and Printing House.

New York, March 1, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen—I have had in this establishment two of your Miehle presses for the past seven years, and can testify from comparison that they are fully up to and above the standard. Their new bed movement, so thoroughly different from the old rack and shoe method, develops speed and rigidity of impression to a marked degree. The speed of The Miehle is tested here every day, and frequently at night as well, and is fully up to representation. Distribution is excellent, and on heavy cut work is as perfect running 1,800 an hour as the old style with 1,600. Your press holds the impression as well, if not better, than any other make in our press-rooms. We have put them to the most severe tests, and they have met all requirements, with a speed that makes possible a profit on first-class printing.

Yours, very truly,
RICHARD K. FOX

MEET THE CLAIMS MADE.

Charles H. Jones & Co., Printers and Engravers.

New York, March 12, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen—We have now two of your presses in daily use. One Pony, for nearly seven years, and one No. 3, for about one year.

They are satisfactory to us and meet the claims made by you.

Yours, very truly,
C. H. JONES & CO.

GREAT TIME-SAVER IN THE MAKE-READY.

W. H. Wagner & Sons, Printers, Electrotypers, Lithographers and Bookbinders.

Freeport, Ill., March 19, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen—We are just about to close one of the best seasons we have ever experienced. Notable, being some of the long runs of press-work, ranging up into the 100,000 on several runs. We find that The Miehle we purchased about two years ago is just the right kind of a machine to enable one to rush such runs. Moreover, we find the same a great time-saver in the make-ready of forms. One man can handle The Miehle with ease, for everything is so convenient, while it requires two men on almost all other cylinder presses to rig up the same.

When in need of another press we will certainly add another Miehle.

Truly yours,
W. H. WAGNER & SONS.

DOING VERY SATISFACTORY WORK.

Wallaces' Farmer and Dairyman.

Des Moines, Ia., March 19, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen—Replying to yours of March 10 would say that The Miehle press purchased of you last December is running all right and doing very satisfactory work.

Very truly,
WALLACES' FARMER.

Since the above letter the firm was burned out and we have sold them two more presses.

M. P. P. Co.

25 PER CENT. MORE WORK.

The Foote & Davies Co., Printers, Publishers and Binders.

Atlanta, Ga., August 26, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen—We have now been running a Miehle press steadily for three years, on every class of work—large and small, and light and heavy forms—and we are glad to say that the press shows no wear whatever. It easily averages fully 25 per cent. more work per day than any other single press we have in our establishment, and the quality of work turned out on this machine is superior (in our opinion and the opinion of our customers) to any other work done in Atlanta. To sum the whole matter up, we can unhesitatingly say that the press is entirely satisfactory in every respect and we wish every machine in our press-room was a Miehle.

Very truly yours,
THE FOOTE & DAVIES CO.,
J. W. DAVIS, Supt.

ALL YOUR CLAIMS SUBSTANTIATED.

The O. S. Hubbell Printing Co., Binders and Stationers.

Cleveland, April 18, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen,—It is somewhat over a year since our Miehle press was installed, and in that time has met every requirement. All your claims regarding speed, perfect register, distribution, etc., have been substantiated, and we are pleased to make this expression of our entire satisfaction.

Yours truly,

THE O. S. HUBBELL PRINTING CO.
O. S. HUBBELL, President.

THE REGISTER, DISTRIBUTION AND IMPRESSION IS PERFECT.

A. N. Kellogg Newspaper Co., 38 and 40 Jefferson Street.

Memphis, Tenn., March 19, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen,—About the best testimonial we can offer regarding your presses is simply to say that we have been using one of your large 7-column quarto machines now just one year with entire satisfaction. Whether run at high or low speed, the register, distribution, and impression is perfect. Though in service every day, not a nickel has been spent upon repairs, which leads us to believe its lasting qualities are all right.

Yours truly,

A. N. KELLOGG NEWSPAPER CO.
A. J. McCALLUM, Res. Mgr.

ABLE TO DO 25 PER CENT. MORE WORK THAN WITH PRESSES OF OTHER MANUFACTURE.

Chamberlain Medicine Co.

Des Moines, Ia., March 19, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen,—We are in receipt of your favor of the 11th inst. In answer: We have two of your presses, one of which we have been using for about one year; the other for about six weeks. We are well pleased with both of them and are able to do 25 per cent. more work with them than with similar presses of other manufacture.

They have perfect register and excellent distribution.

Yours truly,

CHAMBERLAIN MEDICINE CO.
L. CHAMBERLAIN, Sec'y.

IT'S NOT SO MUCH WHAT A PRESS COSTS AS WHAT IT DOES.

W. G. Russell & Co., Printers.

Chicago, November 18, 1897.

The Miehle Printing Press & Mfg. Co.

Gentlemen,—I have never regretted my choice of a Miehle over other cylinder presses—its high price notwithstanding. I wanted capacity, accuracy, speed and endurance, and I think The Miehle combines these qualities in the highest degree. We do, as you know, all kinds of work, a poster in the morning, and a register color job on cardboard in the afternoon, and find the press equally adapted to either. And when speed is called for we simply shift the belt and get all we can use without protest from the machine. It's not so much what a press costs—it's what it does—and The Miehle does and does it every day.

Yours truly,

W. G. RUSSELL.

DISPOSED OF OUR "CENTURY" PRESS. PURCHASED TWO MORE MIEHLE PRESSES.

The Munkall Brothers Co., Printers.

Cleveland, O., August 29, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen,—In April, 1896, we purchased a "Century" press, and in August, 1897, a Miehle press, to determine to our own satisfaction the merits of these two machines. After running these machines side by side constantly from the dates mentioned, on the same class of work, we find that The Miehle press turns out more and better work, and to our mind is far superior to the "Century" press. We have therefore disposed of our "Century" press at a sacrifice, and have purchased two more Miehle presses to add to our plant.

We heartily recommend The Miehle.

Respectfully,
THE MUNKALL BROS. CO.

THERE IS ONLY ONE PRESS AND THAT IS THE MIEHLE.

John F. Higgins, Printing, Publishing, Binding.

Chicago, August 27, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen,—In reply to yours of August 25, requesting a testimonial letter from me regarding your printing press, I have this to say: There is only one press and that is The Miehle. It is the best two-revolution printing press made. No printer or publisher, big or little, that has any work should be without it. I would sooner have one Miehle press in my office than two of any other presses made. I put in one No. 00 Miehle press March 13, 1897, which made me money enough to put in another the first day of July, 1898. I will have another one by the first of November next. The press gives better satisfaction than the guarantee given with it.

Yours respectfully,

JOHN F. HIGGINS.

MEETS EVERY REQUIREMENT.

Cameron, Amberg & Co., Stationers and Printers.

Chicago, February 21, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen,—We take pleasure in stating that the two large-size Miehle presses in use in our establishment have given most excellent satisfaction. After nearly two years of almost continuous use, generally at a high rate of speed, we have found them able to meet every requirement, particularly so with regard to accuracy of register, evenness of distribution, ease of manipulation, etc.

So far as we are concerned the consequences resulting from their use have been most gratifying, and leave nothing to be desired.

We can think of no want or degree of excellence not fully met by The Miehle printing press.

Very respectfully,

CAMERON, AMBERG & CO.

PRIDE OF A PRINTING OFFICE.

Times-News Company, Printers and Publishers.

Connersville, Ind., March 17, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen,—After constantly using one of your presses for almost eight years, it is now doing more satisfactory work than ever. For high-class work, speed, durability, and all that goes to make a press the pride of a printing office, The Miehle has no equal.

Very truly yours,

TIMES AND NEWS CO.
W. F. DOWNS, Mgr.

A PERFECT PRESS IN EVERY PARTICULAR.

S. D. Childs & Co., Printers.

Chicago, March 5, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen,—We have had one of your presses running steadily for five years. It has cost us nothing during that time for repairs, and to-day shows no perceptible wear. We find it to be a perfect press in every particular. For speed, quickness of make-ready, rigidity of impression, we have not seen its superior. In short, we would be willing to endorse almost anything you might say about it.

Yours truly,

S. D. CHILDS & CO.

SPEED MAKES NO DIFFERENCE IN THE QUALITY OF THE WORK.

Dr. Shoop's Family Medicine Co.

Racine, Wis., April 1, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen,—In response to your inquiry as to how we like The Miehle presses, will say that in view of our never having sent a complaint of any kind to your company concerning these presses since we purchased them, you certainly ought to know how we stand.

After purchasing the first one, something over three years ago, we have since ordered another, which is still further proof that we were entirely satisfied with our bargain.

Our presses get far different treatment than I given presses by commercial printers or newspaper offices. We run them constantly ten hours a day, month after month, and a part of the year until ten o'clock at night. They will run as fast as we can get a man to feed them, and the speed makes no difference in the quality of the work they turn out. We have done some beautiful four-color work that required absolutely perfect register. In fact, we have entirely deserted the lithographers, to whom we formerly paid thousands of dollars.

At this writing The Miehle is the only flat-bed two-revolution press we would purchase.

Yours truly,

DR. SHOOP FAMILY MEDICINE CO.
R. J. SHOOP, Pres't and Treas.

DISTRIBUTING MECHANISM—THIS IMPROVEMENT ALONE SAVES MANY DOLLARS IN A YEAR.

Reformed Publishing Co., Printers and Stationers.

Dayton, O., March 1, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen,—In July, 1895, one of your 35 x 50 four-roller presses was set up for us, and has been running continuously ever since. We run it for two years on a floor that was anything but solid, and but little war was perceptible. It has not cost us one cent for repairs in that time. The press is running now and doing as good work as when new.

In April, 1897, we moved our office to the present location and put in a 42 x 50 four-roller Miehle. The two presses are standing on foundations of brick, laid in cement, and can be run as fast as the feeder can feed in the sheets. On the larger press we print a sheet 38 x 50, 64-page book form, which is run at the rate of 1,600 to 1,700 an hour. Both presses run without noise or jar, requiring one-third less power than other presses same size.

One of the best features about The Miehle is the mechanism which keeps the distributing rollers in motion with the ink table, thus preventing the tearing of these rollers at their ends. This improvement alone saves many dollars in a year.

Our experience has been that The Miehle is the best press for speed, light running and good work.

Yours truly,

THE REFORMED PUBLISHING CO.
JOHN BLUM, Manager.

HAVE JUST EMBOSSED 30,000 SHEETS OF LABELS 2 1/2 x 3 1/2, AT A SPEED OF 1,500 PER HOUR.

Art Printing Company, Color Printing and Engraving.

Chicago, August 27, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen,—We take much pleasure in stating that our two Miehle presses have given entire satisfaction on all our work, which requires accurate register and high speed. We have just embossed 30,000 sheets of labels 2 1/2 x 3 1/2 at a speed of 1,500 an hour, each impression giving us 11 complete labels. We are more than satisfied with the results and believe The Miehle press to be the best on the market.

Very truly,

ART PRINTING CO.
H. B. G. WHITE, Pres.

ENTIRE SATISFACTION IN EVERY PARTICULAR.

Nicholson Printing & Mfg. Co., Printers and Binders.

Richmond, Ind., Sept. 7, 1898.

The Miehle Printing Press & Mfg. Co.

Gentlemen,—In July, 1896, we purchased one of your No. 2 Miehle presses, which has given us entire satisfaction in every particular; the distribution is first-class, and we consider it the best press on the market for half-tone and fine printing where register and distribution are particularly required.

Wishing you continued success, we are,

Yours, very truly,

NICHOLSON PRINTING & MFG. CO.
J. H. NICHOLSON, Sec'y and Treas.

Points for Printers.

You cannot do good work without good Rollers; hence we determined to spare no expense in providing a plant to meet your requirements, and we are now able to supply you with—



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are produced by what is known as the "Gatling Gun" system, but not the Gatling Gun system of 20 years ago. Don't be mistaken! No other firm in this country is producing, or has ever produced, Rollers as we do to-day. As we were first in providing an improved Composition, so are we the first to adopt new methods for Roller Casting, which means better rollers in less time, and **TIME IS MONEY.**

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Major-General Hutton, Hon. Clifford Sifton, Sir Oliver Mowat, the President of the Canadian Pacific Railway, the Grand Trunk Railway, the leading banks, besides scores of private firms and companies. Thus, the influence of your paper is extended—your news and views are brought before men who would never have the opportunity of reading them but for our Bureau. Then, your publication is brought before half a hundred business concerns who have advertisements to place. Patent medicine and other large companies and advertisers purchase clippings. It surely would repay you the cost of a year's subscription to be kept constantly and prominently before men who are giving out fat contracts.

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FAIR COMMENT IN JOURNALISM.

*Some Wise Comments on the State of
the Libel Law.*

From The Chatham Ont. Planet.

IN an article from THE PRINTER AND PUBLISHER, which appears elsewhere, The Monetary Times is properly congratulated upon winning, in the courts, a triple victory for "honest trade and honest journalism." The narrative of its "experience" is of special interest to The Planet, which, as the man in the street would say, has "been there." Our contemporary condemns the present system of awarding costs and taxing them, and has evidently a poor opinion of what is called "judicial discretion." This is described as one of those profound phrases of the courts which the most skilled practitioner has never yet fathomed, and probably never will.

"The 'discretion' of the taxing officer," we are told, "is too often his caprice; it is a first-class professional trap, from which there is little or no chance of escape." The mild censures of The Monetary Times are fully borne out by The Planet's experience as a litigant.

In a certain libel action which was brought against this journal by a public official, whose conduct was open to criticism, the jury gave us a verdict, and the action was dismissed with costs. The judge's charge was very favorable to the plaintiff, and was not objected to by his counsel, but a majority of the Divisional Court in their "discretion" granted a new trial, costs to be "costs in the cause to the party ultimately successful." The new trial having been granted for a statement by the judge to the jury, which, it was alleged, "might" have misled them, we are assured that, under a well-understood rule of procedure, no objection having been made to that statement by his counsel, the plaintiff should not have been allowed a new trial except upon payment of the defendant's costs of the previous trial, and of the Divisional Court appeal. We think we had good reason to complain at the "discretion" of the court not having been exercised in that way. Mr. Justice McMahon, one of the three judges who heard the motion for a new trial, dissented, and thought the plaintiff's appeal should have been dismissed with costs.

The "discretion" thus exercised by the Divisional Court was in regard to the judge's charge on the question of fair comment, which was one of The Planet's defences. The trial judge, Chief Justice Armour, an able jurist, defined fair comment to the jury, and told them that, if they thought The Planet's comment on the plaintiff's conduct was fair, they should find for the defendant, which they did. In the reported judgments of the court, Mr. Justice McMahon agrees with the chief Justice's charge as to fair comment. He also shows, beyond question, that a jury are the sole judges of the law and the facts in an action for libel, and that once the case is fairly laid before a jury, and the verdict is found one way or the other, it should not be disturbed by the courts unless it is such a verdict as reasonable men could not possibly have found. The verdict for The Planet was not a verdict of that kind,

because we gave evidence, which the jury believed, of the truth of the statements complained of; and the truth is always a good defence. Mr. Justice McMahon's judgment is, as he points out, strongly supported by the highest judicial authority, and we have yet to find a lawyer, who has given any attention to the subject, who disagrees with his conclusions. The judge's charge is also on record, and it would be interesting to discover any intelligent person who could possibly be misled by it. We have no hesitation in saying that the so-called "discretion" of the court was wrongly exercised in that case, and that an injustice was done The Planet in granting a new trial. More than that, a serious blow was dealt at the liberty of the press with respect to public officials, who should be open, at times, to severe criticism.

The "discretion" exercised by the court of appeal, to which The Planet appealed against a new trial, was just as objectionable. The Chief Justice of that court, in a brief judgment in which no attempt was made to review the law on the subject, said he did not think the court should interfere with the "discretion" of the two Divisional Court judges, and dismissed our appeal with costs. One would have supposed that where there were two judges against two, because that was really the position, there would have been an endeavor by the appellate tribunal to analyze the conflicting opinions, and to declare what the law really is upon a question of such consequence as fair comment in journalism. But this was not done. The appeal was determined on the narrow, incomprehensible point of "judicial discretion," instead of being an instructive exposition of an important legal question. In this and other respects the result was extremely unsatisfactory.

The new trial was equally unsatisfactory. It resulted in a verdict for the plaintiff for one dollar as to one of the alleged libels, but with a recommendation by the jury that there should be "no costs" against the defendant. The verdict as to the other alleged libel was in The Planet's favor, and nothing was said about the costs. Juries, it seems, have no legal right to decide the question of costs. These are in the "discretion" of the judge, who, in our case, happened to be one of the two judges who granted the new trial. The jury estimated the damage to the plaintiff's reputation at one dollar, but only as to part of The Planet's article. The rest of the article they regarded as harmless, and they certainly intended that The Planet should not be inflicted with costs. But, just at that point, the judge's "discretion" came in, and the defendant was condemned to pay some two-thirds of the whole of the costs taxed in the action, which included the costs of the two trials, and of the appeal to the Divisional Court. And this in a case in which the costs were to be "costs in the cause to the party ultimately successful," each party, as a matter of fact, having been equally successful. Doubtless the judge did what he thought was right, but his decision was none the less a hardship on the defendant. The first trial was a victory for the newspaper; the second trial was a drawn battle; the Divisional Court was divided; and the publisher might, under the circumstances, have been justly spared the penalty of costs. It was a penalty that did not fit the crime, in the jury's opinion, at all events. And public

opinion, we believe, was quite in accord with the jury. The "discretion" which makes such a result possible in cases which are peculiarly within the province of a jury, and which is productive of such glaring unfairness in the apportionment of the costs, is a "discretion" which will stand legislative revision. There is good reason to believe that the verdict would not have been as it was, if it had for a moment been supposed that the recommendation as to costs would have been disregarded.

Much more might be said on the points suggested by The Monetary Times which affect suitors generally. The present system of taxation in the courts, for example, is, in many respects, an unrighteous system. It is too much the creature and slave of precedents whose usefulness is gone. But enough has been said to show that the law on these questions of "judicial discretion," fair comment, and costs in libel actions is not what it ought to be. The disposition of some of the courts to override verdicts, and to substitute a judge for a jury, who are the only legal arbiters in such cases, is open to grave question. It is not in the public interest, and should be strongly discouraged. It is about time, too, that a jury, who have the largest possible powers in deciding whether a person is libeled or not, should have some voice in the determination of the costs, especially when they award the complainant a nominal or contemptuous sum for damages. A jury's recommendation is seldom ignored in a criminal case, however insignificant. Why should it be in an action for libel, against a newspaper, which, in honestly criticizing the acts and conduct of persons in public positions, is discharging a public duty, in the interests and for the benefit of the public?

C. H. Gibbons, late of The Victoria Colonist, who recently joined The Vancouver Province is doing good work in his new position. He has got the paper's artist to introduce a new feature in British Columbian journalism—illustrate in a humorous fashion passing events.

A PROGRESSIVE NEWSPAPER.

The Union Advocate, a Newcastle, N.B., weekly newspaper, appears in an enlarged form. From a four page paper it has grown into a newsy and well-printed paper of eight pages. A new dress of type all through improves it greatly in appearance, and the contents are bright and interesting in news and editorials. Its publishers, Anslow Bros., are to be complimented upon their progressiveness. In its present state it should add many other readers to the 8,000 and more who take advantage of its pages now.

A HINT TO SUBSCRIBERS.

It is often hard to know exactly how to word a dunning notice to subscribers through the columns of one's paper. Mr. Thompson, of The Thorold Post, words his notice in a good-humored way, reminding his subscribers that The Post does not often indulge in notices of this kind, and pointing out, without incivility, that a few people seem to consider their newspaper the last thing to be paid for. He winds up with the offer to pay \$100 for a recipe whereby a paper may be conducted in a business-like manner on the proceeds of accounts which are never paid.

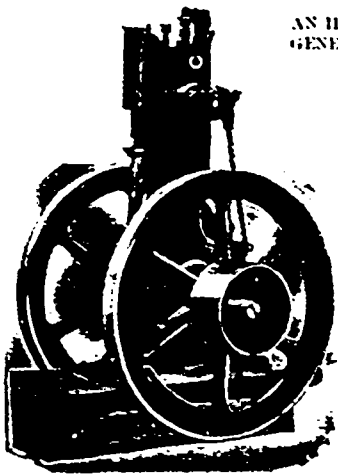
SALES OF SUNDAY PAPERS.

The Woodstock Sentinel-Review has taken a courageous stand regarding the action of the local authorities of the Lord's Day Alliance in prohibiting the sale of Sunday newspapers at the Grand Trunk Railway station in that town on Sunday. It declares that while local opinion is not in favor of doing anything improper on Sunday, it is questionable whether the sale of Sunday papers on Sunday would be called improper. It further declares that the Alliance cannot prevent the sale of Sunday papers on trains, and that whether the public should be prevented for 24 hours from getting important news of the world during a period of anxiety is doubtful.

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THE PRESS ON THE POSTAGE QUESTION.

OTTAWA FREE PRESS.

The opinion expressed by Sir Wilfrid Laurier in the House yesterday, that the reduced postage on newspapers should not be governed by Provincial boundaries, was very sound and just. It is obvious that the circulation of a paper may not be limited to one Province. To an Ottawa paper, like The Free Press, circulating largely in the neighboring Quebec counties, such an arrangement has its disadvantages. A juster plan would be that advocated by the Premier—a geographical system based on mileage. But better still would be a much more considerable reduction of rates.

ST. THOMAS JOURNAL.

The proposed amendment to the law relating to the postage on newspapers, reducing the rate from half a cent per pound to one-eighth of a cent upon the circulation in the Province where the paper is published, all outside of that to pay half a cent, is open to the same objection that the present law is which exempts a zone on weekly papers. There is no more reason for charging different rates on newspapers carried outside the Province in which they are published than there is for charging different rates on letters carried different distances. It is quite possible for a newspaper published in a city on the boundary of two Provinces to have a larger circulation in the adjoining Province than in its own. The effect of the proposed change will be to restrict such circulation, or to tax the publisher unfairly.

BRANTFORD EXPOSITOR.

The Dominion Senate has thrown out Mr. Mulock's Postage Bill, and the proposition to reduce the rate of newspaper postage from one-half to one-eighth of a cent within the Province of publication, is consequently defeated. Objection is made, and reasonably, we think, to the extension of the zone system which now exists, even when Provincial in its character. There should be a fixed rate of postage for all newspapers, regardless of the frequency of publication, the extent of their circulation, or of Provincial lines. The Expositor may be talking against its own interests in advocating such a uniform rate, but we believe the system that is in vogue, and the one lately proposed by Mr. Mulock, to be alike objectionable, and the sooner the same principle is adopted for newspapers as is now applied to letter postage the better.

NEW OFFICES AND SAMPLE-ROOM.

The premises occupied by Buntin, Gillies & Co., Hamilton, have recently been enlarged and improved, the ever-growing business of this firm demanding greater accommodation and convenience for its transaction. Their new offices and sample-room, which have just been remodelled, are finished in the finest style in quarter-cut oak throughout, and present an extremely handsome appearance. Nothing which will aid in the rapid and careful transaction of business has been overlooked.

The members of the firm aim at making the management of their business a model one, and extend a hearty invitation to their customers to visit and inspect the premises.

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FREE**STANDARDS OF STYLE AND SPELLING**

In the annual report of Dr. S. E. Dawson, Queen's Printer at Ottawa, this year there is a good deal of information about paper, ink, and processes of interest to newspapermen. As a copy of the report is sent to nearly all newspaper offices it is not necessary to reproduce here any portion of its contents. One point, however, which is of passing concern is the discussion on "style." The American "style" is almost universal in Canada, but, as far as the official documents at Ottawa are concerned, a different system has been adopted. In 1890, on the report of Sir John Macdonald, the English style in spelling such words as "labour, favour, honourable," etc., was adopted for the printing bureau.

In connection with such features as capitalization, italics, hyphens and punctuation, it has been ordered by the Joint Committee on Printing of Parliament that the style shall be according to that used by the Clarendon Press of the University of Oxford.

As for the dictionary in use the Imperial Dictionary is regarded as the authority. In connection with this, Canadian editors would do well to note that the Government appointed a Geographic Board several years ago. This board is fixing the spelling of geographical names in Canada. It has issued one report already and the results are being embodied in all maps and other official documents. These matters, while of secondary importance in newspaper work, are of sufficient interest to demand some attention.

Mr. John W. Eedy, having started a daily edition of The St. Marys Journal, is conducting it with the ability and thoroughness which marks all his publishing work. The new daily should make a place for itself in so prosperous a centre as St. Marys.

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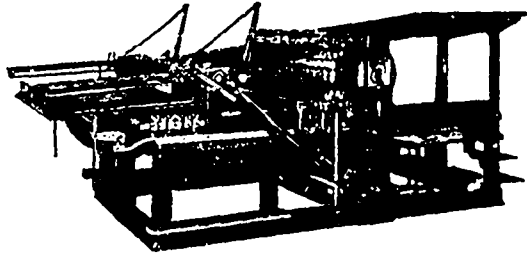
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HIGH SPEED, FOUR-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in eleven sizes, from 26x36 to 48x65. This press is built to do the finest class of printing, and is specially adapted for half-tone work both in black and in colors. It is the standard Flat-Bed Press of the world to-day, as the producer of a greater quantity and finer class of work than any other press on the market.

The Miehle

HIGH-SPEED, TWO-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in six sizes, from 30x42 to 45x62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

The Miehle

HIGH SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30x42 to 43x56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

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