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THE CANADIAN PRINTER AND PUBLISHER

Vol. 11. No. 3]

TORONTO, MARCH, 1893

[\$2.00 per year

The Babcock Printing Press Mfg. Co.

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Supplement to "The Printer and Publisher"

SPRING

Illustration by the CANADIAN ARTISTS' BOARD
From the photographic cover of the SPRING Trade
Number of "The Canadian Press Review"

Printer and Publisher

VOL II.—No. 3

TORONTO, MARCH, 1893

\$2.00 per year

EDITORIAL NOTES

ANOTHER printer is to be immortalized, as a new series of type, designed by the Dickinson Type Foundry, has been called the Cushing, after Mr. J. S. Cushing, of Boston.

Do not force circulation by fake schemes, but rather by a process of worth and merit, as these win when all other resorts fail. Fakes are more expensive in the end than work and money spent in producing a good paper.

EVERY printer or publisher who wants to make money must do more than get a fair price for his work. Every detail connected with the execution of the work should be carefully watched, or left in the hands of careful and skilful foremen.

A FEW weeks ago the *New York Sun* said:—"The girl who is thinking about an occupation, with a view of making it support her, might do a great deal worse than learn the printer's trade." The *Inland Printer* suggests that better be substituted for worse.

AT the Bible House, Fourth Avenue, New York, Mr. J. Emery McLean fills the proof-reader's desk, where the Scriptures are printed in 242 languages and dialects, Mr. McLean doing all the proof-reading, and yet he does not understand any language but English. He is a Canadian, and not thirty years of age.

INSURANCE and Loan Companies ascertain the rates chargeable by careful computations. Newspapers copy the rates of some successful concern, regardless of their own conditions. The publisher should figure out the cost of producing his paper, and then divide that sum by the number of inches he intends to devote to advertising purposes. To this add say 25 per cent. and then a fair rate may be reached as to the cost per inch. That price should be charged for each inch, no deductions to be made for large spaces.

ADVERTISING is not altogether dead in this city, as one firm recently filled two pages of *The Mail* with its announcement.

It may be economy to use old exchanges for newspaper wrappers, but it is a mistake nevertheless, as many blunders are made by post office clerks in their hasty efforts to ascertain the addresses either written or printed on the printed wrappers. These blunders lead to the non-reception of newspapers, and a subscriber soon loses interest in a paper that misses periodically, lack of interest ending in a refusal to renew his subscription.

ONE of the troubles of an exchange editor is the slovenly mode of wrapping newspapers adopted by some publishers. The wrappers are frequently very narrow, and placed around the centre of the folded sheet. This stupid proceeding admits of the folded corners being worn or torn in the post office bags, and the trouble experienced in opening such papers is so great that they are thrown aside as useless. Editors often wonder why certain good paragraphs are not copied by their exchanges, but their wonder would soon cease if they occupied the clipper's chair. If the clipper finds fault is it not fair to assume that the subscriber also does? A good wide wrapper, into which the folded—not rolled—sheet has been put, is the most satisfactory for publisher and subscriber alike.

AT the annual opening of the Edinburgh Branch of the British Typographia, Lord Provost Russell presided, and pointed out the advantages which the institution offered in keeping up the high position which Edinburgh held as a printing centre. This branch was started three years ago, the corporation of Edinburgh giving it an annual grant of \$250, while the employing printers gave a donation of \$300 to begin with. Among the subjects taught by expert teachers are imposing, title-setting, algebra composition, tabular matter, etc. The fees for apprentices are very small, and the season lasts from November until March.

CANADIAN PRESS ASSOCIATION

Proceedings of the Thirty-Fifth Annual Meeting

THE Fifth Winter Session and the Thirty-fifth Annual Meeting of the Canadian Press Association was held in Room "A," Board of Trade Building, Toronto, on Thursday and Friday, February 9th and 10th, 1893.

The Executive Committee met on Thursday morning at 10.30 and considered a number of applications for membership. At 1.45 p.m. the regular proceedings of the Association were opened. President H. P. Moore was in the chair, and Rev. Dr. Dewart invoked the divine blessing.

Present:—Andrew Pattullo, *Sentinel-Review*, Woodstock; L. W. Shannon, *The News*, Kingston; R. L. Mortimer, *The Free Press*, Shelburne; N. Phelps, *Times*, North Bay; J. D. Reid, *The Arrow*, Burks Falls; W. A. Shepard, ex-President United Typothetæ of America; T. F. McMahon, *The Liberal*, Richmond Hill; J. S. Willison, *The Globe*; J. R. Orr, *Review*, Madoc; S. Frank Wilson, *Truth*, Toronto; A. G. F. Macdonald, *Glengarry News*, Alexandria; George Wilson, *Daily and Weekly Guide*, Port Hope; E. Jackson, *Newmarket Era*; N. B. Colcock, *Times*, Brockville; W. H. Keller, *Journal*, Uxbridge; W. W. Smith, *Canadian Independent*, St. Catharines; S. Russell, *Tribune*, Desoronto; A. R. Fawcett, *Review*, Streetsville; W. Ireland, *The North Star*, Parry Sound; A. S. Forster, *Star*, Oakville; P. D. Ross, *Journal*, Ottawa; T. H. Preston, *Expositor*, Brantford; A. F. Pirie, *Banner*, Dundas; Robert Holmes, *New Era*, Clinton; Geo. H. Robinson, *Presbyterian Review*, Toronto; W. S. Dingman, *Stratford Herald*; R. Elliott, *Wingham Times*; W. M. O'Beirne, *Stratford Beacon*; Jas. S. Brierly, *Journal*, St. Thomas; E. C. Campbell, *Advocate*, Cayuga; John A. McKay, *Windsor Record*; W. K. McNaught, *Toronto Trader*; D. McGillicuddy, *The Signal*, Goderich; M. J. White, *Times Gazette*, Exeter; W. J. Watson, *Pen & Scissors*, Toronto; J. E. Davis, *Mitchell Advocate*; Rev. Dr. Dewart, *Christian Guardian*, Toronto; L. G. Jackson, *Era*, Newmarket; E. E. Sheppard, *The Toronto Saturday Night*; G. H. Mortimer, *Electrical News, Architect & Builder*, Toronto; T. H. Race, *Recorder*, Mitchell; Rev. Dr. Briggs, *Methodist Magazine*, Toronto; W. R. Climie, *Sun*, Bowmanville; W. F. Traves, *Times*, Port Hope; W. W. Buchanan, *The Templar*, Hamilton; Chas. Wm. Allen, *Recorder*, Deer Park; D. Creighton, *Empire*; W. McGuire, *The Liberal*, Tilsonburg; C. W. Young, *The Freeholder*, Cornwall; T. S. Bellamy, *The Sun*, Ingersoll; J. E. Atkinson, *Globe*; Arthur Wallis, *Mail*; W. J. Hambly, *Mail*; A. H. N. Colquhoun, *Empire*; J. B. McLean, **PRINTER AND PUBLISHER**, etc.; H. C. Bell, *Mail*; Hugh C. McLean,

Canadian Grocer; J. A. Cooper, *Dry Goods Review*; W. L. Edmonds, *Hardware Merchant*; J. A. Curry, *Mail*; T. A. Greig, *Star*; T. W. Dyas, *Mail*; Geo. Darby, *News*, Toronto; Roy V. Somerville, *New York*; P. F. Cronin, *Empire*, Toronto.

THE PRESIDENTS ADDRESS

The President followed with his annual address. He said: A growing interest in the affairs of the Association has been manifested on the part of the Press of the Country during the past year. The practical character of the sessions of recent years has not failed to command attention, and the influence of the Canadian Press Association is, I believe, greater to-day than ever before in its history. That the object of the Association is to bring the newspapers of the country to a better understanding of their interests, and of each other; to foster a higher conception of their duties and to secure a more thorough organization for their own benefit and protection, is each year becoming more fully appreciated. The work already accomplished has been of inestimable value. In our meetings we have sought to stimulate discussion upon many subjects of interest to the craft, and by the interchange of ideas and explanation of plans adopted and systems in operation teaching all practical sides of our business, many needed reforms have been pointed out and substantial improvements effected. But, much as this Association has done in the past, it has by no means exhausted its possibilities for usefulness. By continuing the spirit of mutual helpfulness a great deal more may be accomplished, and, though the purpose of the Association is distinctly educational, yet by organized effort and unity of purpose we can influence legitimate legislation in our interests. Our very practical sessions and the successful efforts of our Committees emphasize this fact. And this good work will go forward, for it is impossible for so many practical representatives of a profession as alert to progress as journalism to meet from all parts of the province, without imparting information to each other of a most valuable character, and through their deliberations to arrive at conclusions and formulate methods aiming at securing improvements and establishing our rights.

A leading writer has said that the newspaper is now the acknowledged literature of the world. The vocation of journalism is then one of which no one who is connected with it, however humble he may be, has reason to be ashamed. While it may not always yield the largest financial rewards, it is not without its compensations, even to the most limited sphere. To him who is ambitious to do good it offers unequalled opportunity. As its facilities multiply likewise does its influences—nor is it confined to any sphere. The family, the state, literature, com-

merce, society, religion, yes, and I was going to say, politics. Every phase and department of life are moulded by its silent and irresistible power. The growing independence of expression is highly commendable and is an earnest of future elevation and multiplied influence.

MEMBERSHIP

As our influence extends membership in our Association is more eagerly sought after. This has been particularly evident during the past year. A number of new members have been admitted, the majority of whom we welcome to our meeting to-day. The additions to membership might, however, have been much greater had not your Executive jealously guarded the portals and carefully examined the credentials of every applicant, so that none but those of undoubted qualifications might be given entrance. Since last session the Executive has critically revised the list of members, having in view two well-defined objects: 1st. That of recommending the discontinuance of certificates to any whose qualifications were unsatisfactory, and 2nd, to assure the railway companies that no unfair advantage is being taken of the privileges they grant, through our Association. Full particulars respecting this revision will be given in the report of the Executive Committee.

At our Ottawa meeting Art. II of our Constitution was amended to read:

"The membership of this Association shall consist of Publishers, Proprietors, Editors or Business Managers of newspapers, professionally and habitually engaged as such, but not holding a financial interest merely, or occupying the position of a stock holder or silent partner, or of an editorial or news contributor. The term newspaper shall be understood to mean publications which are regularly issued not less frequently than once a month. All papers shall have been so issued at least one year before the publisher, editor or business manager is eligible for membership in this Association.

This qualification has been considered by members of the Executive and many others as too limited in scope, and in fact excludes some of the best qualified journalists of the country. You will be asked to decide whether it will not be better to allow the term editor to embrace not only editorial proprietors, but managing editors, news editors, city editors, editorial contributors (when exclusively engaged as such on the staff of any paper), and duly accredited editorial correspondents at Dominion or Provincial capitals.

It is also deemed advisable to provide for the admission of suitably qualified reporters as full members, and thus encourage them to take a personal interest in our proceedings, a privilege at present denied; no doubt to their loss and our disadvantage.

Opportunity will be afforded for free discussion on this important subject.

THE LAW OF LIBEL

This grave question has been before our Association at each session for the past four years, and you have no doubt observed, that at each successive step taken important amendments, to our advantage as publishers, have been secured, affecting the law relating to both civil and criminal libel. Since our last meeting a deputation of the Association waited upon the Minister of Justice relative to suggested amendments to the law of criminal libel, and some of these have since passed into legislation. Steps have also been taken to secure further changes in the law respecting civil cases from the Ontario Government. Mr. John King, Q.C., to whom we are deeply indebted for much of what has been accomplished in this matter, has been invited to visit this meeting, and he has kindly promised to report verbally the progress made since last meeting at some time tomorrow.

DUTY ON STEREO PLATES

Respecting the effort to secure a reduction of the duty on Stereo Plates, there appears to have arisen a misunderstanding in some quarters. Mr. Preston, chairman of the Committee having the matter in charge, will fully explain the relation of the Association with the Government and the Plate makers in the matter.

PAYMENT OF SUBSCRIPTIONS IN ADVANCE

The effort of the Association to emulate the example of our esteemed fellow publisher, Mr. J. C. Jamieson, of the *Belleveille Intelligencer*, in enforcing prepayment of subscriptions, has not been without fruit. A considerable number of our members have adopted the cash in advance principle, and I venture the prediction that none who manifest a determination to carry out the principle to the letter, without fear or favor, but will be enthusiastic in its continuance.

An interesting report will be presented from the Committee having in charge the effort to secure the discontinuance of premiums, and more than twelve months as a year's subscription.

THE TYPOTHETÆ CONVENTION

In compliance with the kind invitation of the United Typothetæ of America, the Association was represented at its Annual Convention and Banquet. Owing to the absence of your President at a distant point in the Province, Mr. Pirie, Vice-President, kindly accompanied the Secretary to the Convention, and it is needless to say, the dignity of the Association was fully sustained.

NATIONAL EDITORIAL ASSOCIATION

Mr. P. D. Ross, 2nd Vice-President, was our appointed delegate to the National Editorial Society's

Convention at San Francisco, but I understand he was prevented by unforeseen circumstances from being present.

THE PRINTER AND PUBLISHER

The establishment of an official organ was one of the most devoutly wished for adjuncts to our Association by my esteemed predecessor, Mr. Pattullo, and, though the PRINTER AND PUBLISHER has no official connection with us, I am sure we all welcomed its advent and will give it our moral support. It is very fortunate that its publisher is not only an experienced journalist, but a valued member of our Association, one who has served us with great satisfaction in an official capacity.

DEATH OF J. B. TRAYES

A sad event of the year has been the death of a valued and useful fellow-member, and an ex-President of the Association, Mr. J. B. Trayes, of the Port Hope Times. For ten years he occupied a place on the Executive, and through earnest effort did much in the interests of the Association. I trust you will during the meeting frame some suitable resolution expressing our appreciation of his efforts and work, and our sympathy for the bereaved family.

THE SECRETARY

To the Secretary of the Association I am greatly indebted for his prompt and valuable assistance during the year at every call. I also feel under great obligations to the members of the Executive for their timely counsel and co-operation.

The time allotted for my remarks has expired. We have before us a programme unexcelled for variety of subjects to be treated; you will find them practical, modern and interesting, and involving many phases touching our profession. Let us realize that the hours of this annual session have great value to all the members of the Association, and while we may not disregard its social features, let us remember that the chief object of our organization is improvement in the line of our business; that the subjects to be discussed affect the daily and individual interests of every one of us, and the opportunity afforded of securing the best thoughts of representative men from all sections is one which we cannot afford to neglect. The discussions will be purely informal, and as far as possible, it is desired that each member shall know the best of what every other member knows before he returns home. It is to be hoped that the deliberations of this meeting will be conducted in that spirit of reciprocal favor and mutual helpfulness which will make it of the greatest possible profit to those participating.

It is sincerely hoped that all new members will feel perfect freedom in the meeting and to encourage this feeling I would remind the Vice-Presidents that at our last meeting the duty was placed upon them

of receiving new members and introducing them and giving their attendance all possible pleasure.

There is no nobler feature of this Association than the fraternal feeling which it cultivates, and if it did no more than foster this fraternal sentiment it would be worthy of maintenance and encouragement.

REPORT OF EXECUTIVE

Secretary Atkinson submitted this report of the Executive Committee:

Your Executive Committee beg to submit their Annual Report for 1892, as follows:—In April they took action in conjunction with the Employing Printers' Association in opposition to any increase of duty on type, and the Members of this Association will learn with satisfaction that the representations of those who desired the increase have not so far been successful.

With respect to the question of amending the Libel Law, which was before the Association, at its last meeting and in connection with which Mr. John King, Q. C., of Berlin, rendered the Association such splendid service, your Committee beg to report that although all the amendments proposed by Mr. King and pressed upon the Government by your Committee were not adopted by Parliament, the Criminal Law, as it now stands is a great improvement upon the antiquated Statute which is replaced.

Your Committee considering the paper on the Libel Law, which was read by Mr. King at the last meeting of the Association, of permanent value to the craft, ordered five hundred copies of it printed and had them distributed to every newspaper in Ontario and to many in other Provinces in the Dominion.

An offer of free transportation over the Central Ontario Railway for members of the Association was received early in the year. It was decided to thank the railway but ask instead a two cent a mile rate.

At a meeting your Committee held on April 1st. the following motion was adopted, moved by Mr. Preston, seconded by Mr. Pattullo, That it is the sense of the Executive Committee that the term "editor" in the constitution of the Association as applied to qualification for membership be interpreted as including not only editorial proprietors but managing editors, news editors, city editors, editorial contributors (when exclusively engaged as such on the staff of any paper), and duly accredited editorial correspondents at Dominion or Provincial Capitals.

Mr. Brierley gave notice at that meeting of the Committee that this annual meeting, he would move as follows: That the constitution be amended to entitle to membership reporters who have been professionally and habitually engaged as such for not less than three years.

In October the Secretary having furnished to the Railway Companies, a list of the certificates issued for the year, the district passenger agent of the

Canadian Pacific Railway returned it with a number of the names marked as in his opinion, not entitled to the railway privileges because not exclusively engaged in newspaper work. He asked that the list be revised before the issue of certificates for 1893 and your Committee therefore after carefully reviewing the case of each marked name and considering the eligibility of each for active membership under the By-Laws instructed the Secretary not to issue certificates for 1893 except upon the authority of the Association or the Committee, to certain names.

The Committee instructed the Secretary not to issue certificates to canvassers or agents of newspapers; also that business managers must join the Association as full members and may not have the privilege of a reporter's certificate issued to them. The Secretary was further instructed to request members applying for certificates under clause 4 of the By-Laws to make written statement that the persons for whom application was made were bona fide reporters, habitually and professionally engaged as such on their papers.

The following motion was adopted by the Committee: Moved by Mr. Pirie, seconded by Mr. Holmes "That the Committee would recommend the Association to expunge section 4, the By-Laws and at the same time widen the requirements of the constitution so as to admit to active membership reporters of three years standing habitually and professionally engaged as such."

The question of obtaining special rates for the members of the Association to Chicago to visit the World's Fair was referred to Mr. J. B. McLean and the Secretary. Mr. McNicoll, General Passenger Agent of the Canadian Pacific Railway replied on the 12th January, 1893, that so far the rates to Chicago, on account of the World's Fair have not been agreed upon, therefore, he was unable to make any quotation at that time. Mr. Power, General Passenger Agent, Grand Trunk Railway, writing under date January 15th, said, he was not yet in a position to name fares from Canadian points for excursions to Chicago during the World's Fair. In the meantime he asked how many there would likely be in the party and on what date they would leave and return, also whether they would require to stop over at any intermediate points.

Mr. Shannon, of the Kingston News, moved, and Mr. Pattullo seconded the adoption of the report.

It seemed the desire of the meeting that Mr. Brierly should explain his proposed amendment to the Constitution.

Mr. Brierly said that he believed in widening the bounds of the Association in this way.

Mr. Pattullo believed in allowing reporters to be

members, and asked whether they would be admitted as members or as candidates for membership.

Mr. Brierly replied they must come in as candidates.

Mr. Preston, of the Brantford *Expositor*, believed that on account of present restrictions many abuses had crept in.

The report of the Executive was eventually adopted without division.

SUBSCRIPTIONS AND PREMIUMS

Mr. L. G. Jackson submitted the report of the Committee on subscriptions, premiums, etc. It said that after waiting some time, owing to delay in publishing the minutes, the Committee had sent out a circular to the publishers of all the weekly papers in the Province of Ontario, numbering in all 370 offices.

The agreement read as follows: Providing that the large Provincial weeklies will adopt the following uniform conditions regarding subscriptions: 1, the undersigned, hereby also agree to adopt the same in precept and practice.

1. All subscriptions shall be paid in advance only—not more than one month's overtime to be allowed.

2. Twelve months only shall constitute a year's subscription.

3. Commission to agents shall not exceed 25c. on each subscription.

These were duly signed and returned to the Secretary of the Committee in the following order:—

PUBLISHER	PAPER	PLACE
† L. G. Jackson,	<i>Era</i> ,	Newmarket
† R. S. Pelton,	<i>Bee</i> ,	Atwood
† F. M. Clearwater,	<i>Forester</i> ,	Huntsville
† Pattullo & Co.,	<i>Sentinel-Review</i> ,	Woodstock
Russell H. Osgoodby	<i>Ladies' Pictorial Weekly</i>	Toronto
W. W. Buchanan,	<i>Templar</i> ,	Hamilton
† C. W. Rutledge,	<i>Standard</i> ,	Markdale
T. N. Scripture,	<i>Saturday Ledger</i> ,	Toronto
*H. W. Laird,	<i>Sentinel-Star</i> ,	Cobourg
† R. R. Elliott,	<i>Reporter</i> ,	Millbrook
Wm. H. Irwin,	<i>Standard</i> ,	Blyth
T. A. Bellamy,	<i>Sun</i> ,	Ingersoll
† Jas. Brierly,	<i>Journal</i> ,	St Thomas
† Edw. H. Dewar,	<i>Enterprise</i> ,	Arthur
D. McGillicuddy,	<i>Signal</i> ,	Goderich
McKee & McKay,	<i>Record</i> ,	Warton
R. Hewat,	<i>Echo</i> ,	Sundridge
† J. M. Shaw & Son,	<i>Free Press</i> ,	Midland
† L. Stephenson,	<i>Planet</i> ,	Chatham
T. H. Preston,	<i>Expositor</i> ,	Brantford
† W. H. & S. J. Allen,	<i>Herald</i> ,	Carleton Place
*John D. Grace,	<i>United Canada</i>	Ottawa
Bone & Ross,	<i>Standard</i> ,	Pembroke
† Jos. Mitchell,	<i>Star</i> ,	Goderich
J. B. Traves,	<i>Times</i> ,	Port Hope
† F. Monro,	<i>Independent</i>	Woodville
† A. S. Forster,	<i>Star</i> ,	Oakville
† Byron Lane,	<i>Press</i> ,	Winchester
† A. R. Fawcett,	<i>Review</i> ,	Streetsville
† W. B. Colcock,	<i>Times</i> ,	Brockville
† R. L. Mortimer,	<i>Free Press</i> ,	Shelburne

† J. H. Dobbin,	<i>Review,</i>	Peterboro	Business Manager,	<i>Mail,</i>	Toronto
† E. J. B. Pense,	<i>Whig,</i>	Kingston	Smallfield & Son,	<i>Mercury,</i>	Renfrew
† L. W. Shannon,	<i>News,</i>	Kingston			
* John A. Macdonald,	<i>Chronicle,</i>	Arnprior			
Andrew J. Clark,	<i>Record,</i>	Niagara Falls			
† H. P. Moore,	<i>Free Press,</i>	Acton			
† Wallace Bros.	<i>Advertiser,</i>	Orangeville			
* Thos. Southworth,	<i>Recorder,</i>	Brockville			
* Wm. T. Buggin,	<i>Echo,</i>	Plattsville			
Burnham & Bachman,	<i>Herald,</i>	Sutton West			
† A. F. Pirie,	<i>Banner,</i>	Dundas			
E. W. Neelon,	<i>Sun</i>	Seaforth			
C. W. Young,	<i>Freeholder,</i>	Cornwall			
† Norman Phelps,	<i>Times,</i>	North Bay			
Stuart Jenkins,	<i>Expositor,</i>	Little Current			
John Law & Co.	<i>Observer,</i>	Tilsonburg			
Bue & Smith,	<i>Advance,</i>	Dutton			
W. McGuire,	<i>Liberal,</i>	Tilsonburg			
† F. N. Leavens,	<i>Enterprise,</i>	Bolton			
† L. G. Morgan,	<i>Maple Leaf,</i>	Port Dover			
† Theo. Hall,	<i>Herald,</i>	Dundalk			
* Intelligencer Co.,	<i>Intelligencer,</i>	Belleville			
J. J. Cave,	<i>County Gazette,</i>	Beaverton			
† C. W. Taylor,	<i>Globe,</i>	Toronto			
† W. Southam,	<i>Spectator,</i>	Hamilton			
† Advertiser Publishing Co.,	<i>Advertiser,</i>	London			
Grip Publishing Co.,	<i>Grip,</i>	Toronto			
Grip Publishing Co.,	<i>Educational Journal,</i>	Toronto			
J. T. Vosper,	<i>Herald,</i>	Campbellford			
† T. McMahon,	<i>Liberal,</i>	Richmond Hill			
* Presbyterian News Co	<i>Review,</i>	Toronto			
† A. E. Potter,	<i>Gleaner,</i>	Alexandria			
E. H. Dewart,	<i>Guardian,</i>	Toronto			

SIGNED ON LOCAL CONDITIONS

† B. C. Beach & Co.,	<i>St. Lawrence News,</i>	Iroquois
† C. H. Sanders,	<i>Advocate,</i>	Exeter
† W. H. Keller,	<i>Journal,</i>	Uxbridge
John H. Delamere,	<i>Echo,</i>	Minden

Out of the above 68 favorable replies, 30 were received within one week. Those marked with an asterisk (16) wrote encouraging letters, some with suggestions for future operations.

Mr. Pense, of Kingston, was the first to call the attention of the Committee to an omission in the circular about the abolition of premiums as free gifts.

The Committee at once corresponded by mail, when a post card was sent out for replies.

Those marked with a dagger in the above list (36) responded in favor of the proposition, together with the following:

Whitely & Todd,	<i>News-Record,</i>	Clinton
Smallfield & Son,	<i>Mercury,</i>	Renfrew
John Law & Co.,	<i>Observer,</i>	Tilsonburg
Chas. Sarnay,	<i>Herald,</i>	Thamesville
J. T. Vosper,	<i>Herald,</i>	Campbellford
Chas. Clark,	<i>Herald,</i>	Comber
Thos. Coffey,	<i>Catholic Record,</i>	London
S. Wesley,	<i>Advance,</i>	Barrie

The following wrote to the effect that they did not see their way clear to adopt the whole platform:

T. Neelands,	<i>Herald-Record,</i>	Wallaceburg
John Craig,	<i>News-Record,</i>	Fergus
R. D. Warren,	<i>Herald,</i>	Georgetown

We can safely say that nothing has brought the Canadian Press Association so prominently before the publishers of Ontario as this agitation, and we believe that constant efforts on these and such practical subjects will sooner or later bring the majority of publishers into harmony with the Association.

We would also strongly recommend that every publisher limit his own territory to one or two counties or parts of counties where credit will be given, and insist on "cash in advance" to all outsiders. From experience we can say that this plan works well.

We beg to submit a few extracts from letters suggesting topics for future discussion, such as "The Guessing Fake Question," "Rates to Patent Medicine Advertisers," etc.

Mr. Jackson read extracts from a number of letters he had received from publishers regarding the question. He said he had called on Mr. Dyas of the *Mail*, and on the publishers of the *News*. The latter had said they could not live without premiums, and the former that he would not bind himself, and believed in giving three months to new subscribers. The *Witness*, of Montreal, was willing to do something.

Mr. Holmes, of the *Clinton New Era*, a member of the Committee, ventured the information that the weeklies in London and the West were non-committal. The report was adopted and the members of the Committee were thanked for their services.

Mr. Dingman suggested that the Secretary's duties include the gathering of information from members of the Association with regard to foreign advertising, so that publishers might be kept informed as to cases where improved prices were being given, as by this means better rates might be secured.

The President suggested that the matter be referred to the Committee that already had a similar subject under consideration.

Mr. Pattullo stated that a London publisher had offered his paper to a Lodge of Patrons at 40 cents per annum.

Mr. O'Beirne, of the *Stratford Beacon*, suggested that a minimum rate per 1,000 of circulation might be decided on, publishers to sign an agreement to that effect.

An interesting paper was read by Erastus Jackson, Newmarket, on "Pioneer Journalism," being one of the most interesting papers of the meeting. He was followed by Dr. Ryerson, in a short talk on the care of the eyesight in newspaper work. Both papers will appear in a future issue of **PRINTER AND PUBLISHER**.

On motion of Mr. P. D. Ross, seconded by Mr. J. S. Willison, a vote of thanks was accorded Dr. Ryerson. Mr. Willison, in seconding the resolution,

said the paper was the most interesting he had ever heard read before the Association.

LAW OF LIBEL

Mr. John King, Q.C., of Berlin, explained recent changes in the Law of Libel, and the further amendments it was desirable should be made thereto. The definition of newspaper at present was a paper, the issues of which were published within 26 days. It was important that the time should be extended to 31 days, and the definition would then include monthly papers. He thought there was a good deal of doubt as to whether reports of public meetings containing libellous matter were privileged, and whether the newspaper publishing such reports was not liable to prosecution. It would be important to remove such a doubt and have it clearly stated that such reports were privileged if the reports were published in good faith. Another important amendment would be to change the law so that it should not be presumed a libel was malicious, and shifting the onus of proving malice on the prosecutor. Still another amendment advisable to secure in the law was that no prosecution for any defamatory article should be instituted without an order from a judge of proper criminal jurisdiction being first had and obtained.

A lengthy discussion followed.

Mr. Pattullo urged prompt action to get the desired amendments made. The new Criminal Code would soon go into force, and unless the Minister of Justice could be waited upon before that took place, it would be of little use trying to do anything afterwards. He suggested the appointment of a Committee for that purpose to co-operate with Mr. King. He also suggested that Sir Oliver Mowat be waited upon with a view to getting desired legislation from the Ontario Government.

Mr. Preston, of the *Brantford Expositor*, thought an amendment was necessary in order to protect newspaper publishers from frivolous charges.

Mr. J. S. Willison, editor *Toronto Globe*, was of the same opinion. Since his connection with the *Globe*, as editor, three or four frivolous cases had been brought against it and, although his paper had won, it was out some \$1,400.

Mr. McGillicuddy said that he had had several libel suits, and although he generally came out ahead in the courts, financially he was usually behind.

Mr. Dingman, *Stratford Herald*: The only libel we ever figured in we came out \$50 ahead.

Several members: Give us the receipt.

Mr. Ireland, of the *North Star*, Parry Sound, had only had one libel suit. It was for \$10,000 and he had settled by paying the plaintiff's lawyers \$45, and his own had cost him about the same amount.

Mr. McKay, of the *Windsor Record*, said that during the past eighteen months he had spent about \$1,150 fighting libel suits, although he had succeeded in three out of the four suits brought against him. He contended that further amendments were necessary in the matter of costs.

Mr. Climie, of the *Bowmanville Sun*: I think there should be an amendment limiting the power of the lawyers to impose fees. (Laughter.)

Mr. Pattullo: As newspaper men we don't want to protect anyone who is a libeller. We want protection for honest and conscientious publishers, something which we are very far from having at present.

On motion of Mr. A. F. Pirie, seconded by Mr. McGillicuddy, Messrs. E. E. Sheppard, P. D. Ross and J. A. McKay were appointed a Committee to confer with Mr. King as to the amendments to the criminal and civil laws relating to libel, and to report the next afternoon.

PUBLIC JOURNALS AS MOULDERS OF PUBLIC OPINION

Mr. E. E. Sheppard, of *Toronto Saturday Night*, delivered an address on the subject: "Public Journals as Moulders of Public Opinion." He began by saying that he was sorry that owing to his absence from the city he had been unable to prepare a paper on this subject as he had promised he would do. Too much, he said, was expected of newspapers in the way of moulding public opinion. Much could not be done for \$1.00 a year. The newspapers did not believe that their chief business was to mould public opinion; it was to make the paper pay, and to mould it in such away as to make the most money out of it. "We should not presume too much in the way of moulding public opinion. The newspaper is a commercial concern." Newspaper publishing was one of the businesses that every man thinks he can run. The teacher believes that if he could get the type he could start a newspaper. It is the man who edits the newspaper that moulds public opinion; not the newspaper. "In order to mould public opinion the people must believe that we are sincere. That we are trying to do right. That we cannot be coerced into doing wrong." He said that newspaper men should not expect to mould public opinion when they accepted advertisements of a questionable character. The line between the advertising and editorial columns was also becoming less defined, and instanced as proof the practice of editorially puffing every financial institution that gave the paper its annual report. He believed that if the men that wrote the leading articles in a newspaper were to sign their names the tendency would be to increase the power of the press as a moulder of public opinion. "No doubt newspapers sway public opinion, but I don't think they mould it. And of all newspapers that pretend

to mould public opinion I think the so-called religious press are the most flagrant publishers of questionable advertisements."

The only way to make the newspaper a moulder of public opinion was to make it clean and pure, and not to allow the job-printing patronage to influence its utterances. "I think boiler plate and patent bowels, (Laughter) making it possible for newspapers to be published at every four corners, is a detriment to newspapers." The grand effort in the past had been to make the newspaper live on the advertisers. The newspaper that will mould public opinion must rely more on the subscribers and less on the advertisers. The fact remains: we can be a great deal better than we are, and we will find it will pay us to be so."

On motion of Mr. McGillicuddy, a vote of thanks was tendered Mr. Sheppard.

The meeting then rose.

THE BANQUET

The Annual Dinner was held in the evening, at Webb's. The menu was excellent and the decorations attractive. Covers were laid for about 100 guests. President H. P. Moore occupied the chair, and on his right and left were Lieutenant-Governor Kirkpatrick, Sir Oliver Mowat, Commander Law, A.D.C., Dr. Daniel Clark, Dr. Ryerson, and John King, Q.C.

A letter of apology was received from Col. Pope, United States Consul at Toronto. Speeches were made by His Honor the Lieutenant-Governor, Sir Oliver Mowat, Dr. Daniel Clarke, J. S. Willison, E. E. Sheppard, P. D. Ross, A. F. Pirie and A. Pattullo.

FRIDAY MORNING

The Association met at 10 a.m., the President in the chair.

Moved by T. H. Preston, and seconded by Mr. Elliott, "That in view of the desirability of marking in some fitting manner the centennial of the establishment of the first newspaper in Upper Canada, in April next, it be an instruction to the President and Secretary to have published in an appropriate form a facsimile of *The Upper Canada Gazette and American Oracle*, and to have the same distributed among the members of this Association, together with any historical memoranda that may be found desirable." Carried.

REPORT OF COMMITTEE ON THE LAWS OF LIBEL

The Committee on the Laws of Libel beg to report as follows:

1. With regard to the Civil Law:—That the Committee be authorized to issue a circular to members of the Association asking them to communicate without delay to Mr. King their individual opinions and experiences of the law, with a view to enabling

the Committee to draft such amendments to the present law as will render it fair to both publishers and the public; also that when said amendments are put in shape, the Committee be authorized to place the matter before the Attorney-General.

2. With regard to the Criminal Law:—That the Committee through Mr. King be authorized to issue a circular setting forth what in their opinion are desirable further changes in the criminal code, and requesting members of the Association to use their influence with their representatives in Parliament to have the proposed changes embodied in the code.

Also that a committee composed of John King, Q.C., R. W. Shannon, *Ottawa Citizen*, and P. D. Ross, *Ottawa Journal*, be appointed a deputation to interview the Minister of Justice at Ottawa on the proposed changes.

On motion of Mr. P. D. Ross, seconded by Mr. G. R. Holmes, the report was adopted.

TALK ON FOREIGN ADVERTISING

Mr. Roy V. Somerville, of New York, followed with an address on "Foreign Advertising." He held that the first duty of a newspaper man is to see that his local advertising is thoroughly covered. This, he was confident, was not being properly looked after. When this was done it was time enough to look after foreign advertising. He did not believe that foreign advertisers should pay as much as the local advertiser, for while the latter largely depended on the local paper for the sale of his goods, the former would perhaps only sell half or one dollar's worth. He did not think it was possible except in towns with at least 5,000 inhabitants, that local rates could be enforced for foreign advertising. He urged publishers to get a fixed idea of the value of their space and what was the very lowest they could afford to take for it. "Do not sell your goods unless you are sure you are getting a profit." He referred to the question of circulation, and urged the keeping of a record of the number of papers printed each week and show it to advertisers when asked the size of their circulation, whether it averaged 400 or 1,500.

AMERICAN ADVERTISING

He produced a written statement which read: For the past two years I have been doing missionary work among the advertisers of the United States on behalf of a number of prominent Canadian papers. The first six months proved to me that, while there was on every hand a keen desire to sell goods in the Canadian market, the case in which the difficulties of placing the goods on sale owing to customs exactions did not effectually kill the desire to do business here was almost as rare as a four leaved clover. It did not take long to discover the magnitude of the loss to Canadian newspapers owing to

this tariff disability, and the more I dived into the abyss of despair and disappointments, and the oftener I was turned down, the more I realized the importance of this point in tariff lore to Canadian publishers. By extensive correspondence, circularizing, personal interviews and a good deal of observation, I have arrived at what I consider a pretty correct estimate of the specific amounts the United States advertisers who now stay out of your paper would spend if they could place their goods in your markets with the same facility with which they reach the home market, and I now give you the list and the information for use as you may see fit. In some cases the figures may be slightly greater than may be realized, but, on the whole, I will stand by my estimate as being so close to the mark as to make it worthy of your earnest consideration. Remember I have been studying this question on the ground for nearly two years, have talked at length with almost every general advertiser of note on the list, and being at least able to jot down facts as told me, have a pretty good basis for my figures outside my personal opinions.

Even if my figures are cut down one-half I submit there is evidence enough in hand to make it worth while for every newspaper man in Canada to assist in securing the rich revenue that the removal of the duties on the goods mentioned at least in the first list would bring the press of this country. Every other industry conceivable has had consideration from your Government and it is about time for you all to remember that the Lord helps the publisher who gets up on his hind legs and hustles for himself.

But you care not for words, so here are the figures:—United States list of advertisers of Proprietary Medicines, Canned Foods, Milk Foods, Baking Powders, Cleansing Preparations who would advertise or increase present business in Canadian newspapers to the probable amounts set opposite their names if Canadian duties were removed, showing an aggregate present loss of business to Canadian newspapers on these balances of eight hundred thousand dollars per annum: Royal Baking Powder Company, \$25,000; Price Baking Powder Company, \$20,000; Cleveland Baking Powder Company, \$15,000; Crittendon Drug Company, \$10,000; Orator F. Woodward, \$5,000; F. E. Dougherty, \$5,000; Moxie Company, \$7,000; Tarrant Company, \$10,000; Hotlick's Food Company, \$3,000; Dr. Pierce's Remedies, \$5,000; James Pyle & Son, \$10,000; Golden Specific Company, \$10,000; Pisco's Cure, \$3,000; Harter Medicine Company, \$10,000; Helvetia Milk Conds. Company, \$5,000; J. M. Grosvenor Company, \$5,000; N. Y. Conds. Milk Company, \$5,000; Ridges Food, \$5,000; H. H. Warner & Company, \$15,000; H. E. Bucklen & Com-

pany, \$25,000; Dr. Greene's Nervura, \$50,000; Sozodont, \$5,000; John H. Woodbury, 5,000; Reed & Carnick, \$5,000; "H. O." Elsworth & Co., \$5,000; I. S. Johnson & Co., \$6,000; Hall's Sicilian Hair Renewer, \$5,000; Dr. Bull's Cough Syrup, \$10,000; Michigan Conds. Milk Co., \$5,000; Frazer Lubricator Co., \$1,000; Koenig Med. Co., \$10,000; Lydia Pinkham, \$12,000; Tutt's Pills, \$20,000; Kickapoo Indian Med. Company, \$10,000; Athlophorous Co., \$5,000; Cali. Fig Syrup Co., \$20,000; Comfort Powder, \$2,000; F. C. Fowler, \$2,000; Imperial Granum, \$5,000; Armour & Co., \$10,000; N. K. Fairbank & Co., Gold Dust, \$15,000; Cottoline, \$10,000; Sylvan Remedy Co., \$5,000; Dr. Miles Med. Co., \$10,000; Dana Sarsaparilla, \$15,000; Winkleman & Brown, Drug Co., \$5,000; F-hrney & Co., Drug Co., \$3,000; Brown's Bronchial Troches, \$2,000; Burnett & Co., Extracts, \$6,000; Cowdrey Canned Goods, \$5,000; Mellins Food, \$5,000; Seth W. Fowle & Sons, \$5,000; Huckins Soups, \$5,000; Donald Kennedy, \$6,000; Cuticura Company, \$10,000; Rising Sun Stove Polish, \$5,000; Magee Emulsion, \$10,000; Cotton Flavoring Extract, \$5,000; W. Baker & Co., \$6,000; Seely Extracts, \$5,000; Dr. Schiffman, \$5,000; Armour Packing Co., \$6,000; Pozzoni Co., \$3,000; Londonderry Lithia, \$5,000; E. S. Wells, \$3,000; G. G. Green, \$10,000; Dr. Kilmer Co., \$5,000; Young & Smylie, \$5,000; Forestville Canning Co., \$5,000; Ale & Beef, \$6,000; Harriet Hubbard Ayer, \$6,500; Tricocephorons, \$5,000; Bovinine, \$6,000; Brandreth Alcock's Pl.: B. Pills, \$15,000; Castoria, \$10,000; Durkee, \$3,000; Eisner & Mendelsohn, \$10,000; Electro Silicon, \$3,000; Ely Bros, Cream Balm, \$5,000; Fougera & Co., \$5,000; Franco Amer. Food. Mel. Cocoa, \$10,000; W. Hooker & Co., \$10,000; Humphrey's Homeopathies, \$5,000; Johnson & Johnson, \$5,000; Sapolio, \$15,000; Pond's Extracts, \$15,000; Mme. Ruppert, \$10,000; Sanden Electric Co., \$5,000; W. H. Schieflien & Co., \$3,000; Curtice Brothers, \$5,000; Duffy Malt Whiskey, \$10,000; Dr. David Kennedy, \$6,000; Merrell & Soule, \$5,000; Dr. Bury Med. Co., \$3,000; Evans' Chem; Co., (Big. G.), \$5,000; Beeman Chem. Co., \$3,000. Hall's Catarrh Cure, \$10,000; Heret Root Beer, \$10,000; Dr. Jayne & Son, \$10,000; Dr. J. H. Schenck, \$10,000; Dr. Swayne & Son, \$3,000; Wolff's Acme Blacking, \$10,000; Hostetter Co., \$15,000; Kennedy & Co., \$10,000; Horsford's Acid Phosphates, \$4,000; Buffalo Lithia, \$5,000; Lesing & Co., \$10,000; other advertisers not named, fully, \$33,000.

In addition the duties on many other lines largely advertised in the United States are an absolute bar to any such business being placed in Canadian newspapers. Prominent among these lines are the following, the probable advertising business lost on each case being set down opposite each line, showing an aggregate loss in possible business per annum of \$500,000

in addition to the \$800,000 before specified, making a grand total loss each year to Canadian newspapers on valuable advertising from the United States of one million, three hundred thousand dollars. Cocoa & Chocolate, \$25,000; Mineral Waters, \$10,000; Perfumed Pomades, Powders, etc., \$10,000; Perfumery, Toilet Waters, etc., \$25,000; Soap, all kinds, \$150,000; Typewriters, \$25,000; Pianos & Organs, \$35,000; Corsets, etc., \$10,000; Wines, \$60,000; Tobaccos, \$100,000; Seeds, \$35,000; Lamps, \$15,000; Total, \$500,000.

ENGLISH ADVERTISING.

The fact must not be lost sight of that the reduction, or, better still, the abolition of the duties on the goods mentioned in the first list would open the way to securing an enormous amount of English and foreign business as well, and there is no doubt in my mind that, within at least two years after such duties were removed, at least Two Million Dollars per annum would be spent in advertising goods covered by that list alone in the columns of Canadian newspapers, of which, at present not one cent finds its way into the pocket of the Canadian publisher.

As I suppose that the old time idea of running a newspaper for the good of all mankind in general except the proprietor and for the "education and elevation of the masses" is very dead, it does not seem necessary to point out very forcibly to Canadian publishers that it behoves them to look after their own interests when the tariff reform promised at Ottawa this session shall be under discussion.

In conclusion Mr. Somerville said he did not for one moment talk of free trade, "but I do think that if you had some changes in the tariff it would be money in your pocket. You run newspapers to make money. You are not running newspapers to mould public opinion. That is all guff. That makes me sick." (Laughter.) He urged the appointment of a committee to wait upon the Government to try and secure the desired changes in the tariff.

Mr. C. W. Young, of the *Freemholder*, Cornwall, said that if they sent a deputation to Ottawa they would succeed no better than did the committee last year regarding boiler plate.

Mr. McGillicuddy: "The Association is responsible for this condition of affairs. We leaders of public opinion are going around with a ring in our noses, and allowing half a dozen men to run the country." He moved the following resolution:

"That a deputation from this Association be appointed to wait upon the Dominion Government in the matter of the duties upon Patent Medicines and Printing Presses, and to act in concert with any other deputation or deputations that may be appointed for that purpose, said committee to consist

of Messrs. L. W. Shannon, C. W. Young and W. D. Colcock. Further, that all members of this Association be requested to use their influence with members of Parliament to bring about the desired changes.

Mr. C. W. Young seconded the resolution.

Mr. P. D. Ross said that he was a free-trader but he was not going to advocate a reduction in the tariff in order to allow a lot of injurious quack medicines to be thrown into the country. Nor did he believe in asking the Government to give any class special privileges.

Mr. J. B. McLean said that he was a protectionist but at the same time he favored the Association asking the Government to reduce the tariff on patent medicines, and printing presses, but would certainly oppose any reduction in the duties on canned goods and similar lines, in which large sums of money were invested by Canadians, and which gave employment to hundreds.

Mr. W. R. Climie, *Swan*, Bowmanville: I don't think as newspaper men we should ask for specific changes.

Mr. Preston: Although Mr. Ross may be a free-trader in principle I don't see why he should not like a modification in the tariff as a step in that direction. (Hear, hear.)

Mr. Pirie: I don't think Mr. Ross looks at the matter in the right light. Certain manufacturers have gone to the Government and got certain duties imposed to the detriment of the newspaper man. All we ask is that we be put back to where we were before.

The motion was adopted.

The nomination of officers was the next order of business. The following were nominated:

President—A. F. Pirie.

First Vice-President—P. D. Ross.

Second Vice-President—T. H. Preston.

Secretary-Treasurer—J. E. Atkinson, *The Globe*, Toronto.

Assistant-Secretary—J. B. McLean.

Executive Committee—J. S. Brierly, A. Pattullo, C. W. Young, L. W. Shannon, A. R. Fawcett, J. A. McKay, J. S. Willison, R. Holmes, L. G. Jackson, E. C. Campbell.

Auditors—Messrs. W. J. McGuire, W. R. Climie, W. S. Dingman.

All the officers from the President to the Assistant-Secretary were declared elected by acclamation, and the balloting for the Executive and the Auditors was deferred till the afternoon meeting.

Mr. W. S. Dingman read a paper on "Counting Room Management."

Mr. J. B. McLean initiated the discussion that followed by explaining the system that was being generally adopted by New York weeklies and monthlies,

of keeping each subscriber's and each advertiser's account on a card.

C. H. Mortimer, of the *Canadian Electrical News*, said that he had serious objection to keeping his accounts on separate pieces of paper, and he was decidedly opposed to addressing every paper by hand sent out to subscribers. By this method in the past it had taken him two days to send out his issue, while by machine it now took him but two hours.

J. G. Jackson, of the *Newmarket Era*, explained that if a second circular sent to a delinquent subscriber failed in its purpose his name was cut off from the subscription list.

REPORT OF THE COMMITTEE ON RESOLUTIONS

Mr. Ross presented the following report of the Resolution Committee:

I.

Resolved,—That the members of the Association tender a hearty vote of thanks to the Toronto Board of Trade for the use of their rooms for this meeting; also to the railways for their courtesy in connection with the meeting; also to the Lieutenant-Governor, the Honorable the Attorney General, and other gentlemen who have kindly assisted in the success of the meeting and banquet.

II.

That the Association reiterates its strong feeling that medical advertisements, which—covertly or openly—offer immunity from the results of immorality and all other dubious or indelicate advertising should be refused insertion at any price in publications owned by members of this Association.

III.

That the members of this Association view with apprehension the steadily increasing number of publications entering the field which are apparently intended to serve as a cloak for guessing and other questionable competitions. That we regard all such publications as calculated to demoralize the publishing interests of the country and to bring the business into disrepute. We recommend that no advertisements of this class be accepted save from papers of unquestioned standing, and that the whole subject be referred to the Executive Committee, to take such further action as to them may seem desirable.

IV.

A suggestion having been offered that an endeavor be made to establish some sort of black list of unreliable advertising agents and advertisers, *Resolved*, that the Executive Committee of the Association be instructed to take the matter up during the coming year, and take such action as they see fit.

V.

That this Association has learned with great satisfaction that Mr. J. B. McLean, late Secretary-Treasurer

of the Association has established a publication in the interests of Canadian journalism, and that we trust THE PRINTER AND PUBLISHER, which is a creditable representative of the craft, will receive the hearty co-operation and loyal support of the members of the Association, and journalists generally.

VI.

That the members desire to express their sincere regret at the loss of one who was long an active member of the Association, the late Mr. J. B. Trayes, of Port Hope. In his long and prominent connection with the Association, Mr. Trayes did valuable service to it, and earned the regard and friendship of his fellow members.

VII.

That in the opinion of members of this Association newspaper publishers should make sworn detailed statements of the circulation of their respective publications, and that all attempts at concealing or misrepresenting circulation are dishonorable and should be discountenanced.

VIII.

That the system of newspaper premiums of any kind is pernicious in principle and worse in practice, and that the members of this Association continue to use their influence to secure the adoption of more business-like methods.

IX.

That the Association recognizes with satisfaction the progress that has been made towards pre-payment of newspaper subscriptions, and would recommend that the efforts along that line be continued until the system becomes uniform.

X.

That this Association desires to emphasize its belief that many of the difficulties which are often encountered in dealing with advertising agents are ones which may be overcome by greater firmness in maintaining advertising rates, and would urge upon all its members the desirability of adhering, as much as possible, to the scale of rates for foreign advertising recommended by this Association two years ago.

The Secretary, in the absence of A. C. Campbell, read an interesting paper on "Reporters and Reporting," which will be published in a future issue of PRINTER AND PUBLISHER.

FRIDAY AFTERNOON

The Association convened at 2.15 p.m.

SECRETARY-TREASURER'S REPORT

Mr. President and members of the Association, in presenting the financial statement for the past year I am pleased to be able to tell you that the revenue from members and initiation fees was larger than in any previous year. The receipts from this source amounted to \$452. The expenditure, including

two year's (1890 and 1891) allowance of Secretary, (\$200) amounted to \$443.02. The statement to 31st December, 1892, is as follows:

RECEIPTS	
Balance Cash on hand.....	\$ 60 07
Membership and Entrance Fees.....	474 00
	\$534 07
EXPENDITURE	
Postage and Telegrams.....	\$ 46 51
Printing and Stationery.....	71 52
Express and Sundries.....	18 16
Returned to Members and Applicants.....	22 00
Expenses A. Pattullo to Montreal.....	8 50
Expenses Executive Committee.....	63 08
Deficit on Dinner Account, 1892.....	13 25
Secretary's Salary, (two years, 1890-91)	200 00
	\$443 02

If this amount be subtracted from \$534.07 it leaves a balance of \$91.05, although if the Secretary's allowance for 1891 were paid it would leave a deficit of \$9. This is a good showing when it is taken into consideration that at the beginning of the year, while there was an apparent balance on hand, there was a real deficit of \$140.

The ordinary revenue for this year may be estimated at \$475, and if the expenditures are no greater than in 1892, there will be a tidy surplus at the end of the year. The account for printing the annual report for this year is not included in this statement, as it has not yet been received. But with regard to that account it may be said there will be receipts from advertisements in the report which will amount to \$68.10.

Before closing my report I desire to express my sense of obligation to the President for his assistance and kindness during the year; also my indebtedness to the ex-Secretary, Mr. J. B. McLean, by whose resignation of his office the Association has lost an indefatigable executive officer, although they still have his co-operation as a hard-working member.

J. E. ATRINSON

The President said the report showed that the Association was being run economically.

On motion of Mr. Jackson, seconded by Mr. Preston, the report was adopted.

PATENT MEDICINE ADVERTISING

Dr. Playter, of the *Health Journal*, Ottawa, read, by request, a paper on "Patent Medicine Advertising in Lay Press." In his opening remarks he referred to the qualification of the regular medical practitioner to grapple with the ills to which human flesh is heir, and then entered upon a criticism of patent medicines. In concluding, he said:

"After having thus sketched out as briefly as I could the line of treatment of disease which the science of medicine in its now advanced state demands, it may be well to ask, is it meet, is it in accordance with justice, with righteousness, that the general, or as it is sometimes termed, "lay" press, should, with its mighty influence, lend itself, or rather sell itself, to a line of treatment by medicament or dosing, alone, to sustain a practice by which millions of the less intelligent, less educated classes, who fall, as a rule, the most ready victims to disease, and who too largely look to the press for guidance, to be treated for their many ills in an improper, unscientific manner, which costing these classes millions of dollars, must be, notwithstanding the few cures we read about, both directly and indirectly, destructive of human life? The responsibility of the press in the matter cannot be evaded. Hardly any paper in Canada would advertise an article which had been proven to be fraudulent. If the present indiscriminate and use of so-called 'patent medicines' be not fraudulent, what is the use of the whole science of medicine? If not fraudulent, the now well-known advanced condition of this noble science, although yet, like other sciences, far from perfect, falls to the ground.

I will not detain you by alluding to such advertisements as the big 'G,' the 'Cotton Root Pills,' or to the four pictures we so often see of the supposed once miserable wretch made apparently healthy, vigorous and young by some vile compound. Money would not induce the medical press to publish any such advertisements. Why? And why should the general press? Can any one give a good reason? Why should not the general press be as free from all such as the medical press? I tell you candidly gentlemen, if I possessed the power to do one single act which would, more than any other act, promote the public health, I should, if not first of all, certainly next after everybody were made clean within and without, sweep from the face of the earth all so-called patent medicines,—all preparatory medicines used by the people without the advice of a competent physician, for it is probable that the common practice of taking the many cure-alls—pills, bitters, compounds and mixtures of all sorts and conditions—so universally, attractively and suggestively advertised in the numerous local papers, to cure sundry and all diseases, is responsible, directly and indirectly, for more disease than any one cause.

Mr. Pirie said that he did not agree with Dr. Playter in so far as he said that local papers should reject the advertisements of patent medicines, and added jocularly: "Now don't you think, 'doctor, that the medical profession is somewhat itself to blame because there is so much patent medicine in use? Is it not partly because you doctors have often failed

to cure disease that so many patent medicines are in use." (Laughter.)

NEXT ANNUAL MEETING

It was decided, on motion of Mr. L. G. Jackson, to leave with the incoming Executive Committee the question as to where the next annual meeting should be held.

TRIP TO CHICAGO

It was decided to confer with the Quebec Press Association regarding a joint trip to the World's Fair at Chicago.

THE EXECUTIVE COMMITTEE

The balloting for the balance of the Officers resulted as follows:

Executive Committee,—Messrs. A. Pattullo, J. S. Brierly, A. R. Fawcett, L. G. Jackson, R. Holmes. Mr. Moor is a member of the Executive by virtue of his position as past president.

Auditors,—Messrs. W. M. McGuire, W. R. Climie.

THE PRESIDENT TAKES THE CHAIR

President-elect Pirie then took the chair. He thanked the members for the honor they had conferred upon him. "I did not take that interest in the Association in years gone by that I should have done, because I looked down upon it from a city newspaper man's position. That is a characteristic of city newspaper men," he added, while Mr. Willison, of the *Globe*, shook his head in dissent.

Mr. Pirie: Mr. Willison shakes his head to let us know there is nothing in it. (Loud laughter.)

Mr. Willison said that he did not rise to explain that he had anything in his head, but to say that if the country newspaper men had been in the same position as the city newspaper men they too would not have taken much interest in the Association. The city newspaper men had not been eligible for membership, and as long as they were refused admittance it was but natural that they should take no interest. When he was appointed news editor of the *Globe* he had sought and been refused membership.

The President contended that there were a lot of city newspaper men, members of the Association, who had not put in an appearance at any of the meetings.

A vote of thanks was tendered the retiring President, and Mr. Moore suitably replied.

The matter of printing the annual report was referred to a committee consisting of the President and the two Vice-Presidents.

THE QUESTION OF CORRESPONDENCE

David Creighton of the *Empire*, said he had merely run over to the meeting to apologise for not having prepared a paper as promised. Anyhow when he saw the programme he felt that the ground had been so well covered that there was nothing left for him

to say. Continuing he said the correspondence department of the papers could and ought to be made one of the most interesting departments in a newspaper. They all liked to picture such a department, with short and crisp letters, but instead of this they too often got long letters with very little in them. It was a comparatively easy matter to control the men who are accustomed to writing and who "sit down and settle the fate of nations, and then if in the night things became unsettled, they could settle them again in the morning." (Laughter.) But it was quite a different matter with the man who sits down and gets something off and shows it to his wife or mother or someone else. To know just how to deal with these people was the problem for newspaper men to solve. A good deal of latitude should be given correspondents. He however held that there were occasions when communications should be refused. As far as he was concerned he had decided not to permit annexationists to use the columns of his paper for the propagation of their doctrines. Neither did he think anonymous correspondence should be published.

THE AUDITORS REPORT

A. R. Fawcett presented the auditors' report, which found the books correct and a balance on hand in the bank up to date of \$376.43.

This concluded the business of the Association.

ARTISTIC METHODS

In a general way the artistic elements of printing consist in grace and proportion in display, and in color. The first-mentioned elements are very important in the average printing office, as color printing forms but a small proportion of the work. In some cases the exactions of purely commercial printing are such as to admit of but little regard for grace in proportion, yet there is an opportunity for the exercise of taste in most cases. In book composition, the proportionment of the page, margins, text letter, head-lines, and make-up, all affect the artistic aspect of the work. That these elements are carefully considered is proved by the prevalent customs in some printing offices. In one case it is the custom to choose some suitable page size, prepare a few specimen pages of text and various chapter headings, and to bind a full-sized dummy for the proposed work. These steps are then submitted for the judgment and criticism of various members of the firm and heads of departments. By such means very high standards are attained.—*Engraver and Printer.*

HALF a loaf is, no doubt, better than none, but a newspaper man never gets a chance to loaf at all

A MAGNIFICENT COMPLIMENT

NO event ever described in these columns was more unique and uncommon than a banquet at the Arlington Hotel in this city, on Friday evening, March 3rd. It was a magnificent compliment given to the members of Warwick & Sons by the employees. It was an uncommon affair, because never in the history of any Canadian manufacturing establishment was there an occasion when such a magnificent affair was gotten up wholly and completely by the employees, without the slightest aid, financial or otherwise from the firm. It was unique, because employer and employed sat side by side at the festive board, without the slightest social distinction and on equal terms. It demonstrated beyond a doubt that the members of the firm have treated their employees as men, and thus won from them the respect and love which should pass from every employee to his master.

Mr. R. Davidson occupied the chair, and about one hundred employees and ex-employees occupied places at the long, heavily-laden tables. Some of these men had grown old in the service, some having spent twenty-one years in the house. The chairman in rising, very aptly remarked that "in no firm in the city of Toronto was there such good feeling between the employer and the employees." Mr. Chas. Warwick was unavoidably absent, but the three senior members of the firm were present and spoke feelingly of the delicate compliment paid to them by their employees. Mr. Guy Warwick remarked: "One of the greatest reasons for our success is the able and painstaking set of employees which we possess." Mr. George Warwick uttered similar sentiments, and said, "Our success in the future is assured so long as we are fortunate enough to retain the services and the goodwill of our present employees." Mr. Rutter also remarked that, "In honoring us, you have honored yourself; the help of our employees is necessary to our success." These sentences show the drift of the remarks made by the members of the firm, but do not properly indicate the eloquent and feeling speeches made by each of the three gentlemen.

The toasts were as follows:—"The Queen, proposed by the Chairman; Canada, our Home, proposed by the vice-chairman, Mr. Barff, and replied to by Mr. Hathaway in the cleverest speech of the evening; The Departments, replied to by Mr. Rutherford, for the Warehouse, Mr. Murray, for the Printing Office, and Mr. Johnson (the inventor of the Johnson Process of Padding) for the Bindery; The Travellers, replied to by Messrs. Imrie and Bryant; The Firm, by Messrs. Guy Warwick, Geo. Warwick, and A. F. Rutter; The Press, replied to by a representative of *PRINTER AND PUBLISHER*, and Mr. Patching, of the *Globe*; The Visitors, replied to by ex-employees, six

or seven of whom are foremen in other similar establishments in Toronto; and *The Ladies*.

It was a successful affair. The feast was bounteous and delicate; the menu cards artistic and original; the speeches witty and thoughtful; the music lively and plentiful; the recitations bright and well-rendered; and the result was an increase of the mutual confidence, respect and esteem in the mind and hearts of both employer and employed.

Among the facts gleaned from the speakers was that the firm was established in 1849, in Woodstock, moved to Toronto in 1869; that they had done the Provincial Government binding for 14 years, and its printing for eight years; that during all that time not a single strike or lock-out had occurred, and that no grievance was long without a remedy; that the Johnson Padding Process was the finest in the world; that if the sheets of paper used in one particular kind of writing tablet during 1892 were placed side by side they would reach 100 miles; that there is no need for any firm to have differences with their employees; that the employees of the firm are the finest body of men in Toronto; and that the members of the firm of Warwick & Sons are "jolly good fellows."

TRADE CHAT

W. J. GAGE & Co. are offering some special bargains in envelopes of certain kinds, not being regular stock.

BROWN BROS. are taking stock and getting their stock of printers' supplies in excellent shape, every line being complete at present.

MR. GEO. WARWICK has just returned from a tour through Western Canada, as far as Victoria. He reports very cold weather in British Columbia, and a slight slackening in trade.

MESSRS. WARWICK & SONS find it difficult to keep up with their orders for printing and binding. They have been forced to send out part of their work to other less busy city offices. Governmental printing is very large at present, and this is what causes the extra pressure. They report general trade in papers to be very good.

THE Canada Paper Co. are showing a special line of No. 1 book paper, for working photo-engravings upon. They have made a specialty of this for some time, and the result is that their experience and their investigation has enabled them to produce a paper which cannot be equalled for this class of work. They are altering their offices in their Toronto warehouse, and fixing up a neat salesroom.

THE *Colonist*, of Winnipeg, Man., appears improved, having added a cover and other essentials. It is now in its seventh year, and shows marked signs of success.



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TORONTO, MARCH, 1893

MEASUREMENT OF TYPE

AS stated in the January PRINTER AND PUBLISHER a conference of representatives of the American Newspaper Publishers' Association, the United Typothetae, the International Typographical Union and the Type Founders, adopted a system, which set forth that the lower case alphabet of all faces of body type shall not measure less than fifteen lower case ems of its own face; and further, that the thirteen letters most frequently used—c, d, e, i, s, m, n, h, o, u, t, a z,—shall equal the length of the remaining thirteen letters. This proposal is being widely criticised, and as a rule fault is found with it. To thoroughly understand the scheme is evidently the desire of all, and to arrive at some conclusion, fair alike to printer and compositor, and not in the interests of any type founder, should certainly be the one great aim.

Mr. W. B. Mackellar, in the last number of the *Inland Printer*, finds fault with the scheme mentioned, holding that the thickness of the thirteen letters in the large boxes of the lower case need not equal the thickness of the thirteen in the smaller boxes, it not following that a letter occupying a large box is used more frequently than one in a small box. Mr. Mackellar instances the letter *m*, which occupies a large box, and yet the *l* is used more frequently by forty per cent. It will be noticed that the *m* is one of the thirteen letters used to strike a standard, while the *l* is placed in the less used list. Evidently there is something wrong in the finding of the joint representatives, as Mr. Mackellar doubtless knows whereof he speaks. Mr. Mackellar now proposes something entirely new, a movable unit, suited to all faces and all bodies of type. His suggestion is to find the

number of points in an alphabet of the type to be used, and divide that amount by 26, the number of letters in the alphabet, the result being the establishment of a unit of measurement for that type. To ascertain the number of units in one line of matter, divide the number of points in the measure of the column by the unit already found, multiply this number by the lines of the take and the entire number of units is readily ascertained. It is claimed that this system will leave the selection of faces to the printer or publisher without fixing on him any arbitrary exactions and in no wise interferes with the present system of faces turned out by each type founder.

In the *Typographical Journal*, the organ of the International Typographical Union, several schemes have been advocated, but the fairest one all around is modelled on the French system, wherein the alphabet of the type used are set up as many times as may be required to fill the measure, and then the letters are counted. The improvement suggested on this is that the alphabet be set up continuously until 1,000 pieces have been set, and the measure made from that. As suggestions are still in order we await further developments.

THE TYPE COMBINE

THE American Type Founders' Company having its "reduced type list" all the printing trade journals in the United States are now fiercely assailing the combine. The *New York Journalist* dissects part of the list and shows conclusively that the "reduced list" is a huge joke. No. 1001 was formerly sold in fonts of 1000 lbs. and over, at 61c. per pound, with a discount of at least 25 and 5 per cent. Under former conditions a font of 1000 lbs. would cost \$434.63, whereas under the alleged reduction it will cost \$494, or an advance of \$59.37. In brevity the proportion is about the same. Where sorts or italics are needed there is an advance on the old scale of four cents per pound, while the patented faces, for which the highest prices were always charged, and which should have been reduced when the patentees formed a trust, are not lowered in price. Formerly, display fonts were sold without spaces or quads; now the price per pound of type is slightly reduced, but quads and spaces are sold with each font, and charged for as if they were type. The printer or publisher will find this item alone a costly reduction in the purchasing power of his dollars. The boasted five per cent. discount is another joke, as the terms of sale read:—"Five per cent. discount for cash on monthly accounts, payable on or before the 10th of each month, at which date all accounts are due." The Type Trust is evidently a good arrangement for the men composing it, but there is no money in it for the printer or publisher.

THE HEADS OF DEPARTMENTS

THE desirability of having a good man—the best obtainable—at the head of each department of a newspaper is daily becoming more apparent. Competition among newspaper publishers is of the fiercest kind. The public is the jury, and "Constant Reader" is continually reminded by his favorite paper that it scored such and such a "beat" over all contemporaries. Eternal vigilance must be the watchword of the projector of the newspaper of to-day. The rank and file are not expected to be in the lead. They form, however, the large majority of the people engaged in the newspaper business. Among the latter class are a great many who are poorly paid; some by reason of not being able to command a better salary, and many who are worth more but the papers on which they work are too poor to pay them more. From the great city papers to the little daily or the substantial weekly in the rural town, there are persons employed who do not receive wages equal to those paid to the day-laborer who digs in the street. How best to utilize and improve such is a question of moment to many publishers. To the very large successful city dailies which have large forces under trained department heads the question is not so important. The large papers carry on business on a large scale and individuality is lost sight of. If anyone does not like the system of the paper he can quit. The chances are ten to one that he won't be missed. With the printers on these large dailies, the conditions are the same. They work under the typographical union's rules and earn, if on the piece, what they can make; and if by the week, they have to set the "schedule." To the publishers of dailies and weeklies in the smaller places it comes down to one of money and existence of the paper.

Good heads of departments solve the problem. Many old newspaper men can recall in their experience where an inferior man in authority has demoralized a whole force. This is applicable to the counting room, the local room, or the composing room. On the other hand, a good man at the head of a department gets good results even if the force under him is a little inferior. He is (to use an old illustration) like the general of an army. He has executive ability, and marshals his men to the best advantage and "covers" the most ground. A good head of a department will show his ability and be "sized up" and respected accordingly.

For the smaller dailies and weeklies it is essential that there should be good heads to the four main departments: business office, editorial, local and the composing room. If a newspaper has good, able men for these departments it is money wisely expended,

and if the subordinate force is not all high-priced and up to the standard of high-class journalism the paper will not meet with any serious drawbacks on that account. Each head of a department will detect any "bull" or error of a subordinate employee, and being able himself, he will instruct the person to do better. Improvement will follow all around.

To better illustrate, I will add that I know personally of a daily newspaper plant that was a losing business for several years. It employed indifferent men. It had changed owners a few times. The last business manager secured good men of recognized ability as heads of the editorial, local and composing rooms. He paid them better salaries than any other paper in that city paid for similar labor. To-day that same daily paper is making money. It owns the building it occupies, and is a lively "object lesson" of "the best is the cheapest."
—*Inland Printer.*

EDITORIAL WRITERS

THERE are few occupations that leave a man with less time for study and research than that of the editorial writer. He is continually under great pressure in the anxious desire to create novel principles and present new ideas and arguments. His time is spent more in deep thought than in research. Hence the great amount of new ideas, and broken down newspaper men. Our editorial writers would make their tasks much lighter if they would devote more time to reading the editorial columns of their contemporaries. It is a great mistake that many of our editorial writers make, in endeavoring to furnish from their own brains, without aid, the material and ideas necessary in the production of editorial matter, when by a limited amount of reading each day, devoted to the study of ideas and principles advanced by their contemporaries, their labor would not only be lightened, but their ideas would be broadened and their material more interesting and instructive.

One hour each day, devoted to the careful study of the exchanges, will keep an editor thoroughly posted on the evolution of the world, and will suggest enough subjects to utilize his time and space, without taxing his brain to furnish all the subjects and arguments required for his work.

We do not advise editors to depend upon their contemporaries for subjects, and neither do we advise them to "fake" ideas, but we do claim, that by devoting a certain amount of time to the study of the contemporary editorial matter, that their work will be done with less strain upon the brain.

Those who consider themselves sufficiently well posted upon things in general, and that continual study is an unnecessary labor, are the ones that ex-

pend the greatest amount of vitality in their productions. And we base this opinion upon the principal that "ideas beget ideas." It is a common thing to hear editorial writers remark that they have no time to read; and the truth of this remark is very surprising when the fact that editors have more available reading matter than they could possibly read. But it is so, the majority of editors do not read; they scan the columns of a few of the leading papers, and occasionally quote a paragraph.

Our editorial writers live too fast as a rule; they do not take enough time for careful consideration. They live fast, work fast and exhaust their nervous system, and, in fact, rush themselves into their graves.—*Weekly Journalist*.

ART IN PRINTING.

TO many people printing may seem to be an art more in theory than in practice. The familiar expression, "The art preservative of all arts," is recognized as truly representing the relation of printing to other arts. It is indeed the most influential in the preservation and advancement of the arts and sciences. Printing, however, is not usually regarded as of equal rank with architecture, sculpture, music, and painting. It is, perhaps, owing to the important part which printing has in all business affairs, that it has become tinged more with a commercial than an artistic aspect. The price lists and tables of tariff rates can hardly be considered good subjects for a display of artistic sentiments.

The printing which was done in the early decades of the art was of a very high character. By some it is estimated as more worthy than that of the present time. This idea is due, however, to the fact that the comparison is made between the elaborate works which were first produced on the one side, and the ordinary book and commercial work on the other. Such comparison should be made with the finely illustrated and expensively bound editions of the present, which receive but a limited circulation.

Notwithstanding the purely mechanical idea which is so largely attributed to printing, there is great satisfaction in considering the artistic elements in the work of the present day. Art in printing is not confined entirely to expensive works and special editions. There are certain artistic elements which enter into all work. They have their place in the productions of every printing office, no matter how small the equipment, of a few typographic ornaments gives the necessary decorative effect.

It is also interesting to note that these ornaments are introduced, not for the purpose of filling a special space, but for the proportionment of the work. The choice of ornaments must also be made with a due regard to the relative weight of the elements and

the lines of the letters. The same conditions affect the durability of ornaments as in the case of fancy types. Anything of an erratic tendency should be omitted, because it is of only temporary interest. Conventional and geometric designs are preferable to any floral ornaments.—*Engraver and Printer*.

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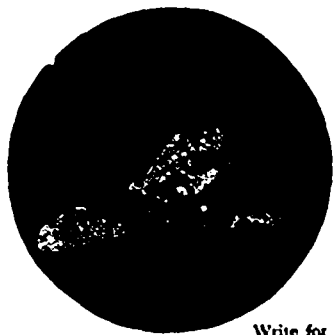
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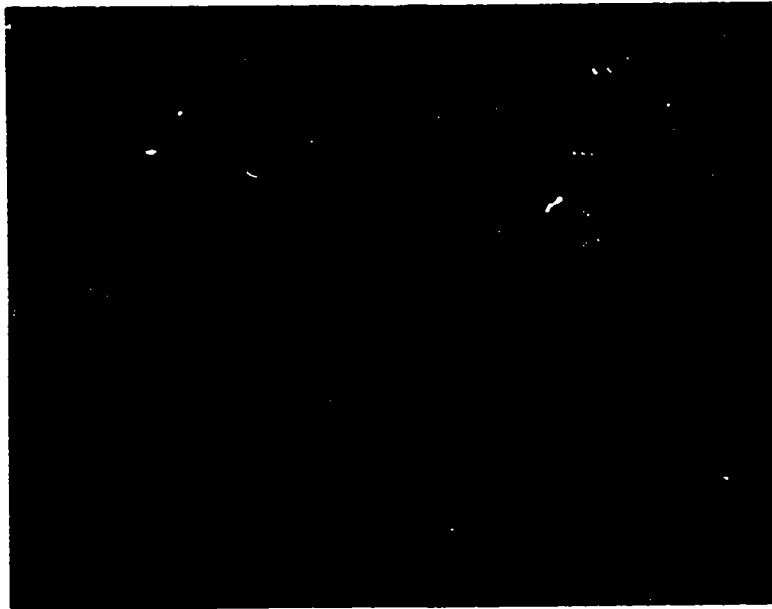
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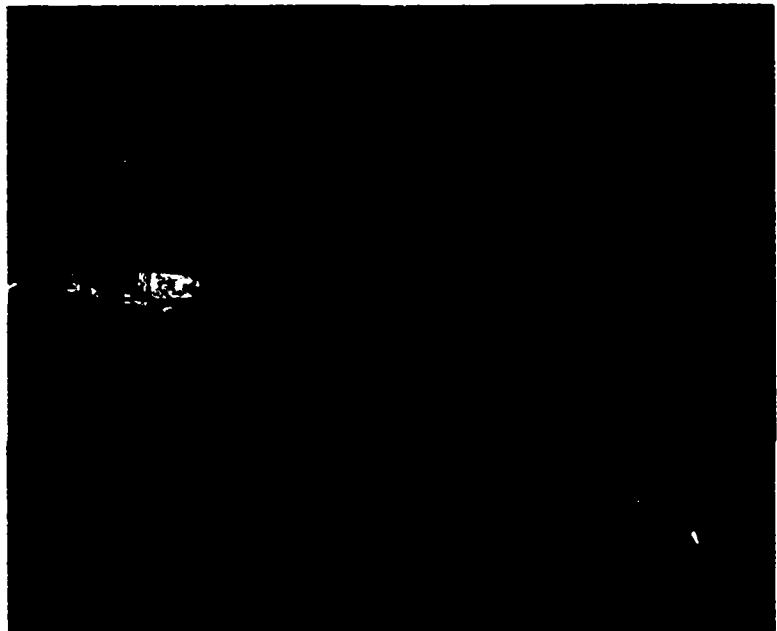
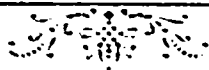
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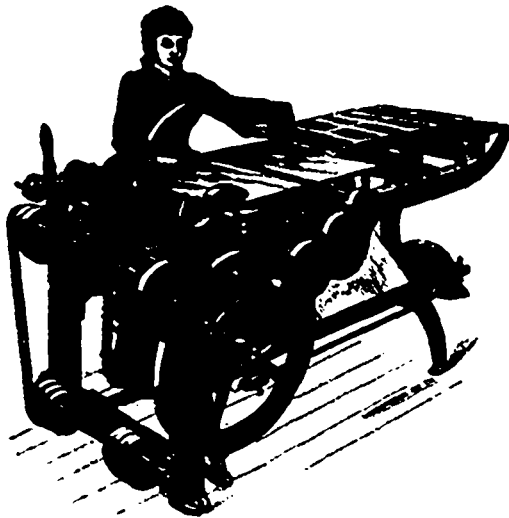
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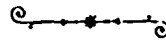


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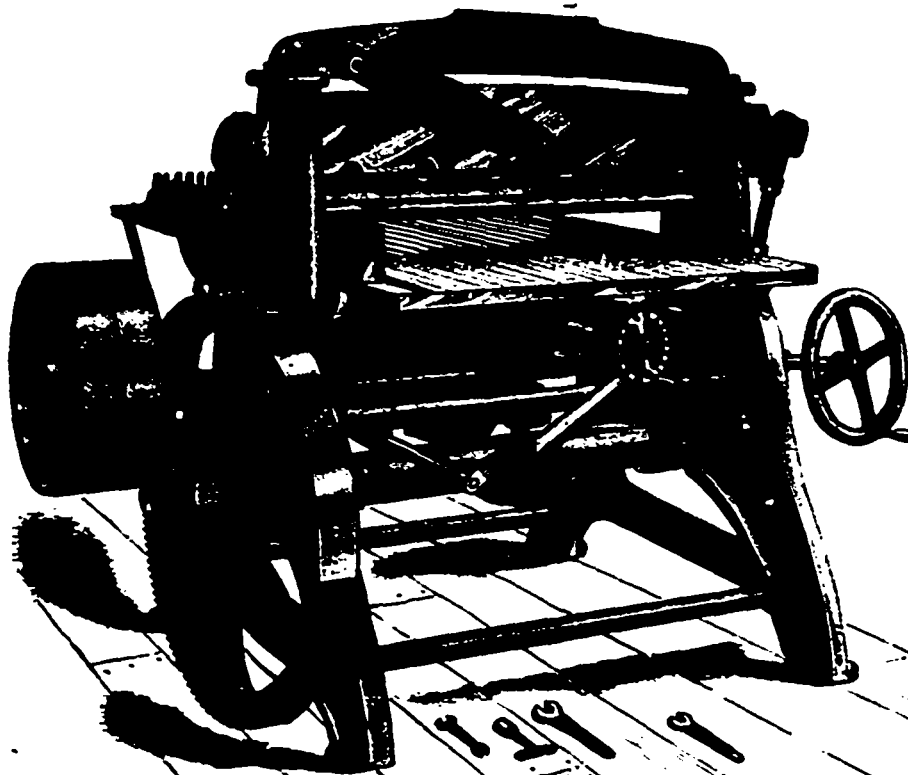
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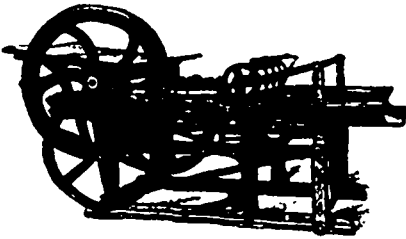
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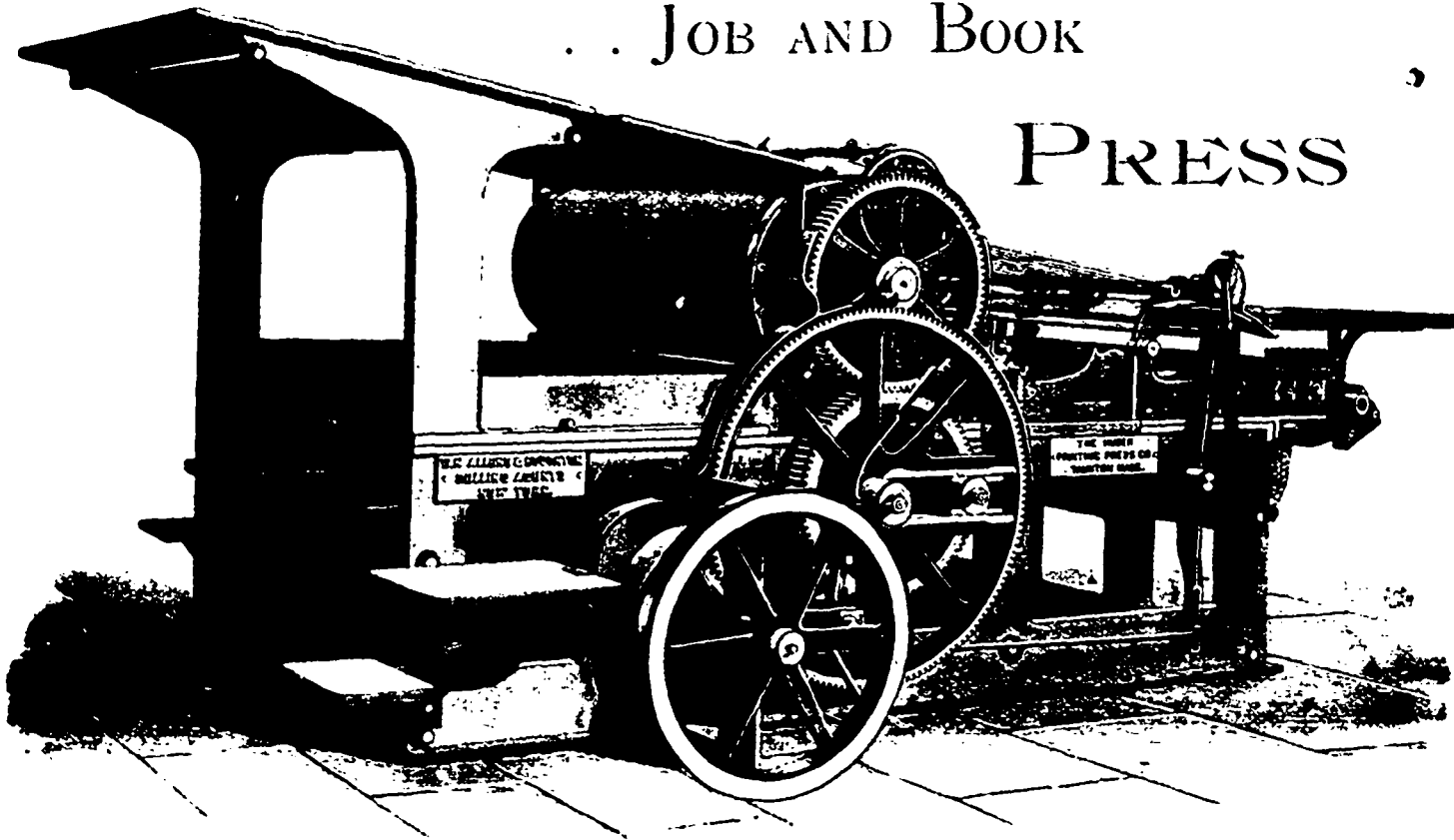
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