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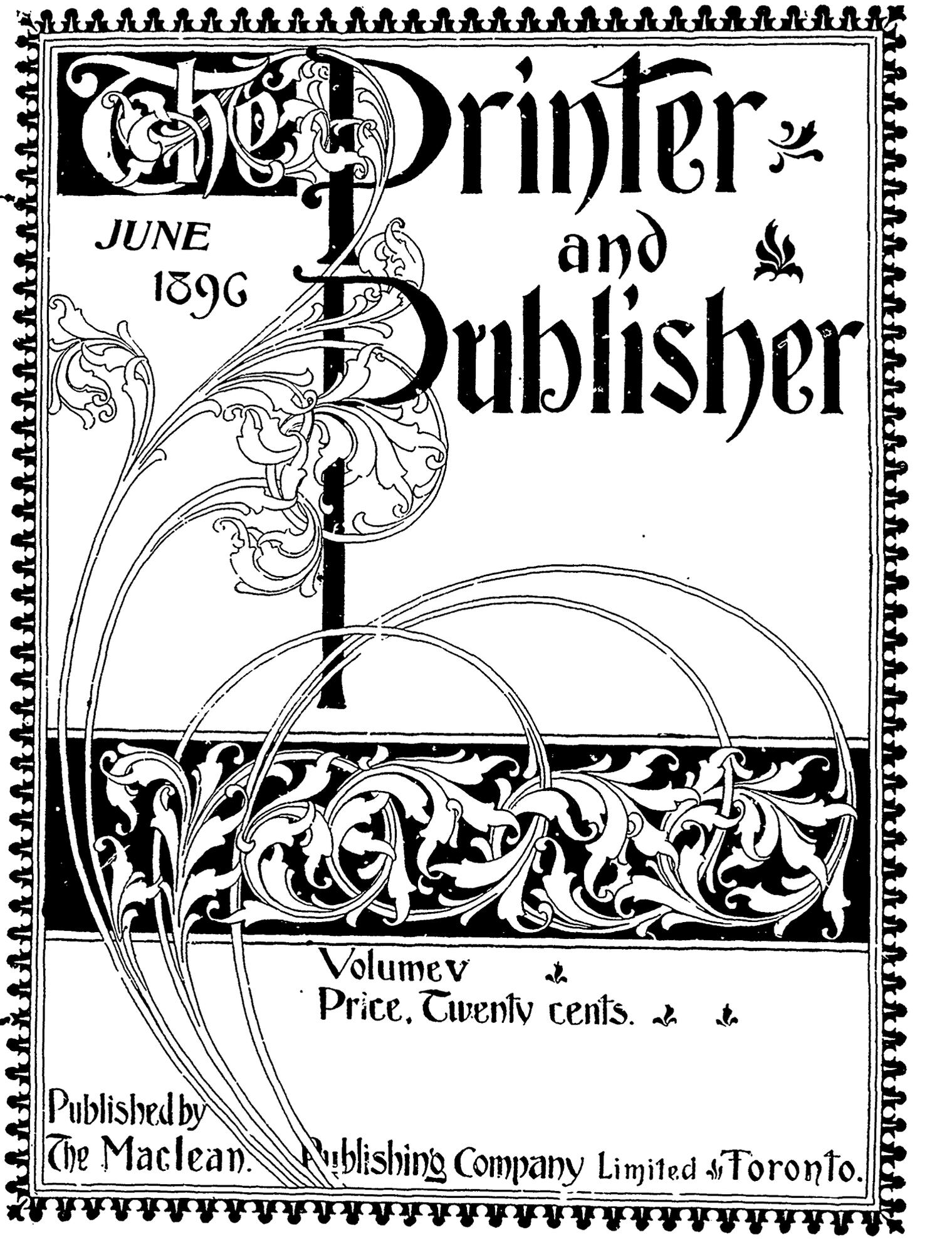
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JUNE
1896

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VOL. V.—No. 6

TORONTO, JUNE, 1896.

\$2.00 PER YEAR.

A JOURNAL FOR PRINTERS AND PUBLISHERS

PUBLISHED MONTHLY BY

THE MACLEAN PUB. CO., LTD.

TRADE JOURNAL PUBLISHERS AND
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No. 26 FRONT ST. WEST, TORONTO

Subscription \$2.00 per annum.

Single copies 20 cents.

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CURRENT NOTES.

THE advantage of newspaper men being practical printers was shown in The Toronto News office a few days ago. The fire in McKendry's dry goods store broke out shortly before 7 p.m. That is an hour when evening staffs are retiring from their labors. All the printers had gone home, and the power was off the type-casting machines. But three members of the staff gathered at the office—H. Hocken, editor; W. Wilkinson, city editor, and J. Cowan, commercial editor—and being old printers, seized sticks and began work at once at the cases, two on long primer, one on brevier. In The News' own words: "The senior devil turned up in time to set the heading, and one of the foreman drifted in as the copy was nearly finished, and arranged the page for the reception of the account of the fire. Just as the succinct and complete report of the conflagration was ready for the form word was received that the fire was under control." By this time stereotypers and pressmen were on hand, and an extra was out in the hands of the crowd. This enterprise was only possible because the heads of the paper knew their business. A college degree is a good thing in any line of work, but in newspaper offices having served a term at the case is better.

The political campaign has produced a somewhat novel feature in the conduct of newspapers. This is the leasing of a certain amount of space to some political organization, to be controlled by it and matter inserted which may not correspond with the views of the paper as a whole. The heading of the column is supposed to transfer the responsibility for the contents from the paper to the lessees. Technically, this argument may hold. Without going into hair-splitting discussion as to the propriety or wisdom of leasing space not avowedly paid for as

advertising, our opinion is that a newspaper loses a large slice of its individuality and prestige in parting with the exclusive right to express its opinion. Properly worked, the editorial tone and opinion of a paper is a valuable asset. The leasing arrangement impairs this, and when the campaign is over, individuality and a reputation for sincerity are recovered with difficulty, if ever.

The Canadian dailies devoted columns to a minute account of the Czar's coronation. The stuff purported to have come by cable. It was prepared for United States consumption, Russia and the republic being cheek by jowl politically. The ceremony being unique and gorgeous makes, within certain limits, readable matter. From the news point of view the awful tragedy in which hundreds were crushed to death was worth more than the coronation proceedings, yet it was squeezed into short space. The Canadian papers should have condensed the elaborate lists of dignitaries at the function. The long array of kings and princes was intended for the palates of flunkies. Why newspapers in a democratic community like this should cater to that element is not clear.

Mr. Pattullo, in The Sentinel-Review, notes with satisfaction that The Hamilton Spectator made a kindly reference to Mr. J. L. Lewis when he left that staff to become editor of The Herald, and adds: "Even the Spec. has come under the genial and humanizing influences exerted by the Canadian Press Association—quite unconsciously of course. Its reference to a member of its staff who is about to take the chief position on a rival paper, is a credit to it and a good sign of the times." Hear, hear. It is to members of the press like Mr. Pattullo, who have used their powers to promote good feeling instead of stimulating acerbity, that we owe the friendlier relations that now prevail between the brethren.

The other day a political interview with Professor Burwash in The Mail and Empire was, owing to the chance use of the word chancellor, attributed to his brother. In correcting the error, The Globe dealt with it in this courteous way: "Of course our contemporary's error was an accident, and we would not refer to the question were it not that the interview is being circulated throughout the country as Chancellor Burwash's." This, too, at the boiling point of the campaign.

Yet another recent instance of fair-minded courtesy may be noted. The Montreal Star suggested lately the name of Mr.

John Redpath Dougall, publisher and managing editor of *The Witness*, as a fit and proper person to succeed Principal Macvicar, who is retiring from the Protestant Council of Public Instruction. *The Star* is credited with making a good suggestion, but the gentlemanly spirit which prompted the act is no less entitled to recognition. That *The Star* and *Witness* are the rival evening papers in Montreal seems not to have weighed at all with the former.

*

The editorial writers seem to think that their readers at present breakfast, lunch and sup on politics. Or, if not, that they ought to. The big dailies almost completely ignore other subjects, and treat us to political materials, fried, boiled, stewed and warmed over. There are, however, several people in the country who would be satisfied with one good leader per day, some notes, and the rest on local or general topics. One critic writes to *PRINTER AND PUBLISHER*: "The tendency is for readers to skip the whole programme, growing weary at a long list of political articles. The effect it produces on me is the same as reading the same news over again in different papers."

*

We await with some interest the comments of the papers whose party loses the election on the 23rd. The test is a severe one, but the opportunity to produce a strong and convincing article in the bitter atmosphere of defeat is one the experienced writer will prize.

*

Newspaper men figure as candidates in the coming elections pretty numerous. Among the names noticed in the last list of candidates (this is written before nomination day) are: Oliver, *Edmonton Bulletin*, in Alberta; Ellis, *Globe*, St. John's, N.B.; Bostock, Province, in Yale-Cariboo; Richardson, *Winnipeg Tribune*, Lisgar; Wilson Smith, *Insurance Chronicle*, in Montreal; Robertson, *Telegram*, in East Toronto; Maclean, *World*, in East York; Hughes, *Warder*, North Victoria; E. F. Clarke, *Sentinel*, in West Toronto; Templeman, *Times*, in Victoria, B.C.; Davin, *Regina Leader*, in West Assiniboia. And, doubtless, "there are others."

A SUPPLEMENT IN COLOR FROM ST. THOMAS

The *St. Thomas Journal* got out an exceedingly tasteful four-page supplement May 23, being a write-up of Port Stanley, the pretty watering-place on the shore of Lake Erie. A history of the town, its leading men, etc., formed the letter-press, and numerous illustrations were given. The first page was set off by a large Union Jack, printed in colors, and intended to commemorate the Queen's Birthday. The *Journal* evidently does not believe in leaving these illustrated supplements to the press of the larger cities, and its Port Stanley effort was as well done as anything turned out by a city office.

MISUSE OF POSTAL PRIVILEGES.

Although newspapers in Canada have been carried in the mails free since 1882, *The Thorold (Ontario) Post* desires to see the pound rate restored, because of the abuse of the present privilege by advertising fake sheets. The *Post* strongly advises also the abolition of the franking privilege of members of Parliament, and gives several instances where members have permitted their franks to cover almost incredible abuses. Same here.—*N.Y. Newspaperdom*.

NEWS OF THE MONTH IN BRIEF.

ONTARIO.

The *Sarnia Daily Observer* is one year old and lusty.

The *Leamington Post* will hereafter be issued as a semi-weekly.

Mr. James Johnson, the well-known journalist of Ottawa, was a passenger on the *Parisian* for England.

The office of *The Hanover Post* was burned June 5, and Mr. Mitchell has the sympathy of his colleagues.

Arthur Carter, for some time advertisement compositor on *The Chatham Banner*, has become foreman of *The Tilbury News*.

The *Toronto Globe* composing room staff gave a handsome clock to John Townson, one of their number, on the occasion of his marriage.

Mr. R. D. Warren, of *The Georgetown Herald*, passed through Toronto lately on his way to the Baptist convention of Ontario and Quebec, in session at Montreal.

John R. Hockett, a former member of *The Guelph Herald* staff, but now holding a position in the *Illinois Central Railway Co.*, is visiting his parents and friends in Guelph.

R. C. McLeod, formerly of *The Woodstock Sentinel-Review*, and for the past two years editor of *The Niagara Falls Record*, has accepted a position on *The Buffalo Enquirer*.

Charles Morrison, of *The Mail* reportorial staff, was married the other day to Isabella D. Riddall, of Gwynne avenue, Parkdale. The newly wedded couple left on the *Niagara boat* for a trip through the Eastern States.

The *Newspaper Publishing Co.*, of Toronto, with a capital of \$75,000, in \$100 shares, has been granted Ontario letters patent. E. E. Sheppard, F. Nicholls, R. Butchart, G. F. Madden and W. S. Andrews are the incorporators.

Mr. John D. Kelly, the well-known artist of the *Toronto Lithographing Co.*, has gone for a trip to the art centres of Europe. Mr. Kelly will be married this week to a New York lady and takes his bride with him.

The Lanark Era has changed hands. Mr. John Sutherland, who has satisfactorily filled the editor's chair since the paper's inception, has retired, and Mr. Robert Wilson, a man of experience in newspaper work, has become the editor and proprietor.

The printing business carried on in Toronto as the *Bingham Printing Co.* will in future be known as the *Miln-Bingham Printing Co.* Messrs. James Miln and D. Bingham are the partners, and the high-class work done by this firm will be maintained up to the standard.

Mr. M. O. Scott, for some years managing editor of *The Ottawa Evening Journal*, has begun preparatory work looking to the early publication of the new British weekly, *The Flag*. The paper is to be devoted to English, Scotch and Irish news, and Canadian affairs of interest to British and British-Canadian readers exclusively, strictly non-partisan, dealing with all topics from the standpoint solely of British-Canadian interests. The paper will be 16 pages to begin with, of the form of *The Monetary Times*. All communications for the first and subsequent issues should be addressed to M. O. Scott, *The Flag*, Ottawa.

PROVINCE OF QUEBEC.

The Courrier du Canada, Quebec, had a lot of new type and other supplies shipped to it during the past month. The paper's

job office has been doing a lot of campaign printing since the election fight began. The supplies came from the works of The Dominion Type Foundry, Montreal.

Bruno Wilson, formerly city editor of *Le Monde*, has joined *La Presse* in the same capacity.

Fred Williams, formerly of *The Montreal Gazette*, has returned from Australia, and joins *The Herald* staff.

Arthur Burns, who lately filled a position on the editorial staff of *The Montreal Herald*, has left that paper and joined the staff of *The Ottawa Citizen* in the position of news and telegraph editor.

E. N. St. Pierre, one of the leading French-Canadian members of the craft, has resigned his position as city editor of *La Presse*, and taken the same chair on the new French Liberal evening paper *Le Soir*.

Carter Troop, late editor of *The Week*, Toronto, took the editor's chair of *The Montreal Journal of Commerce* at the beginning of the present month. His predecessor, J. Richards, has gone back again to daily journalism on *The Herald*.

La Presse, Montreal, is going to make a lot of additions to its Saturday edition which will increase its size and improve it in many other ways. The front page is to be done up in different colored inks, and a large quantity of special reading matter is to be supplied. The circulation of *La Presse* is increasing largely, for it now claims more than the combined issue of all the other French daily papers published in the province of Quebec.

THE MARITIME PROVINCES.

The New Glasgow, (N. S.) *Enterprise* has purchased a new press.

The Halifax *Morning Chronicle* is issuing a series of illustrated supplements on the beauties of Nova Scotia as a resort for tourists. They are being supplied by *The Toronto Globe*.

The *Digby Courier* recently published an historic number which was a credit to country journalism. The *Courier* is one of the few country weeklies in Nova Scotia which show signs of prosperity.

The *Free Lance* is the name of a lively little weekly published at Westville, N. S., by R. Albert McDonald, and edited by J. W. Murray. The plant was supplied by the Dominion Type Founding Co.

There is talk of consolidating a number of the papers published in the western counties of Nova Scotia, the work being done at Halifax. The publisher of *The Yarmouth Times* is said to be at the head of the movement.

The *Daily Journal*, of Summerside, P.E.I., only lived one week. The publisher, in the last number, said the people did not seem to appreciate the venture and he was not running it for fun. Its career was short, but honorable.

Liverpool, N.S., has a daily—*The Daily Press*—published by W. H. Sperry. It can claim to be the smallest daily in Canada, and perhaps in America. The *Press* is 4 pages, each 8 by 5 inches, and is printed in long primer. The terms are \$1.75 per year, 5 cents per week, or 1 cent per copy. It is printed on the press used by the defunct *Liverpool Times*.

Printers' strikes are almost unknown nowadays in Nova Scotia, but one occurred in *The Pictou Standard* office on the 8th inst., three of the compositors going out. This caused the editor to say: "Our local and county news are naturally short,

on account of an explanation we give under 'Printers' Strike.' Having to make up forms, run the engine and do the press work, took up the time we should have had to write up a number of items which we are compelled to hold over until Friday."

MANITOBA AND THE WEST.

Rosland, B.C., is to have a daily paper.

The *Statistic News-Advertiser*, of Vancouver, will in future be issued weekly at \$2 per year.

The first issue of *The Neepawa Press*, published by Editor Dunlop, has appeared, and is well filled with local and district news.

Hewitt Bostock, head of *The Province Co.* and a Liberal candidate for Parliament, has entered action for libel against *The Victoria Colonist*, claiming \$20,000 damages.

The job printing department of *The Commercial*, Winnipeg, which was carried on for about a year by Pollard & Daniels, under the style of *The Commercial Printing Co.*, has been taken over by Jas. E. Steen, thus uniting the establishment under one management. O. H. Pollard and Jas. Daniels have retired from the business, and established a new printing house in Winnipeg, where they will continue business under the style of Pollard & Daniels.

THE NEW LONDON PAPER.

In choosing its name the new London journal has fixed on a famous English title—*The London Daily News*. It is a seven-column four-page sheet, with the headings in bold-faced type, and the news put into crisp and bright paragraphs. The advertising patronage is already large. The editorials, as one might expect from Mr. W. C. Nichol's pen, are clever and humorous, and, as to political bias, the balance is so well preserved that the independent view is sustained. The capital of *The News Printing and Publishing Co.* is \$20,000, divided into \$100 shares. The members and first directors of the company are: Walter Wilson Evans, clerk; George W. Miller, printer; Thomas Bland, printer; William Hutchins, gentleman, and George A. McGillivray, merchant, all of London.

DANA'S MAXIMS.

CHARLES A. DANA, editor of *The Sun*, gives the following maxims in his book, "*The Art of Newspaper Making*":

1. Get the news, all the news, and nothing but the news.
2. Copy nothing from another publication without perfect credit.
3. Never print an interview without the knowledge and consent of the person interviewed.
4. Never print a paid advertisement as news matter. Let every advertisement appear as an advertisement.
5. Never attack the weak or defenceless, by argument, by invective or by ridicule, unless there is some absolute public necessity for doing so.
6. Fight for your opinions, but do not believe that they contain the whole truth or the only truth.
7. Support your party, if you have one, but do not think that all the good men are in it and the bad ones outside of it.
8. Above all, know and believe that humanity is advancing; that there is progress in human life and human affairs; and that as sure as God lives the future will be greater than the present or the past.

ADVANTAGES AND DISADVANTAGES OF STEREOTYPING.

[WRITTEN FOR PRINTER AND PUBLISHER BY ONE WHO HAS USED BOTH.]

IN considering the question of stereotyping, it may be pointed out, to newspaper men contemplating the purchase of new plant and presses working from stereotype plates, that stereotyping is not always profitable. For large dailies with circulations of from 15,000 to 20,000 and upwards, stereotyping is not only profitable but an absolute necessity. There are, however, a large number of daily newspapers in a field like Canada, whose circulation is necessarily limited, and it is doubtful in these offices whether the stereotype plant is profitable investment. For papers having a circulation not exceeding 10,000, the advantage of being able to hold forms until the last moment and send them directly from the composing room to the press room without the delay of stereotyping, is something to be considered. Then it is calculated that the process of stereotyping takes the life out of a type dress equal to about 10,000 impressions, so that for circulations of this size stereotyping does not save the type. If there is no absolute saving of type by stereotyping there is certainly a loss of time between the news room and the press room on account of it, and in addition to this the expenses for a stereotyping room, which would turn out eight or twelve pages within an hour, will be anywhere from \$40 to \$80 per week. That is to say, if a newspaper office with a small circulation wishes to stereotype, and is limited in its stereotyping room to one, or say two, men, the advantage of saving the time lost in putting forms through, if, as in most cases, all forms are ready about the same hour, should not be lost sight of. Many offices both in the United States and Canada, where the circulation of the papers run from 8,000 to 14,000 daily, *although equipped with complete stereotyping plants, as a rule print from type direct, it being considered more economical, besides giving a much neater-looking paper.* The tendency of many newspaper managers who have not carefully considered the question of stereotyping and printing from type direct, is to prefer the stereotype press to all others. There is no disputing its advantages, provided the circulation warrants it, but we are of opinion that for daily papers with a circulation of less than 12,000 copies stereotyping is an unnecessary and expensive process.

RECRUITING THE STAFF.

NEWSPAPERDOM says this about the sources of supply: "It is one of the queries that is constantly recurring to us, Why do not the city newspapers make more liberal requisition upon the country trained journalists to recruit their staffs? The men who make the country newspapers have the making of first-rate journalists in them. They do not lay very serious claims to the title in their country work. They only assume to be newspaper men. They are hedged about with restrictions. They have not very complete opportunity to develop their powers as writers, but they get a training in methods of work that the city-bred writer for the press knows little about. They know how to do a great amount of work in a short time, and they know how to produce results without lavish expenditure of money. Take a half-dozen bright, country-bred editors and put them into executive positions in a city daily office, and there would be an object-lesson of value to the expense account of that newspaper. This suggestion is not intended as an attempt to despoil the country newspaper offices." There is a

good deal in the argument. Some of the brightest men on the Canadian city press came from country offices. But there is a tendency with publishers to recruit the ranks with young men who have neither instinct nor training for the business. This youth's father is a friend of the publisher. This other is a college student, who will take a small salary and grow up with the concern. Additions to the staff are thus gradually made to include men without the requisite qualities for keeping the quality of a newspaper up.

THE QUESTION OF CIRCULATION.

[FROM THE KINGSTON WHIG.]

AN exposure has been made in New York of bogus newspaper claims of circulation, which will perhaps be an endorsement of what The Whig has said upon this question of obtaining high prices for advertisements under false pretences. Herewith are submitted reports of papers regularly issued, as given out by two New York authorities, the first column being the figures of Guild & Co., advertising agents, and the second column being the reports of the American newspaper directory. The directory merely gives such figures as the publisher claims. About one in six gives a detailed statement, and this statement is guaranteed by the issuers of the directory to the extent of \$100. This year already they have paid four rewards of \$100 each, upon false reports of publishers in the book of 1895, while during last year they paid six more—\$1,000 as the price paid for putting trust in the detailed figures of men of assumed good standing and importance in the community. While the exposures consequent on the detection have practically ruined some of the papers falsely reported, thus deterring others, the evil is scorched merely, not killed by any means.

Four-fifths of the quotations in the directory are merely speculative, like the figures given in the columns here presented. When a publisher will give a circulation to one man at 55,400 and to another at 4,000, advertisers must see how they are being swindled. The Whig has every reason to feel earnest on this question, because it has been depreciated and deprived of the just result of enterprise and greater service by rival circulations claiming three or four times the issue they possessed which do not at all approach it in the number of copies printed:

New York Judge	80,000	40,000
Puck	89,700	40,000
Siftings	55,400	4,000
Truth	64,000	20,000
Illustrated American	40,600	20,000
Leslie's	65,000	12,500
Collier's	20,000	20,000
Vogue	20,000	4,000
Brooklyn Life	10,000	4,000
Chicago Elite	10,000	800
Graphic	40,000	17,500

WEEKLY OR TWICE A WEEK.

The Ontario (N. Y.) Semi-Weekly Repository-Messenger has found it advisable to revert to the policy of publication once a week. In announcing the change, the following reasons are given for its justification:

"This number of The Messenger is its last semi-weekly issue for the present. Next week it will again become a weekly of the same general style and form as previous to January 1, 1895, thus to remain till a well-defined demand shall arise for the twice-a-week service.

"The change from weekly to semi-weekly was made with the firm conviction, based on a careful consideration and study of the local newspaper conditions, that a twice-a-week paper

would better serve both readers and advertisers; a sixteen months' trial more than confirms that belief. But the public view it differently, having shown by unmistakable evidence that the weekly is preferred by the great majority. Being here to meet, as far as reasonable, the wishes of its patrons, rather than to carry out a hobby or exemplify a particular newspaper idea that does not satisfy them, *The Messenger* returns to the once-a-week issue."

CONDENSATION AND THE DAILY.

IT is noteworthy that new papers in Canada affect compact size, condensed news, and bright paragraphing. The *Hamilton Herald* entered what was really a two-paper field, with the two already in possession, and seems to have made a success of it. The new *London, Ont.*, paper is of the same style. No one, however, contends that the general tendency in Canada is in this direction—but rather toward increased size, longer reports and padding.

The most famous English journals are all ponderous. Even *The London Chronicle*, which is brightly written, maintains the long reports and studiously ignores the provincial news and other channels for attracting a popular constituency all over England. A new venture in London, however, in the morning newspaper field is apparently following the line of brevity. Some particulars concerning it may prove interesting. The publisher of *The London Daily Mail*, a morning half-penny paper, is Mr. Harmsworth, who, at the age of 32, is said to enjoy an income of £100,000 from his newspaper properties, which include *The Evening News*, with a claimed circulation of 400,000, *Answers*, a weekly paper, and several trade journals. The following statements appeared in the prospectus of *The London Daily Mail*:

The publisher expects that the appearance of *The Daily Mail* will be attended by some of the success which he has been fortunate to secure for his other publications, basing his reasons on some of the developments that will appear in its pages. He says that London has fewer morning papers in proportion to its population than almost any city in the world, and it is therefore obvious that there is plenty of room for *The Daily Mail*.

He anticipates that his readers will like a somewhat lighter publication than the ordinary newspaper—though not a cheap paper. *The Daily Mail* is intended essentially for the home. As the wife usually orders seventy-five per cent. of the goods needed in the home, he thinks that his advertisers, as well as his readers, will be glad to know that the domestic side of the journal will not be neglected.

A department is planned which will give information regarding insurance companies. Also a column giving the latest news in the auctioneers' world, and describing the various important auctions.

It is intended to make book reviews a strong feature. "Log-rolling will be severely discouraged, the works of each author being dealt with entirely with regard to merit."

"In these days, when the small subscriber forms nine-tenths of the investing public, it is essential that such a journal as *The Daily Mail* should have a financial department of more than usual magnitude." Mr. Harmsworth, therefore, secured a first-class financial editor and a staff capable of dealing with this difficult subject.

PRINTER AND PUBLISHER has seen a copy of the new paper, and it bears out the promises made.

THE VALUE OF CLIPPINGS.

A WRITER in *The New York Recorder*, in reviewing the work of the modern clipping-bureau, gives, among other things, the following more or less truthful information.

It is estimated that about 1,000,000 newspapers are thrown away, burned or consigned to the waste-basket in New York every day. Yet men have established a foundation for a comfortable fortune by treasuring every scrap of old newspaper and holding fast to it. It is a fact that as much as \$300 has been paid for a newspaper that fifteen or twenty years previous was worth only 3, or perhaps 5 cents. The biggest price on record is \$15,000, which the United States Government paid for a complete file of *The New York Herald*, published during the Civil War.

This business is run in conjunction with the clipping business, a business that often plays a very important part in affairs of state and international controversy.

Many clippings on the Venezuelan question have been called for lately, and the Cubans are spending hundreds of dollars in collecting and arranging the opinions of the newspapers from all parts of the world. Duplicate sets are being made of these, and many of the now very valuable scrap-books have been submitted to Congressmen, Senators and other public men and speakers.

While there is considerable profit in scrap-books, the clipping bureau looks to the commercial world and the unexpected and unusual requests for the best part of its income.

Of these business houses, one of the largest customers is a firm engaged in the manufacture of infants' food. They have a standing order for announcements of births from all parts of the United States, and they pay just as much for the clippings from a country newspaper which states "Silas Reuben of Haytown wears a happy smile. It is a boy," as they do for the illustrated article upon the birth of a young heir to millions. More than 100,000 announcements are sent to them yearly, and every mother mentioned receives an illustrated pamphlet setting forth the merits of the food. An artificial limb concern pays a good price for all clippings of amputations, and a safety-deposit vault company is a continuous subscriber to all clippings of burglaries. Naturally enough, the victims are supplied immediately with a small amount of choice literature on the advantage and safety of placing money in the vaults. Several firms are yearly subscribers for death notices. One of them sends out prices for memorial cards, another shows the latest design in tombstone and cemetery ornaments, artificial flowers, etc., and a Brooklyn photographer became very wealthy by asking for the portrait of the deceased, and guaranteeing to complete, within a certain time, a life-size crayon portrait for a stipulated amount.

A man went to a clipping bureau one day and ordered a complete set of obituary notices of Jay Gould. It was ascertained that he was not a member of the family, nor was he connected in any way with the estate. What he wanted with the collection is a mystery, and bids fair to remain so, but he paid a big price willingly. Another man, evidently an enthusiast, gave an order for everything concerning Charles Dickens, and paid cash for a year's service in advance.

One man is now spending his entire time searching for the early speeches of one of the best known men in New York city. He jumped into prominence in 1876, and says he made the best speeches of his life at that time. Unfortunately, he did not think of clippings until about a year ago. Now he wants all that was published concerning him, and pays big prices.

DESIGNED AND DECORATED CATALOGUES.

ED. S. RALEIGH INLAND PRINTER.

CATALOGUE and pamphlet work has undergone vast changes in a comparatively short time. The inclination is decidedly toward artistic effects. Consumers of fine printing want results, and they will spare neither time nor expense to bring about this desirable end. They now know, positively, that "designed" catalogues and pamphlets are filling a most important office, and it is doubtful if they will ever lapse back to the plain, straight page of type. Consequently the printer will be obliged to exert himself in order that he may be able to supply the customer with what he wants. The artist, the engraver, the typefounder, the printer—all have been called upon to contribute of their tact and skill. The possibilities in this fascinating branch of printing are almost unlimited, and afford unusual opportunities to the artistically inclined printer.

In decorative printing great care and artistic discernment must be exercised in order that good results may be obtained. The cuts may be ever so good and yet, if the printer does not use them as he should, they might better be left out entirely. More depends upon his judgment than upon the art of the engraver.

Ornamental cuts and type ornaments are powerless in themselves to produce artistic effects when used in conjunction with type. The compositor is the one who is to make the artistic combinations. He must take into consideration the relation each cut and ornament bears to each other, as well as to the subject spoken of in the type. Unless much tact and artistic discernment are employed by the compositor, the effect of the engraver's skill is annihilated and the art of the typefounder is as naught. Enigmatical effects should be studiously avoided. Misleading results should be spurned. The use of any cut or ornament simply because the compositor thinks it is pretty should not be tolerated. Let appropriateness and effect be the guide. The compositor should be able to give a lucid reason for anything that he does in this class of work.

It sometimes occurs that the customer's copy for a certain page falls short and does not make enough to properly fill the page. Now here is an opportunity to construct a full page by the judicious combination of the florets, so that the heading will take up the space that is vacant and at the same time produce an artistic effect.

But the printer must be ready to act when occasions arise, and not be obliged to study and devise ways and means after the opportunity has presented itself. He should be able to grasp the situation at once and execute his ideas rapidly and without delay. Time is very valuable in a composing room. Therefore the compositor should so train his memory as to be able to execute any piece of composition on short notice, and be reasonably certain as to the harmony and effect his work will have when submitted to the customer.

Tabular work has its opportunities for embellishment, and the mechanical looking table may be transformed into an artistic page without much difficulty.

All tables have a straight, stiff, mechanical appearance, and it has been often said that nothing could be done to relieve it; but such is not the case. This class of cuts are just as valuable in an office as any other, and they can be used to good advantage. It does not require much embellishment to take the harsh appearance away from tabular work. The usual rule has been to let the tabular work in "designed" catalogues go without any

provision being made to relieve its harsh appearance. This has been a mistake. Proper cuts should be provided for the tables, just as much, if not more so, than for the straight type page. In "designed" catalogue work it is always best to have a regular corner cut made especially for the tables.

These cuts are small and inexpensive, but add a great deal to the page, and at the same time give the book an appearance of harmony throughout.

TRIBULATIONS OF PARIS PRINTERS.

PRINTERS in France deserve occasional windfalls, for they are hedged in by restrictions and regulations which would drive an Englishman mad, writes a Paris correspondent. By a refinement of irony, Article I of the law of 1881 starts with the words "Printing and bookselling are free," which means that a man is free to open a printing office or a bookseller's shop without first obtaining permission from the authorities. But there his freedom stops. Lucky is he, indeed, if he can steer clear of all the shoals, rocks, and quicksands with which the law has surrounded him. For instance, if his name does not figure on everything, except "jobs" (bilboquets), that comes out of his office he is fined for the first offence, imprisonment for the second. Moreover, the law does not define what a "job" is, and magistrates have different ideas on the subject, but a safe rule is to fine the printer. Secondly, let us imagine that our printer receives an order from a customer to strike off some handbills bearing the customer's trade mark. This trade mark is a "colorable imitation" of somebody else's, and "without prejudice," as the lawyers say, to his claim against his rival, this somebody else goes for the printer for "having reproduced, at the demand of an industrial, a trade mark which is a forgery." How the printer was to know that is not clear, but he is lucky if he can get off with a fine, and have no damages to pay. Or, again, a book is printed. The author has made certain extracts from Government or departmental archives. If he has not obtained permission to do this, the printer will have to suffer. Election time, though it may bring plenty of business, will bring a host of petty troubles. It costs a man sixpence to be a candidate—a declaration with a sixpenny stamp on it,—but if he should omit the formality it will cost his printer, not him, a good deal more. Or posters may be on white paper, or paper which looks white in the twilight:—another fine.

Then there are difficulties with the Revenue Department. If a placard is posted in the street, or in a shop window, it must bear a stamp of a certain amount, according to its dimensions; but if it hangs inside the shop no stamp is required. The printer will do well to ascertain his client's intentions, or even pay the duty, which is very trifling. A case occurred once in which a tradesman had had an unstamped placard hanging in his shop for two years. One day he got tired of seeing it there, took it down and hung it in his window. Result: fifteen francs out of the printer's pocket. After these trials it is more than likely that the post office will have a turn at him. A client orders two thousand circulars. The printer executes the order, delivers the copies, is paid, and "there an end" of the matter one would think. But the client sends them through the post at "newspaper rates," and the Post Office authorities immediately come down on the—printer! The French typographer is not to be blamed if he should come to the conclusion that there is more "justifying" than justice about this business.

CANADIAN PRESS ASSOCIATION.

NEW MEMBERS.

TO increase the membership of the association is a move which we all have at heart. The Executive this year are earnestly laboring to this end, and the help of individual members is of value. The secretary would be glad if any member who knows of persons in his vicinity likely to join the association would send the names to the secretary in Toronto. They will then be sent blank forms of application for membership and a report of the last annual proceedings. In this way the work of increasing the number of members can be made more thorough and widespread than through any plan carried out from Toronto. It is not much to ask present members, and no doubt they will cheerfully respond to the appeal.

THE POSTAL LAWS.

"Our Monthly," the literary organ of the Manufacturers' Life Assurance Co., has, after two issues, ceased publication on account of being refused the free carriage of the mails. The publication was creditable enough, but its very title page showed that its primary purpose was to advance the interests of a corporation, and the postal authorities had no option but to declare against its going free. The work of the association in this matter of the abuse of the postal privileges is bearing fruit. The backbone of the Government is being stiffened, and in time, with fresh efforts by the association, the reforms demanded will be carried out.

ON THE DEFENSIVE.

Mr. J. T. Clark's article in the June Canadian Magazine has attracted a good deal of attention and roused some discussion. It is felt to be a pretty severe arraignment of the newspaper, and offers a good opportunity for reply. Either at the next meeting of the association, or in some other way, a defence of the press, outlining its services to the public, and dealing with some of Mr. Clark's objections, should be prepared.

CO-OPERATION.

Mr. Brierley's address at the banquet of the Quebec Province Press Association, suggesting the formation of a Dominion Association, should be followed by some further efforts. There are now several press associations in Canada; none, however, quite as flourishing and active as our own. From the geographical extent of the country a Dominion association might be hard to sustain. It is suggested that a Dominion council might be formed, consisting of the presidents of the various provincial associations, and the cost of an annual conference between them could easily be borne by these various bodies, and a programme for joint action on matters of common concern could be drawn up. One benefit would be more unanimity in the provincial laws in civil actions for libel. Other general interests are also important, and such a council would carry considerable weight with Parliaments and Governments.

Carter Troop, who has gone from The Toronto Week to The Montreal Journal of Commerce, retains his membership in the association. The Week is being edited by a committee, with Mr. Mackay as nominal editor.

New members include Mr. Richard Armstrong, of Toronto, and W. Beattie Nesbitt, of the Nesbitt Publishing Co., who has made application for admission.

SHOULD PAPERS PUFF THEMSELVES?

We cannot endorse all the views of Newspaperdom expressed in the following article.

It must have occurred before this to many self-respecting journalists that there is too much talk about newspapers in newspapers.

It is well enough for newspapers to avail themselves of their own advertising space to announce their special enterprises and to use the space of other newspapers to advertise themselves.

But the everlasting tooting of one's own horn in one's own newspaper is not good sense, good taste, or good advertising.

"Behold me! See how big and how smart I am!"

This, or something like it, is the burden of the daily songs of some newspapers.

It is senseless and nauseating. Readers of a newspaper form a very correct idea of its standing and relative value. They don't need to be told, every day, that it is a great paper. If it really is a great paper they know it, and if it is not they know it.

It is as sensible for a person to go about singing his own praises and recounting his own mighty deeds. Such a person is soon reckoned a bore and a cad.

There are cads and bores among newspapers. They are the ones that shout their greatness and their goodness at you from every page every day.

Saw wood. Print the news. Let others shout your praises.

No one favors "tall talk" from bumptious newspapers about their own success. But a sensible statement regarding a new outfit, or a notable triumph of enterprise is perfectly allowable. The copying of a compliment from a contemporary is quite in order. In fact, there can be no objection to a newspaper doing everything in its power to bring its own virtues before the public. Why not? Of course, if it is done with poor taste, the effect will be spoiled. But the prayer of that shrewd old Scotchman: "Lord, gie us a guid conceit o' oorsels" expresses a great truth, namely, that a majority of people take you at your own valuation.

ITEMS OF PROGRESS.

The Chatham Banner's number celebrating the Laurier demonstration there June 5 was a happy triumph, combining enterprise and efficient party organship. The portrait of Mr. Laurier in two colors on a separate sheet is as handsome a supplement as any ever presented with a Canadian newspaper.

The Neilson Publishing Co. have enlarged the Arnprior Semi-Weekly News for the third time within a year. The paper well deserves the growing advertising patronage and subscription list which it is securing.

The Durham Review has enlarged to a six-column quarto, and looks what it is—a well-conducted, lively home paper.

The Hamilton Spectator was up-to-date commemorating the military manoeuvres with an issue on the Queen's Birthday. The four-page supplement contained photo-engravings of the principal officers, and also the history of each of the regiments taking part, together with articles suited to the occasion.

The Perth Expositor's handsome illustrated trade edition was a credit to the new management. The number contained twelve pages of bright sketches, suitably illustrated, of the business, religious and legal interests of the town. The issue was printed on good paper, and much pains had been taken with the engravings.

THE WEEKLY PAPER AND ITS EDITOR.

BY W. L. D.

CANADA has no need to be ashamed of its provincial weekly press. It compares favorably with the provincial press of the United States or any other country. For sound English it is at any rate superior to its contemporaries on the other side of the boundary line, while in its chief office as a purveyor of local news its average efficiency is also better.

But superiority over a contemporary does not mean perfection. A spavined horse may be able to outrun a wind-galled mare. The weekly newspaper in Canada is infinitely superior to the weekly newspaper of twenty years ago; and twenty years hence a further marked improvement will be apparent. But this improvement does not come of its own volition: It must be cultivated. Hence the character of every newspaper depends upon the energy and ability of the editor.

The country newspaper is the king of its own constituency. There was a time, a few years ago, when a good many country editors trembled in their shoes for fear that the big city weekly would swallow them up. But the big city weekly can no more take the place of the country weekly than can the Washington hand-press the place of the modern swiftly revolving power-press to be found in the press-rooms of the leading city dailies.

The country newspaper is nothing if it is not local. We deprecate localism in a daily paper. But we can with equal consistency commend it in a country weekly; it is its office. A great many editors recognize this, but a great many do not, if their productions from week to week are any criterion. Local news, except on extraordinary occasions, should be given first place. It is waste of space to chronicle in extenso matters which the daily papers have scattered broadcast days before probably. Such stuff is not news, it is padding. News is what will make people talk; news is not what people have already talked about.

The trouble with too many country editors is that they do not get outside enough. They fancy it pays them better to "stick" type or tug at the hand-press than to put on their coats and go out and hustle for both business and news, leaving to an employe (a boy would be sufficient in many instances) the performance of such duties.

Mr. Jones may be depended upon coming in with an item to the effect that he has put a new porch over his door or that Miss Smith, of Blankville, is visiting his daughter Rosina. But there are lots of items that do not come. They must be brought, yes, and often dug for. A man cannot be working the scissors, "sticking" type or sweating over the hand-press, and at the same time hunting for news.

The country weekly should have correspondents at every village or settlement within at least a radius of ten to twenty miles. But there is nothing like the editor's presence at these places now and then. And the now and then should be as systematic as possible. News-gathering means business-reaping as well. The editor should be in touch with the merchants of every adjacent village, and work in an item of news regarding them when possible, whether in the shape of a personal or something more pretentious. There can scarcely be anything more important than a personal, for there is hardly anything that gives more pleasure to most people than seeing their name in print. By these occasional visits and the publication of rural news, the good will of the residents of the respective villages is secured, and following in the wake of this comes

a lengthened subscription list and enlarged advertising and job printing patronage.

Periodical visits to the farmers in the locality are also to be commended. New farm buildings are constantly being erected, new agricultural methods being experimented upon, new stock being introduced, phenomenal vegetables or fruits being grown. This is news. And yet a great deal of it never sees the light of publicity.

The editorial columns as well as the news columns should be as local as possible in their subjects. Very few of a country newspaper's readers are interested in the coronation of the Czar and many other far away foreign subjects. Consequently, editorials on such subjects have no interest for them. And what they have no interest for they do not read. Bright, pithy editorials will be sure to demand attention and secure readers. And the more the editorials are read the more widely diffused will be the paper's influence. Influence is power, and most newspaper men covet power as well as dollars.

While constant confinement to the office of the country editor is to be decried, so is constant absence therefrom. As even the country editor does not possess the power of omnipresence, what he should endeavor to do is to judiciously distribute his presence between the office and the adjacent country. Just as this is done shall we see brighter and better country newspapers and more efficient editors.

THE CIRCULATION DIAL.

A. W. WOOD, advertising agent of The Toronto Telegram, writes as follows to *Printers' Ink*: "In your issue of a recent date you give credit to The Buffalo Evening Times for having originated the circulation dial connected with the presses.

"It is now over ten years since The Evening Telegram placed just such a dial with its presses in the window of its offices, facing on the principal business street in this city. For all time previous to the introduction of this method of demonstrating the actual circulation, the business men of Toronto looked with some degree of suspicion on all the circulation figures submitted to them. Now they regard the circulation of The Telegram as a true and faithful report of each day's issue. In compiling the daily statement which we publish at the end of each year, and which we forwarded to the American Newspaper Directory, all spoiled, mutilated and unsold copies were subtracted from the number of copies printed. This meets any objection to the dial method of demonstrating actual circulation.

"In Toronto I have never met one business man who doubts for an instant the figures of The Telegram circulation when submitted to him. This is sufficient proof of its success.

"This dial has aided The Telegram in establishing a uniform advertising rate. The same price to all alike, and no one is ever offered the inducement of a cut price."

A COLORED INK CONTRACT.

The Phoenix Printing Ink Company, of Montreal, have just closed a large contract with La Presse Publishing Company for a supply of specially manufactured colored printing ink. La Presse is getting out several pages of its large Saturday edition in different colors and the figures quoted by the Phoenix people were closer than those of American firms.

DEATH OF MR. GORDON BROWN.

J GORDON BROWN, brother of the late Hon. George Brown, and formerly editor of *The Globe*, died June 13 at Guelph. Mr. Brown came to Canada with his father and brother in 1844, and when *The Banner* was started he began newspaper work, being then in his sixteenth year. His duties then and for some time after on *The Globe*, consisted of reporting, proofreading, etc. As his distinguished brother devoted his time more and more to public affairs, Gordon Brown rose to more important positions in the office, and in 1860 became chief editor, retaining that post till 1882, when he retired altogether from newspaper work, and was appointed Surrogate Registrar for York County. During a period between 1854 and 1860 he left *The Globe* and was editor of *The Quebec Gazette*, and, in a trip to Europe, acted as correspondent for several papers. *The Globe* speaks thus of his qualities as a journalist: "Mr. Gordon Brown was a born journalist, and he profited much by the severe training which he underwent in the earlier part of his career. He was endowed with great powers of physical endurance, which he, unfortunately for him, overtaxed under the pressure of exacting work. He was quick in his perceptions and was instinctively on his guard against frauds and humbugs, such as every editor has to encounter. He was extremely well read, and to his last day of professional work he kept himself well abreast of current events. He was, to an extent of which the general public knew little, tolerant of other people's opinions when they differed from his own. What is of equal importance, he was an accurate judge of the powers and peculiarities of every member of his editorial corps. He had a faculty of getting the best service out of his writers, by allotting subjects to them which suited their personal idiosyncrasies or accorded with their personal convictions. No matter how able the members of his staff might be, all were prepared to regard his decisions with respect, and to look to him for advice, if not for direction. He was not accustomed in later years to write editorials himself, though he never lost his command of a good editorial style of composition acquired by long and arduous practice in earlier days.

"Mr. Brown rarely indulged in public speaking, an exercise of self-repression which was probably due to an instinctive feeling that he had not the gifts necessary to success in that line of effort. Between him and his elder brother there was in this respect a contrast very unusual in the case of men so nearly matched in intellectual ability. His exclusive devotion of his powers to editorial work was of great advantage to *The Globe*. For many years, while Mr. George Brown was himself its editor, he was chronically embarrassed by the dual position, and he was always ready to admit the difficulty of achieving success as a parliamentarian and a journalist at the same time. In Mr. Gordon Brown's case this difficulty never arose, and the paper profited by his singleness of aim."

IMPORTANCE OF THE REPORTER.

The reporters on a daily newspaper are among the most valuable members of its working force, if they are the right kind of reporters, and no well-regulated paper will have any other kind. The impression still prevails in some benighted quarters that the reporter is the fifth wheel on the coach of modern progress, says *The Minneapolis Times*, and that his services could be dispensed with without serious damage to the community. This view, it is needless to say, is entertained only

by those who have something to conceal that will not bear the light of day. The real newspaper of to-day never underestimates the value of a good reporter, and upon him depends the accuracy and the thoroughness of metropolitan journalism. His judgment is apt to be of material discomfort to the unjust. The newspaper that overworks and underpays the reporter, or that in any way shows a lack of appreciation for his services, is sure to be a poor concern.

THE NEW LITHOGRAPHING CO.

The new Montreal Lithographing Co., Ltd., which purchased the Sabiston Co. estate, has a capital stock of \$100,000 with two thousand \$50 shares. The incorporators are: David Morrice, merchant; Richard White, publisher, and Smeaton White, publisher, all of Montreal, and Frederick William Heath, lithographer; William Stone, lithographer; William Crowley Jephcott, lithographer, and John Irving, artists, all of Toronto, who are the first or provisional directors of the company.

TO FINISH THE EDGES OF BOOKS.

Put a board each side of the book and clamp up firmly in the screw press, then rub the burnisher (steel, agate, or bone) over the edges when the stain has dried, and continue rubbing the burnisher over the edges until a fair lustre is obtained. Allow the edges to dry, turn the book about in the press, and proceed to burnish the front in a similar manner, and finally put a higher gloss on the top and bottom edges by again lightly burnishing them. If the top edges (or all of them) are gilt, allow the gold to become perfectly dry before using the burnisher, or otherwise you will have the gold rub off under the burnisher in little pellets, and the edges be smeared and the labor wasted.



"My boy, do you know it's wicked to fish on the Sabbath?"
 "Isn't fishin', I'm teachin' this ere wum ter swim."
 —Phil May's Annual

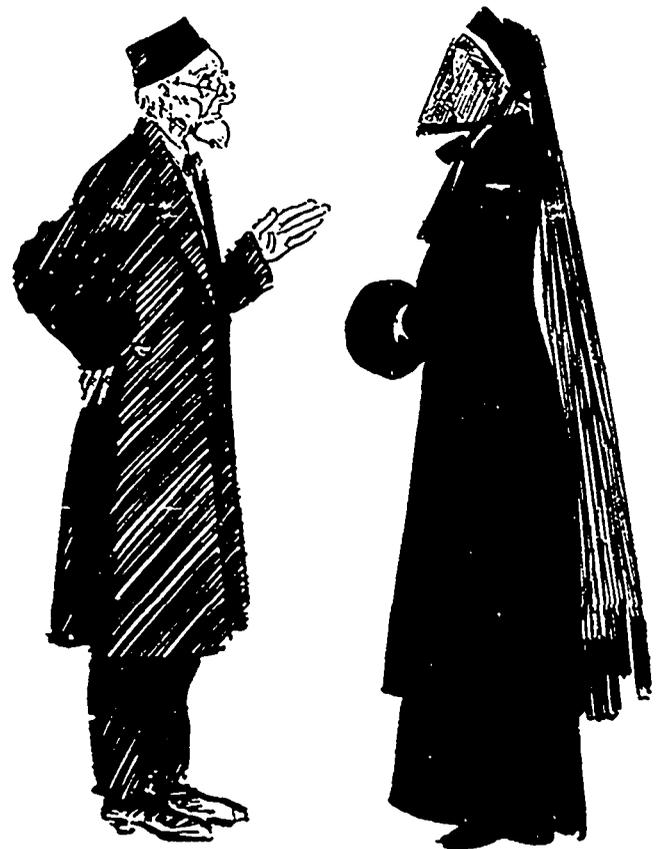
COUNTRY OFFICES AND CITY COMPETITION.

IN this country a good deal is heard about this matter. Some city houses are accused of sending out into the country and taking jobs away from the local offices. Lately, some local offices have captured paying work which formerly went cityward. In England the same problem, under wholly different conditions, is being discussed, and the British and Colonial Printer refers to it in a recent issue. There the provincial competition has been severely felt by city offices. With one-ninth to one-tenth, approximately, of the population of the kingdom centred within the census district of London, at one time at least considerably more than that proportion of the printed matter used in those islands was executed in London. Provincial printers, grasping this fact, some 30 years or so ago began to make serious efforts to secure a share of the work. It was those newspaper publishers who concurrently ran a considerable jobbing business who led the attack. Their inevitable connections with London advertising houses and agencies gave them a certain key to the position. Then not a few London printers were wont to "rush" the provinces in a manner that the provincial printer considered to be unfair. The name of a London printing house carried with it great prestige. It is a matter of history that thousands of orders for cheap classes of printing, ostensibly printed in the metropolis, were in reality printed close to the consumer's own door. These things, combined with others, had considerable influence in inducing the provincial house that had machinery beyond the capacity of its regular home work to try and retaliate, and to keep wheels constantly rotating thereby. The result has been to almost cripple the London job trade. If one were to take the map of England and rule lines to those towns from Perth to Plymouth, north, east, west and south, that now sought and derived work from London, he would practically obliterate the map. Large houses here, handicapped with heavier wages, heavier rents, rates, etc., have one after another felt themselves driven to transfer their works to cheaper localities. Those with country works have been concentrating their executive more and more thereat, and no long interval ever passes without the record of a new migration. So acute is the competition that a new firm attempting to open up business of a general character would almost inevitably lose its capital; the old ones are supported only by long-established connections. There is another side to the question. By setting up great establishments in country districts for the execution of metropolitan orders, the London printer is in effect carrying the war into the enemy's camp, and will probably be in a position to inflict as great damage upon the provincial as the latter has hitherto done to the metropolitan printer. It must be borne in mind that it is not the largest provincial houses that do the heaviest cutting for the London trade. On the contrary, it is the ambitious class of men who employ from ten to twenty machines that are the most keen, acting on the principle that orders derived from foreign ground can be run at low rates owing to the circumstance that, run in between local orders, they fill up gaps that would otherwise represent waste in machine power. Every shilling made in that way is profit and helps to maintain a larger staff of men and machines, available for all local emergencies, than they could otherwise profitably keep together. Now when the London printer is driven to set up his works in counties through which the great trunk lines run, in

towns and villages where he can procure cheap land and cheap labor, it is manifest that he will act on somewhat the same principle, but with the conditions reversed. That is to say, his London connections will form the backbone of his business—and he will look to his provincial surroundings to supply the gaps. He will thereby be in a position to "cut" for this class of work. As a rule, the machinery which he takes down with him to the country will be of a somewhat more advanced order—he will use more perfectors and rotaries—than his provincial competitor had hitherto found necessary for his requirements.

THE NEWSPAPER MAN.

There is much to be learned about newspaper making, but let a man be thoroughly equipped with general knowledge of those things that concern mankind, society and government, and then give him enthusiasm, the power that stirs and inspires, and he will make his way as a newspaper man. This is truer of the journalistic calling than of any other. Yet this does not prove that a thorough general knowledge may not profitably be supplemented by what may be termed a professional knowledge. Knowledge of the sciences of anatomy, physiology, hygiene and materia medica will not make one a successful practitioner of medicine, yet a physician would make very poor headway without them. The physician, besides all the learning in these branches, must have a thorough, practical, experimental knowledge of pathology in all its branches and infinite relations. The editor in general knowledge gets at the financial, social, political pathology of the race, but back of this is a very valuable professional knowledge.—Printer-Journalist.



Widow (ordering tombstone): "And I don't want any maudlin sentiment on it; just put, 'Died. Age 75. The good die young.'"—Phil May.

THE EDITOR PAID UP.

THE Province, the clever weekly of British Columbia, owned by Mr. Bostock, one of the Liberal candidates, is giving the Liberals a strong support in the elections, and tells a good political story at its own expense. The editor of one of its departments said he would give five dollars to the man who was credulous enough to sign his name to a declaration that Mr. Prior was a Minister of the Crown with full Cabinet rank. He said it would be well worth the money to "know who was the callowest simpleton in a city of 20,000 people." The editor thus relates the sequel: "I had hoped that some of the local coercionists who are so loud in expressing their firm belief in Mr. Prior's 'Cabinet' position would have come forward and publicly proved their faith. But I was disappointed. James' Bay, Victoria, has the honor of furnishing the man who still believes in our own 'Cabinet' Minister, however uncomplimentary the declaration may be to his intelligence. Here is the confession of faith which he signed on Monday in the presence of the acting editor, and thereupon bore off in triumph my \$5:

I, James Blackwood, of 69 Superior Street, Victoria, being registered on the voters' list for Victoria District, firmly and honestly believe that Mr. Prior, M.P., is a Cabinet Minister of full rank.

(Sd) C. DELL SMITH, (d) JAMES BLACKWOOD.
Witness to signature.

Victoria, May 14th, 1896.

SEVERAL COLORS FROM ONE IMPRESSION.

Count Vittorio Turati, whose name is just now before the printing world, as the inventor of a new color printing process, claims to be able to print at one impression any number of dif-

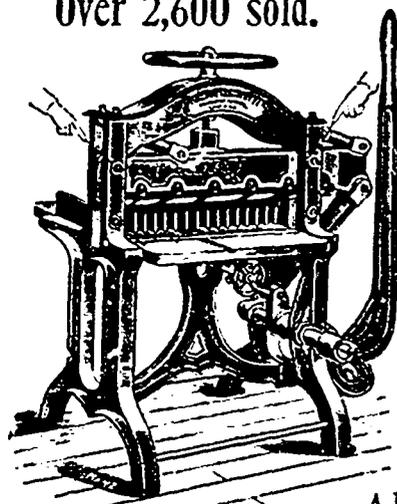
ferent colors. The results achieved as yet are not practically sharp, but when printed at a second impression with a black key very good results are said to be achieved. The new process, which is named "Synchronie," promises to be of great use to the color printer, some examples containing seventy colors and tints having been printed at the rate of 900 per hour.

NO CONSIDERATION FOR CASH SUBSCRIBERS.

The newspaper men in Brazil seem as sensitive of their dignity as though they were all Kaiser Wilhelms. The Rio News relates how a young fellow recently entered a newspaper office in San Paulo to pay a bill and failed to remove his hat. His attention was called to the fault, but he replied rudely. The representative of the press thereupon admonished him. The impenitent citizen, oblivious of the majesty and dignity of the press, returned insult for instruction. The press at once threw an ink-pot at the citizen and followed it up with a cane. A police delegate then took charge of the show, soothed the press by saying that he did right, and carried the citizen off to "quod."

Newspaper proofs are read so hurriedly that it is not surprising to find the columns of the paper "bristling" with errors. All of the most serious of these errors could be avoided if the copy-holder thoroughly understood and recognized the responsibility of his position. Proofreaders and copy-holders ought to be able to change places, and it would be well if this were occasionally done.

Over 2,600 sold.



ADVANCE LEVER PAPER CUTTER

Four Sizes: 22½, 25, 30 and 33 Inches

It is built of the finest materials. Only cutter interchangeable in all parts. All shafts, screws and studs are steel. No lead, or soft metal, used in bearings. Has interlocking finger gauge and clamp. It has figured scale sunk in table. New style lever gives increased strength. Knife dips, making easy shear cut. Has gibs and setscrews to take up wear. It will last a lifetime. See the Advance, you'll take no other. Positive guarantee with every machine.

ADVANCE POWER CUTTER

A high-class cutter at a very low price.

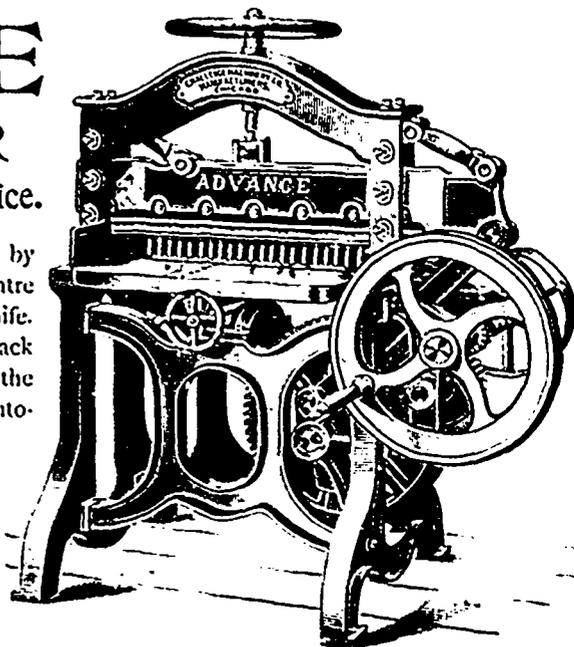
It is fitted for hand or steam, is solidly built, the frame is firmly stayed by two substantial cross-braces, upon which is bolted the arch that supports the centre of the bed, making it perfectly rigid and firm under pressure of clamp or knife. All shafts, screws and studs are steel. All gears are cut. Has interlocking back gauge and clamp, by which paper may be cut to within three-fourths inch of the knife. It has brass figured rules in bed, back and front. The throw-off is automatic and stops the knife instantly, or it may be thrown off at any point.

THE CHALLENGE MACHINERY CO.

Sole Manufacturers CHICAGO, ILL.

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Wire Stitchers, Paper Cutters
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Embossing and
Gilding . . . Presses

The J. L. MORRISON CO.

Manufacturers and Importers of

Bookbinders' Machinery

AGENTS FOR
Seybold Machine Co.

28 Front St. West
TORONTO

THE CARE OF HALF-TONE BLOCKS.

THE multiplicity of half-tone blocks which now pass through the hands of the average printer is becoming a serious responsibility, especially where he is required to keep them with the view to use at some future time. Answers to correspondents in the trade journals show that information is wanted on this point. One recommendation, which is certainly a practical one, is to clean the cuts with turps, not with alkali, and to coat the block with hot paraffin wax, afterwards carefully wrapping in paper and putting away in a cabinet. Process Work and The Printer, however, suggests that in establishments where the number of half-tone blocks is considerable, it will soon be found rather expensive to have ordinary trays for all of them. A set of drawers is better, and these need not necessarily be of a shallow description usually prevailing in the composing room. Drawers of any size will do, and if they are, say, 6 to 8 inches deep, and about 18 inches wide by 14 long, expense will be saved as compared with drawers of smaller capacity. To use the whole of the space of the drawers to advantage, trays should be made of strawboard or millboard covered with binder's cloth of a cheap description, with tapes attached firmly at each end to lift by. These trays may then be put one on top of another in the drawer until full. Each block should be numbered, and a reference book kept so that by a label on the outside one can see at once what numbers are contained in any particular drawer. Thus, if a block is at any time required from the stock, it can be turned out without searching hither and thither.

THE YARMOUTH LIGHT.

The weekly press of the Maritime Provinces is not second to any in this country. The Yarmouth Light, on entering its seventh year, is enlarged to an eight-page six-column paper, and for clean setting and well condensed news deserves the warmest praise. The affairs of the district are looked after and recorded with completeness and skill, and it is not surprising

that the publisher, Mr. C. Carey, has enlarged his paper for the third time in its history. The Yarmouth Light is a good example of what a local journal should be—clean, moderate in tone, and typographically excellent.

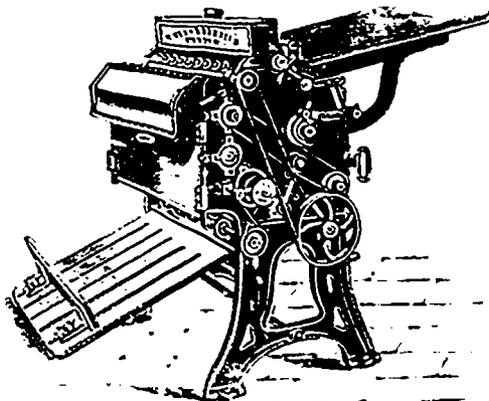
DON'T NEGLECT THE BUSINESS END.

It is of advantage for the head of a printing business to be a practical printer, or to have at least some idea of the technicalities of the trade; but it is of far greater importance that he should be a good business man. Where one man fails to make a business pay because of ignorance of its technicalities, a dozen men fail because they lack ordinary business common sense. Printing is a manufacturing business, but it is also a business of buying and selling, and it is easier to hire men who can attend to the former than the latter. Of course, it is best to know all of these things, and the man who does has an advantage over those who do not; but as between a good printer who is not a good business man and a good business man who is not a printer, the latter has the advantage every time.

ANOTHER MILL PROJECTED.

The North American Paper and Lumber Co., with headquarters at Halifax, N.S., is seeking for incorporation with a capital stock of \$2,500,000. It proposes to manufacture lumber, pulp, paper, wooden goods, etc. This company expects to build pulp and paper mills at Halifax, claiming that the cost of coal is so low as to make favorable competition with American pulp and paper mills run with water power. It is understood that the prime movers in this enterprise are Americans, although several large timber land owners and Halifax capitalists will join in the venture.

Mr. John Houston has sold his half interest in The Nelson, B.C., Tribune, for about \$2,500 to parties stated to be representing Mr. Mara, M.P.



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Bronzing and . . .

SIZES: 12 X 20, 14 X 25, 16 X 30, 25 X 40, 28 X 44.

34 X 54, 36 X 54.

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This is the Largest Concern in the
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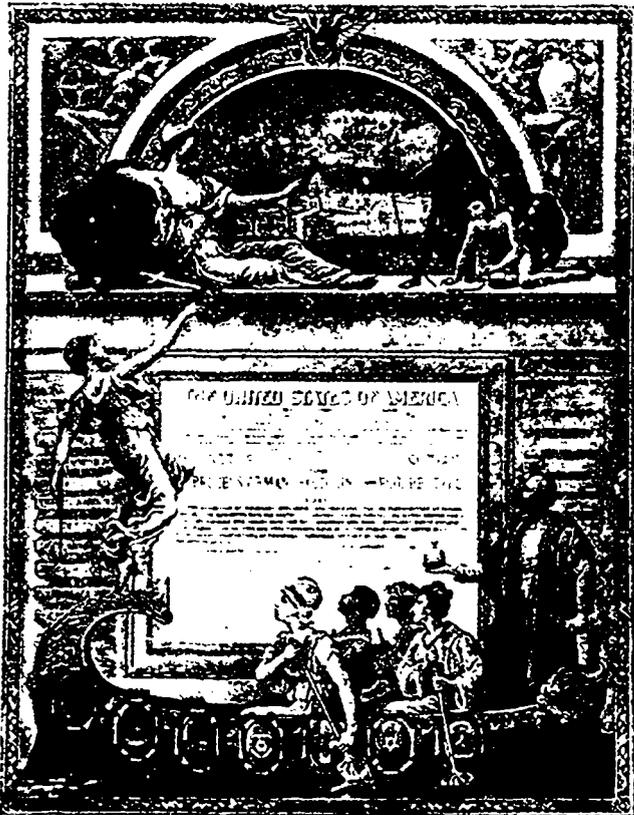
THE American Type Founders Company are Manu-
facturers and General Selling Agents for all
of the High-Grade Printing Machinery and
Material made in this Country 234567890

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BRANCHES in Boston, New York, Philadelphia, Chicago, St. Louis,
Baltimore, Buffalo, Pittsburgh, Cleveland, Cincinnati, Minne-
apolis, Milwaukee, Kansas City, Omaha, Denver, Portland, Ore.,
San Francisco, Atlanta, Ga., Dallas, Tex., Toronto, Montreal,
Can., London, Eng., Melbourne-Sydney, Aus., Madras, India.

WORLD'S COLUMBIAN EXPOSITION DIPLOMAS AND MEDALS.

AFTER the long delay the medals and diplomas of award of the World's Columbian Exposition are being delivered to those who are entitled to them. The medal is in bronze, 3 inches in diameter, and was designed by Will H. Low and C. E. Barber. On this page will be found a reproduction of the diploma of award, furnished to us through the courtesy of the American Type Founders Co., who received five diplomas, covering the Benton punch-cutting machine, Barth automatic type-casting machine, automatic space and quad-casting machine, self-spacing and copper alloy type, and for excellence of design and assortment of faces, as shown in specimen books. The original diploma is a steel engraving on Japanese paper, furnished specially by the Imperial Paper Mills of Japan. The size of the paper is $25\frac{1}{2} \times 36\frac{1}{2}$ inches, and the size of the



One of the Diplomas of Award given by the Board of International Judges of the World's Columbian Exposition to the American Type Founders Company.

plate is $17\frac{3}{4}$ by $23\frac{1}{2}$ inches. The diploma was designed by Will H. Low, engraved by Charles Schlecht, and printed by the Bureau of Engraving and Printing at Washington. Each award is printed in type. Outline type was used for all display lines, and the awards proper were printed in Quaint Open, Cushing and Self-Spacing old style. All of the type used was furnished by the American Type Founders Company. Washington hand presses were used, most of them being of the patent rolling-bed pattern, made by the Cincinnati branch of the American Type Founders Company.

The electrotypes of the medals are furnished to exhibitors only upon application to the Secretary of the Treasury, Washington, D. C., under the Act of Congress of March 2, 1895, which makes it a misdemeanor punishable by fine and imprison-

ment to make or reproduce fac similes or photographs of the medals. Fac similes of the medal were also sent to us through the courtesy of the American Type Founders Co., but have not up to the present time been received. The face of the medal is a representation of Columbus stepping on land from his boat, and his name and the date are engraved in ancient characters in one corner. The reverse side is a scroll, the wording of which indicates the honor won by the American Type Founders Co., and round about are several artistic ornamentations. The medal is a very handsome one.

DON'TS FOR THE PRINTER.

AN experienced man in the trade has evolved the following guiding maxims for printers:

1. Don't go into business at all without a certain foundation that promises permanence. Let that word Permanence be your keynote. If you have held responsible positions in firms, and enjoy any degree of popularity, you will receive many promises of support, doubtless; but take them for just what they are worth; don't over-assess them. Look for the quality of continuity in them, and if they lack that don't lean on them.
2. Don't be too eager to extend. Don't spend lavish money and lavish energy in trying to divert other people's clients to yourself. Remember that any customer you may buy by "cutting" prices or by giving more than value for money, is open to be bought away from you by any other bidder.
3. Don't ever "cut" on a first transaction with the idea of recouping on future ones. When the new customer comes along for his estimate, fix the price at a level that will pay you, but don't be greedy, or you will get left.
4. Don't seek to accept any business without fully considering how that business will fit in with your present undertakings. It is easy to disjoint your work and lose repute with those who have trusted you.
5. Don't be tempted to "put a little on," beyond your legitimate margin of profit in the belief that your client is attached to your house and averse to change. An extra shilling gained in that way may lose you many pounds in a year.
6. Don't ever lose sight of a customer when once made. Make a study of him, of his work, of the periodicity or rotation of his orders—and "see that you get them."
7. Don't crowd your hand too full, for work conducted at unreasonably high pressure is seldom well done. On the other hand,
8. Don't leave too much room for lax discipline, for even more good work is spoiled from this cause than from too great pressure.
9. Don't burden your hands or your mind with too great detail. So organize your establishment that these may be left to efficient servants, whilst you deal with broad plans and principles of management.
10. Don't ever lose control of your office until you feel justified in leaving it altogether to one whose interest in it is as keen and as permanent as your own.
11. Don't ever impose a "buffer" between yourself and your clients, or one morning the "buffer" will run away with the train—otherwise pocket your connection.
12. Don't forget suggestions 1 to 11, which all point to the same text—Preserve your connections, however humble, for there is great profit in permanence.

ANOTHER MECHANICAL COMPOSER.

THE telegraphic reproduction of stereotype plates for newspaper printing is reported to be among the latest achievements of electrical invention. It consists in the transferring and reproduction of exactly similar newspapers in widely separated cities by means of the electric current in season for practically simultaneous production.

A New York newspaper could thus appear in Boston, Chicago, or New Orleans without being sent through the mails. The inventors claim for their apparatus not only increased rapidity, but they say also that it will reduce the cost of printing. The inventors and patentees, C. Meray-Horvath and C. Roar, at Graz, describe the working of the apparatus as follows :

"The copy is first of all run off on a typewriter, which serves as a corrector's proof. A special attachment releases a narrow strip of silvered paper, which is covered by a number of short strokes and dots, constituting an alphabet peculiar to this machine. These strokes and dots are made by means of a chemical fluid, which so changes the metallic surface of the paper that it becomes non-conductive.

"Any corrections becoming necessary can be made on the strip of silver paper; inserting or cutting out of copy is also easily performed. After being edited and corrected, the long strip of silver paper is rolled up on a spool and inserted into a telegraph apparatus, which, when set in motion, will reproduce the same strokes and dots on a similar silver paper at any distance, and in any number of apparatus connected at the same time.

"These strips of silvered paper are placed into the 'electric typograph.' The strip passes beneath six points of electric contact covering the entire width of the metallic surface. The typograph operates in such a way that the steel type representing each character is imposed upon a prepared cardboard in the proper order. An automatic mechanism provides for the varying width of the type, for the spacing and alignment, and for the moving of the cardboard at the end of the line.

"The cardboard, fully covered with characters, represents one solid column of copy. As compared with the type-setting machines now in use, this apparatus claims the advantage of correcting and editing the entire copy, from typewritten proof sheets. The inventors claim for the typograph that it will do the work of eight expert typesetters, and save two-thirds of the cost of setting up the copy by hand."

WADE'S INKS.

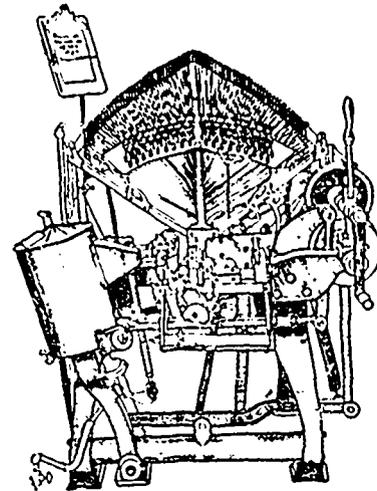
Mr. Harry Mason, of H. D. Wade & Co., manufacturers of black and colored printers' ink, New York, has been visiting Canada this week. Buntin, Gillies & Co., Hamilton, carry a full stock of Wade's inks, which have a high reputation wherever they have been used.

Amateur Poet (who has called at the office twice a week for three months): Could you use a little poem of mine?

Editor (ruthlessly determined that this shall be his final visit): Oh, I think so. There are two or three broken panes of glass, and a hole in the skylight. How large is it?

H. Gummer, proprietor of The Guelph Herald, and R. Elliott, proprietor of The Ingersoll Chronicle, have been in Montreal attending the Foresters' meeting.

THE



Our 1896 Style.

A Money Saver.

Rogers . . . Typograph.

What they say about it.

HAMILTON TIMES.

"We find them satisfactory. Net profit for the year, \$4,105.00."

CHATHAM PLANET.

"Both of the machines are giving entire satisfaction in every respect. Saving for one month, \$94.70."

WINDSOR RECORD.

"We have found it cheaper than hand composition, besides the advantage of a new dress daily. Saving for the year, \$1,125.00."

MONTREAL STAR.

"Saving for seven weeks of 1895 in comparison with seven weeks of 1894—\$796.90, and 160 columns more type. It pays."

RENFREW MERCURY.

"Of the economy of the Typograph in an office requiring 100,000 ems a week, I have no doubt."

WHAT WE CLAIM.

Our claim to-day is the same as it has been for past four years, namely, that we CAN and DO produce CHEAPER TYPE than any other type-setting device on earth.

Manufactured by . . .

Canadian Typograph Co., Ltd.
WINDSOR, ONT.

TOOLS AND FINISH.

HAPPY the man who is careful, for his efforts will be appreciated; thrice happy the man who is appreciated, for he is not only satisfied with himself and his work, but others are satisfied with him. In work of any kind, says Louis F. Fuchs, in *The Typographical Journal*, no recipe will bring about the due meed of appreciation so quickly as a carefully finished job, and this applies equally to the most modest or the most elaborate kind. If, for example, a really original idea or combination of rule work should strike a compositor's fancy, even when the utmost taste and harmony in the accompanying text is evidenced, the result will still be unsatisfactory if the rule work is not nicely finished. There is no real merit in an idea unless that idea is perfected, and bungling work is never perfection. It may be argued that an idea is always more or less crudely presented when first it makes its appearance, but while this is true when it marks a new era or strikes a new path, it cannot be consistently said that, under advanced conditions in any field of endeavor, a crude presentation of any idea, however new, is justifiable. When finish depends on the application of known methods, and tools and appliances are not lacking, bungling work becomes clearly the offspring of inaptitude of the individual. This makes the argument that a first stride must necessarily be an experimental or crude one too weak to be tenable.

In the printing trade tools are not lacking to give finish to work. In the kind of work now under consideration, as well as in every-day job work which is sought to be first-class, the file and piler play a more important part than any other tool used. In large offices, strangely enough, there is frequently an almost entire absence of rule-cutting machinery, leaving out of consideration the regulation lead cutter. Hence, when it becomes necessary to bevel rule into any angle it devolves on the file to do the work in the hands of the compositor. Now, in the hands of the expert rule filer the result is almost as well accomplished as could be done on any machine, and usually in less time. Observation will show, however, that the filing of rule with success is an art requiring a steady hand, a good eye, and a slight knowledge of the principles of geometry. When these qualities are present in the individual, and he possesses a good sharp file, he can afford to ignore the rule-bevelling machine, which, while it will cut rule up to a nonpareil with accuracy and despatch, usually becomes a snare and delusion if thicker than that is wanted; and, of course, if a distinctive cut is required for the face only, the machine is useless. A file then is the pre-eminent tool of the printer having artistic aspirations. And as it is his chief tool, he should so regard it, taking care to preserve its usefulness by proper handling. If he takes a moment's time and study its construction he will see that it is meant to cut but one way, just like a saw. A heavy pressure on the back-draw will not only not assist in cutting the metal, but will eventually dull the fine points of the teeth by wear. Equally important is it to use the file for brass only, as lead or any other softer substance will clog it, necessitating in turn frequent cleaning, which is about as good a method to render it useless as any known.

A good filing chute can readily be made by anyone on the lower right corner of the stand case. A simple block of wood cut to fill the quad box to an even height with the outer frame of the case will give a substantial rest on which to nail or screw a six-to-pica rule, bringing the one end to the right edge of the

case. Top and bottom of this should be screwed pica slugs of about equal length with the rule, thus making a chute into which rule may be laid and easily bevelled, the only holding necessary being to prevent the rule from slipping from the file. A chute so placed and made will save much work and give the right arm a full free swing. If the same edge of the case, but higher up, is used, the contrivance can be amplified by a top and left side stop against which rule can be braced and filed on the face in any way desired. The arrangement will take but a few minutes to make, and if firmly screwed, will withstand any pressure.

Another good and simple way to facilitate work in rule is to "cut under," that is, when rule must meet closely (which ought to be always in good work) to file the face slightly longer than the base, thus making the tops touch, but not the bottom. A very little difference should be made, however, as rule, so filed, should it be but a hair's breadth longer than the lock-up squeeze permits, will tilt up, setting off the rule in immediate conjunction with it.

The chief reason, however, why well finished work is not more often produced, is because insufficient time is taken to do it properly. For my part, unless I saw my way very clearly to the realization of my goal, I would forego anything elaborate, unless my instructions were "fancy" and "rush." Even then fancy should become so only in the ratio of time allowed. No man, to do himself justice, should attempt what is clearly out of the range of possibilities. Thorough finish of an elaborate subject cannot be hustled, and where it must be so done the elaborate had best be left off. Effectiveness can still be attained with finish, and in short time this should be the limit aimed at.



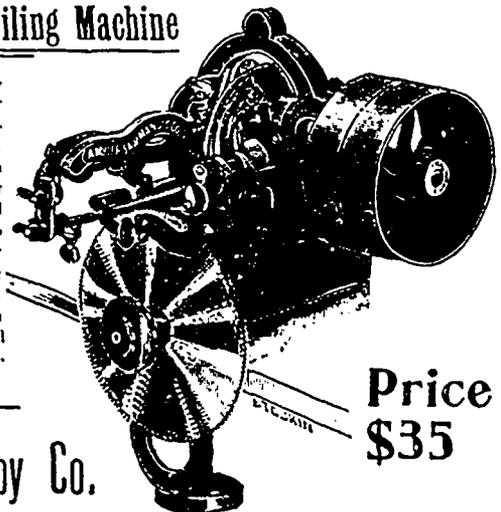
"Baby" Saw Table.

Top of table 11 x 11 inches. Hinged at back so it can be lifted to change the saw. Adjustable to height desired by the screw in front. $4\frac{1}{2}$ -in. saws can be used. Will cut through a piece that is type high with a $3\frac{1}{4}$ -in saw. Pieces $6\frac{1}{2}$ -in long can pass between the saw and the belt.

Weight, 35 lbs. Weight of counter-shaft, 40 lbs. Price, \$30. Counter-shaft, \$10 extra.

Ambler Saw Filing Machine

Automatic in operation and will keep a saw true and round. Files straight across the teeth. Will operate on teeth $\frac{1}{2}$ in. in length or smaller. The vise will admit saws from 4 to 16 inches in diameter and with any size hole not smaller than $\frac{1}{2}$ in. Can be fastened to an ordinary work-bench and does not require a counter-shaft.



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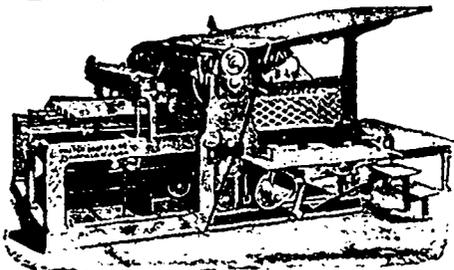
IT IS fully up to date, and built correct. The distribution is all right, having four rollers, the ink is thoroughly cut up and evenly applied. For speed we guarantee our press cannot be equalled. Is this saying too much? We stand ready to prove it. Why run slow presses, when a PROUTY can double your output? Don't this mean money?

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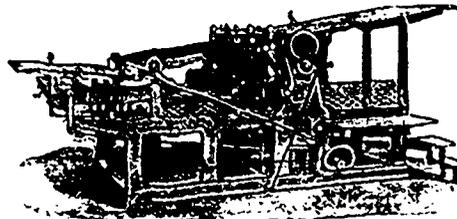


Class G—Two-Roller, Two-Revolution Press.

SCOTT Printing Presses

*"If not superior to all others
are certainly inferior to none."*

Our Illustrated Catalogue, giving full description of these and all our presses, sent on request



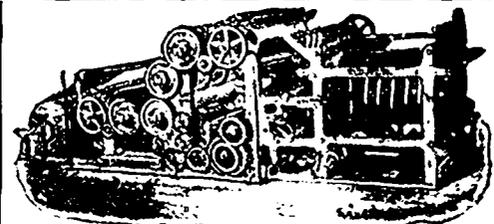
Class HN—Two-Revolution, Four-Roller.

The Best Press for
Book Printing,
Railroad Printing,
Newspaper Printing,
All kinds of Printing.

Walter Scott & Co.

PLAINFIELD, N.J.

Times Building, New York.
Monadnock Block, Chicago.
Security Building, St. Louis.
Carter Building, Boston.



Class UN—Newspaper Printing and Folding Machine.

A DISSERTATION ON RULES.

NO office can be regarded as fitted up upon modern ideas which is not provided with a good supply of the new "labor-saving" rule. The name given to it conveys but an inadequate idea of the time saved in the execution of jobs by using it. Work which formerly took hours of labor is now being done by it in a far superior style in a few minutes.

This kind of rule should be bought cut to the standard generally prevailing in the office, or that which it is intended to adopt. English as well as foreign foundry now supply it. There is a large variety of rule with mired end pieces, and cut in lengths of ems and ens for building up any size. The German "labor-saving" rule is cut as small as 2-point and even 1-point removes.

The practice in most offices of allowing brass rule to be cut with shears and cutters, as required, at the will of the compositor, cannot be too strongly condemned. The quantity of rule wasted in this way in the course of a single year is enormous, and its value often runs to a large figure. All rule should be kept in proper cases, made especially for the purpose. The rule itself should be cut to the standard pica of the office, and in sizes varying from 1 up to 24 or 30 ems by removes of ens, from 30 to 60 by ems, and above that by 2 or 4 em removes. These should never be allowed to be cut on any pretext whatever. These remarks also apply to dotted and other rules, such as waved ones. If compositors cannot work up to rules thus cut, and thus avoid cutting odd sizes, they are not worthy to hold a frame. The regular-size plan also saves time in justifying waved rule, when used as dashes, thus requiring proper lengths of leads to justify them in the middle. This also saves the cutting of leads.

For table work cases should also be made up with rules cut to ems of the body used. If this plan is adopted the use of shears may be forbidden. This rule will also conduce to quickness in production of work.

Fancy rules are now often made of zinc, this metal being much cheaper than brass. Zinc rules have not, nevertheless, made much headway in the trade, as they are open to the objection that water causes it quickly to oxidize, and thus to spoil it. Large fancy patterns are often made in zinc rule, and cut to lengths. They are used as combination rules. The lengths being cut to ems, they are useful for building up borders of posters. They are preferable to wood, as they last longer, give a better impression, are easier to make ready, and join better.—London Stationer.

CATCHING THE ADVERTISER.

The Woodstock Sentinel-Review makes a good point in an appeal to advertisers. It points to the fact that its daily circulation last week was 2,139 each day, or 12,835 for the week, compared with 9,385 for the corresponding week of 1895. This gain in circulation is of much value to the advertiser, but the advertising rates were struck in 1891 and have not been advanced since. This is a sound argument. Some papers, where the constituency will warrant it, advance their rates as the circulation goes up. As The Sentinel-Review has always held out for a good rate it has not felt the necessity of doing so. There are doubtless other papers similarly situated, and in these cases it is well to let advertisers know the increased value of the medium.

Maple Card and Paper Mills

You can save money by doing business with us. We can offer "Snaps" that no other firm can. Write for our samples of fine Card and Papers. It will pay you to do so.

Mills at
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14 St. Therese St., MONTREAL.

Co-operative Freights . . .

For importers of small shipments.
HOW? Write us for particulars.

BLAIKLOCK BROTHERS, - MONTREAL.

NOW PUBLISHED

Lovell's Business and Professional Directory
FOR 1896-97

Of every City, Town and Banking Village in the Dominion. A volume of nearly 2,000 pages. Price to subscribers, \$5 00, Non-subscribers, \$7.50. Orders received during the next 10 days will be filled at the subscription price of \$5.00.

A large sum of money and great care has been expended upon the work, and the publishers believe it cannot be anything else than satisfactory to anyone using it.

JOHN LOVELL & SON,

Montreal, May 15, 1896.

PUBLISHERS.

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TORONTO AND
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Two great business schools under one management.
Students admitted at any time. Free circulars.

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Wholesale Dealers in all Classes of Papers

WRITINGS, PRINTINGS,
.. LINENS ..
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Papers

... Also General Stationery ...

Special Bargains in Coated Book and Label Papers.

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PRESSES WE manufacture a line of self-feeding job presses that will print from the web a form from 8 x 12 up to 26 x 36, which, by the use of attachments for cutting the web crosswise and lengthwise, can be made to produce and deliver almost any size of sheet from a few inches square up. We also build larger

ROTARY WEB PERFECTING
PRESSES . . .

for a fine grade of cut work, and for printing from one to four colors on one side and one color on the reverse side, at a high rate of speed. Our Machine for Printing, Cutting and Scoring irregular sizes is superior to anything in the market.

The Kidder Press Mfg. Co.

26-34 Norfolk Ave.

BOSTON, MASS., U.S.A.

Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

THE MARKETS.

CONTINUED activity rules in the Canadian market for all grades of paper. News is still in very large demand and the mills have all they can do to fill orders. One large Toronto daily was driven so close to the line last week that there was not enough paper left in the press-room to have printed another five hundred copies, owing to the inability of the mill to ship fast enough. The demand is expected to continue strong until after the elections, with the prospect that the summer will witness unusual activity in news owing to the summer session of Parliament and the deep interest taken in the proceedings.

There is also a brisk demand for books, and manillas are moving freely.

Generally speaking, prices have been maintained, but there are rumors of "shaving" in order to secure business in a few cases. The practice has not developed to any great extent, but a timely hint may prove beneficial in stopping it.

U. S. DUTY ON CANADIAN PULP.

The American Customs officials have experienced some difficulty in arriving at a proper basis of valuation on wood pulp shipped into the United States from Canada, especially at Sault Ste Marie. The invoice price has varied from \$18 to \$8.50. An officer of the U. S. Customs recently visited the city and consulted with a number of those interested in the pulp trade for the purpose of obtaining information to enable the U. S. authorities to arrive at a definite conclusion on the matter. The prevalence of opinion appeared to be in favor of from \$10 to \$12, dry weight. The matter is further complicated by the U. S. law, which provides that where an article imported has no market in the country of export the value of such imported article for Customs purposes shall be the cost of manufacture, plus 10 per cent. The distance at which the Sault Ste Marie mills are situate from the paper mills is such, coupled with the fact that many of the mills produce their own pulp, that it is claimed there is at present practically no home market for the pulp in that district; hence it is entitled to enter the U. S. at the lowest valuation, which is the cost of production.

EXPORTING PAPER.

There is a good prospect of an extensive export paper trade being built up with England and other countries if Canadian manufacturers embrace the opportunities open to them. Especially is this the case with the great commercial metropolis of the world, where the number of newspapers, magazines and periodicals is increasing with wonderful rapidity. Already thousands of parcels of American paper are imported into Great Britain every month. American news has for some time past

been extensively used in the London newspaper offices. At present the product of the Canadian mills is required largely for home consumption, but with enlarged capacity in the mills, coupled with the great natural advantages derived from possession of the world's supply of pulpwood, Canada will in the very near future develop into a great paper-making and exporting country.

STOP CUTTING PRICES.

Rumors are again current of prices being cut slightly in some quarters in order to secure business. There does not appear to be any necessity for it, as a steady demand is reported. The cutting of prices will be disastrous to the trade if the practice is allowed to develop. There can only be one end, and that is heavy financial losses and no real benefit to those who countenance it. Is not the present, when trade is fairly good, an excellent opportunity for the manufacturers to arrive at some understanding by means of which so fatal a practice may be permanently prevented and the interests of all interested be conserved? Paper and Pulp News will be glad to receive suggestions on the subject and to lend its aid in bringing about so desirable a result.

AN EASTERN PAPER FIRM.

E. & A. Whiteford, whose advertisement appears in this issue of *PRINTER AND PUBLISHER*, are one of the enterprising eastern paper firms. They have their offices and warehouse, as noted in their advertisement, on St. Therese street, Montreal, where they carry a complete stock of paper and card stock. Their paper mill is situated at Portneuf, about thirty miles above Quebec, where the Portneuf river gives them first-class water power. In addition to their paper manufacturing business the Messrs. Whiteford are interested in the Portneuf Pulp Mill, and in the manufacture of their paper consume the great bulk of its output. Communications from the trade for samples, quotations or any other information addressed to their St. Therese street office, Montreal, will be promptly attended to.

MANILLA WRAPPING.

The paper mills have experienced a phenomenal increase in the demand for manilla for home consumption in the past few years, and the demand continues. It is not necessary to go very far to ascertain the cause of this growth. An object lesson may be obtained in almost any store, but especially the butchers', grocers' and bakers', where, a few years ago, the surplus stock of daily and weekly newspapers, having in some cases abnormally large circulations with which to dazzle the confiding advertiser, supplied the standard wrapper. Now it is the exception rather

than the rule to receive a parcel wrapped in anything except clean manilla. Thus cleanliness and neatness are promoted, and everyone benefitted by the cheapening of manilla.

THE CARE OF BLOTTING PAPER.

A QUESTION which is engaging the attention of dealers and stationers to a greater or lesser degree is that of the preservation of blotting paper in such condition that it will always be marketable. Probably the wholesalers receive more complaints from their customers respecting blotting paper than any other article. In conversation with Mr. Alex. Buntin, of Buntin, Reid & Co., a few days ago Paper and Pulp News obtained some valuable information respecting the care and treatment of blotting paper. For the benefit of those who have not given the matter close attention, and there are many who, while complaining that their stock becomes hard and loses its absorbent powers, do not attempt to ascertain the cause, the experience of Mr. Buntin as related by himself is repeated. "Some time ago," said Mr. Buntin, "I bought about \$3,000 worth of blot from our own mills and had it stored on the third flat, where it remained for a long time, not a sheet of it being sold. It had got hard and dry and no one would take it. I had it removed to the cellar and placed on a low platform in the dampest place I could find, and every day one of the boys sprinkled the concrete floor in that part of the cellar with water. In a short time that paper was in prime condition, and I had no difficulty in disposing of it at remunerative rates. Blotting paper if properly manufactured will absorb from the surrounding atmosphere just sufficient moisture to keep it in prime condition—always provided that the moisture is in the atmosphere for it to absorb. The moisture keeps the fibre open and the clay moist. Many dealers store 'blot' away in the upper storeys, where the air is usually warm and dry, with the result that the fibre becomes close, the clay hard, and the 'blot' is practically useless. That experience of mine has proved most valuable to me, my sales having largely increased since I have adopted this method of handling 'blot.' I have frequently made experiments, with the result that a 60-pound 'blot' after being stored for some time in an upper flat weighed out only 52 pounds, and was dry and hard. The same paper after being treated as I have described has weighed out 64 pounds."

ELECTION PAPER.

Buntin, Gillies & Co., Hamilton, secured a large number of orders for paper on which to print the election ballots. Besides advertising in *PRINTER AND PUBLISHER* they sent a circular to each returning officer throughout the Dominion, asking him to hand the sample of paper, which they enclosed, to the printer whom he was employing to print the ballots. It was a good scheme, as the returns have shown.

THE MASTERMAN MILL.

The Masterman Sulphide Fibre Co.'s mills at Mill Cove, on the Miramichi, near Chatham, N. B., have now been in operation about a month, and the stock that they are turning out is said to be of exceptional quality. This mill was fully described in the February issue of this journal, but it may be interesting to repeat that it employs over 70 hands, and has cost over \$100,000. It has a capacity of 30 tons of dry pulp per day, the largest mill across the lines only having a capacity of

50 tons. As wet pulp is from 30 to 40 per cent. moisture, some idea of the capacity of the Masterman mill is gained. Contracts were entered into for two million feet of spruce lumber some time ago, and the firm is busily engaged converting this into pulp. Wm. Masterman, of Montreal, is the promoter of this new enterprise.

AN AMERICAN IMPORT DUTY ON LUMBER.

A short time ago Warner Miller, of Detroit, one of the most prominent lumbermen in the United States, and a leading Republican light, was in Montreal. It is learned that in conversation with some gentlemen there interested in the trade, he assured them that his party, in discussing the details of the new tariff that they prepared to submit, had been strongly for the re-imposition of the import duty on manufactured lumber, and that when the bill was submitted it would very likely be among the new provisions which it was proposed to enact. This being the case, it will be interesting to watch how the news will be received by those short-sighted Canadian lumbermen who, for the sake of a slight benefit to themselves alone, have been killing the goose of the golden eggs in the shape of raw material. They have done everything in their power to prevent the Canadian Government from imposing an export duty on saw logs and spruce pulp-wood because they feared that such action would cause the American Government to re-impose the import duty on lumber. Like Artemus Ward, who was quite willing to sacrifice all his wife's relations in the Civil War, they were quite willing to sacrifice the interests of the pulp trade and the wider interests of the country generally for their own particular gain. Now, however, that there is every prospect of the boot being on the other foot, after their slavish truckling to the Americans, their position is not an enviable one. They will want the assistance of the very men they have been damning up hill and down dale, to combine with them in bringing pressure to bear upon our Government to enact the very export duty on saw logs and pulp wood that they have been holding their hands up against in holy horror as iniquitous. In order to protect themselves they will either have to impose an extra cost for the raw material the American lumbermen are now obtaining to counteract the import duty on Canadian lumber, or by using a Canadian export duty as a lever endeavor to force the Americans to grant reciprocity on lumber. There is little doubt that this latter move will be successful if Canada only takes prompt and decided action, as there are immense lumber and pulp interests in the United States absolutely dependent upon Canada for their supplies of raw material. Besides, it may be noted that the Republican committee on the tariff plank of the platform have, in their report, strongly urged that the United States do everything possible in their power to secure such reciprocal tariff legislation with their neighbors as will benefit their manufacturers.

PROJECTED IMPROVEMENTS.

Alexander Buntin & Co. contemplate extensive alterations and extensions in their paper mills at Valley Fields, which will materially improve their facilities, and enable them to turn out a larger quantity of paper of better quality without any increase in cost. The plans are matured, but on account of the uncertainty on the tariff question owing to the election now pending, the work has been delayed until July.

A LARGE ORDER DECLINED.

Recently the Deputy Minister of Agriculture received a communication from The Freeman's Journal, of Dublin, Ireland, making enquiries as to the possibility of obtaining a supply of paper from Canadian manufacturers. Mr. James communicated with the Toronto Paper Co., through Mr. Geo. E. Challis, who, however, were unable to make any offer owing to existing contracts absorbing the total output of their mills. Correspondence was also opened with the E. B. Eddy Co., Ltd., and on June 1 Mr. W. H. Rowley, on behalf of that company, was compelled for a similar reason to decline accepting the order which had been forwarded to that firm from Dublin. It is probable that other manufacturers have received enquiries from the same source. The incident is of value chiefly as an indication of the enlarged field of operations which awaits Canadian manufacturers whenever they are prepared to take possession of it.

NEW YORK PRICES.

NEW YORK, JUNE 6.—The demand for all grades of papers continues strong enough to keep nearly all the mills running and to prevent accumulation of stocks. The demand is strongest for news quoted at 2.20 to 2¼c., but books and manilla are moving freely.

The market for sulphite and soda fibre has improved. Domestic sulphite, 1⅝ to 2¼c., unbleached; 3c., bleached. Domestic soda, 1.85 to 2½c., bleached. Foreign fibres: Unbleached pine soda, 1¾ to 2½c.; bleached do., 2.30 to 3¼c. Sulphite process, unbleached, 2 to 2½c.; bleached, 3 to 3¾c.

Some dealers predict higher prices for sodas. Imports at New York last week, 65 tons chemical fibre.

The demand for ground wood pulp continues steady.

NAPANEE PAPER MILL CLOSES DOWN.

The Napanee paper mill is again closed down. This makes the third time since the establishment was first opened some years ago. When it closed down before Mr. Crabtree, who had previously acted as a traveller for the mill, assumed the management of the concern. It now transpires that the fight has been too difficult a one. In the trade the quality of the water-power supply and the distance of the mill from its source of supply for raw material are the causes which are considered to have contributed most to the non-success of the establishment. What course the creditors will take is not yet known. A Toronto building and loan company hold a first mortgage on the plant, building and real estate of the mill.

DEMAND GOOD.

Reports from all the Canadian paper mills are to the effect that they continue to have all they can do to fill their orders. Especially is this the case with regard to news grade. The demand for book and pamphlet papers is also very brisk in consequence of the large consumption for election purposes.

POSTPONEMENT OF SALE.

The sale of the old Niagara Wood Paper Co.'s plant, which was advertised for 28th ult., has been postponed for three weeks. There were very few bids, and the postponement took place at the request of Alex. J. Porter, one of the bond-holders. There is some prospect of the Niagara Falls Hydraulic Power and Manufacturing Co. buying in the plant.

Buntin, Gillies & Co.

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FOR BALLOTS

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HAMILTON

PULP AND PAPER NOTES.

THE samples of wood pulp sent to England by the Sault Ste. Marie Pulp and Paper Co. have been very highly spoken of by experts who have seen them. The company is now exporting its pulp to England via Montreal.

The pulp mills of Nova Scotia are reported to be in a prosperous condition.

The Traders Paper Co's plant at Lockport, N.Y. will, it is expected, be in operation in June.

The wood pulp industries have absorbed 60 per cent. of the entire spruce output of New England and New York.

The annual meeting of the American Paper Manufacturers' Association will be held at Niagara Falls on 22nd and 23rd July.

Major J. J. Stuart, of the Maritime Sulphite Fibre Co, Chatham, N.B., has just returned from a trip through the States and Canada.

The Niagara Falls Paper Co. are putting up a new sulphite mill. D. O. Mills, of New York, has lately gone into this concern.

A pulp-screening system which will materially reduce the cost of manufacturing paper has been patented by J. Foley, Winslow, Me.

The chief accountant of the Sault Ste. Marie Pulp and Paper Co. has, with his family, taken up his residence at the Michigan Soo.

During the past four months the Morgan Falls Pulp Co. Ltd., New Germany, N. S., has shipped ten vessel-loads of pulp to the American market.

Lockport, N. Y., now has three large pulp, and two paper mills in operation, a paper mill in course of construction, and the indurated fibre works.

The Hudson River Pulp and Paper Co., Palmer's Falls, N.V., one of the largest paper mills in the States, depend almost entirely on Canada for pulp wood.

An advance of 5 per cent., taking effect from the first of May, was made in the wages of the employes of the Riordon Paper Mills. There are 150 men on the company's pay roll.

The exports of wood pulp from Sweden during March were 3,575,105 kilos dry, and 3,15,000 kilos wet, of chemical; and 3,307,216 kilos dry, and 3,251,000 kilos wet of mechanical pulp.

The American paper manufacturers are working up an extensive trade with Australia. During the last two weeks of May more than \$35,000 worth of paper was shipped from New York to Australian ports.

The Cliff Paper Co. are substituting electricity for their present motive power. Manager Hastings expects very shortly to have his whole plant run by electricity generated by water power.

Crane & Co. of Dalton, Mass., have obtained the contract for manufacturing distinctive paper for the United States securities at 43½ cents per pound for bank-note paper, and 38½ cents per pound for check paper.

The condition of the British paper trade is reported on the whole to be satisfactory and there is every indication that the demand for American paper in the production of London newspapers will greatly increase in the future. Thousands of

packages of American paper are now received in Great Britain every month and enormous quantities are also imported from other European countries.

Buntin, Gillies & Co., Hamilton, are advertising a line of Antique book paper with deckie edges. This paper, combined with their "Defender" cover paper, would enable a printer to turn out a striking job in pamphlets, etc.

The tug Jessie, of Port Huron, has been renamed the Philadelphia, and registered at Sault Ste. Marie. She will be employed in taking the booms of logs down Lake Superior to the Saut from Galous Bay and taking barges of pulp wood to Montreal.

Gas pipes which are said to be gas-tight, serviceable and cheap, have been made in Germany. Strips of manilla which have been passed through molten asphalte are moulded under heavy pressure, and after cooling the pipes are given another water-proof coating.

The work on Hamelin & Ayers' pulp mill, in course of erection at Lachute, Que., is progressing favorably toward completion. The firm expect to be in full operation very shortly and their establishment will be quite a large one with good capacity. Further particulars will be given later.

The Niagara Falls Paper Co. has just placed orders for three steam boilers of 350 horse power each and two of 600 horse power each. The boats are arriving every day from the upper lakes with pulp wood from Canadian ports. This large mill obtains its supply of pulp wood almost exclusively from the Canadian forests.

Window panes are the latest product of the paper manufacturer. The new window glass is of white paper made from cotton or linen, modified by chemical action; the paper being dipped in a preparation of camphor and alcohol becomes like parchment, is remarkably tough, quite transparent, and will take any of the aniline colors.

The Scandinavian Wood Pulp Union is having some trouble in maintaining rates. Both Norwegian and Swedish makers are, it is said, quoting prices a shilling below the rate fixed by the union, but as the Norwegian mills have, on the whole, held their prices more firmly than their Swedish brethren, the latter have been stealing not a little business from them. Wood Pulp News in speaking of the matter says: In view of the recent increased production, the English market, however, is more likely to be considerably affected in the future by Canadian mechanical and chemical wood pulps, as they are not only of better make than the Scandinavian quality, but consumers are willing even to pay higher prices for it.

A CONDITIONAL BONUS.

The Sturgeon Falls Pulp Co. has been given a bonus of \$7,000 on condition that it builds and equips two mills costing \$40,000, which will employ at least thirty men. The first mill must be completed this year and the second commenced within two years.

The representatives of PRINTER AND PUBLISHER being constantly in touch with Printers, Lithographers, Engravers, Publishers and other concerns using Type, Presses and Machinery of all kinds, in all parts of Canada, sometimes hear of bargains in new and second-hand plant. Any reader who wishes to buy anything, at any time, should send a postal card to the Montreal or Toronto offices, when we may be able to give him a tip where the exact article he wants to buy may be had.

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- Scoring and Drilling Machines. P. in G. No. 77234
- Rolling Machines for Stamping. P. in G. No. 6647
- Steam Stamping Presses, with disposition to work simultaneously on both sides. Registered No. 42077
- Patent Paste Board Cutter, with self clamp. P. in G. No. 11924
- Steam Embossing Presses with four tables to be attended only by two workmen, with disposition to disengage each table. Registered No. 6244
- Electric Stopper for Presses. Patent applied for.
- Little Elastic-Back-Making Machines. Registered No. 1387
- Knife Sharpening Machines, with automatic knife regulator. Registered D.R.G.M. No. 3524

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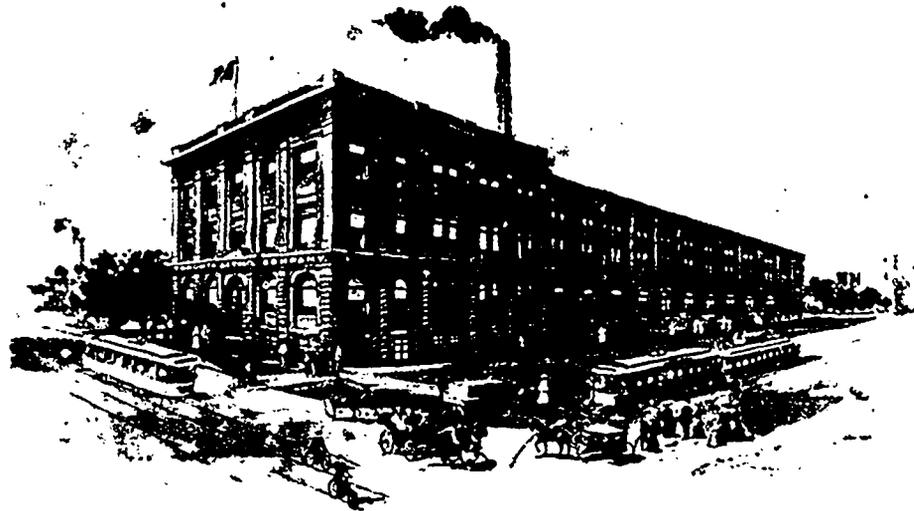
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The Cottrell Two-Revolution Press has been adopted by the publishers of the following magazines during the past two years: "Munseys," "Godeys," "Scribners," "McClures" (gave order for 18 presses during the past month), "The Ladies' Home Journal." These publications alone keep nearly one hundred COTTRELL TWO-REVOLUTION PRESSES constantly at work. No other Printing Press Manufacturer can show any such record. Write me what size press you require, and I will quote you low prices and liberal terms.

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JUNE, 1896

PRINTING MACHINERY

22x26 Whitlock Pony Drum Cylinder. Table distribution, tapeless delivery. Price \$500.

22x26 Babcock "Standard" Two-Roller Drum Cylinder. Air-springs; tapeless delivery. Price \$750.

29x29 Payne Wharfedale. Patent flyer. Price \$550.

Campbell Two-Roller Job and Book Two-Revolution Press. Size of bed 31x46 in.; table distribution. In first-class condition. Price \$1,300.

Campbell Country Cylinder. Bed 31x46 in., with fine distribution. Press as good as new. Price \$550.

Campbell Two-Roller Oscillator. Bed 31x48; good condition. Price \$600.

Campbell "Economic" Two-Revolution Press.

(Late build.) Four rollers, bed 47x64, table distribution, tapeless delivery. Good as new. Price \$1,500.

Campbell Two-Revolution Press. Four rollers; bed 41x50; double ender inking apparatus, table distribution, tapeless delivery. Price \$2,000.

Campbell Two-Revolution Press. Four rollers, bed 41x50; double ender inking apparatus, table distribution; tapeless delivery. Price \$1,500.

Cottrell & Babcock Four-Roller, Two-Revolution.

Bed 35x52 in., table and rack and cam distribution and tapeless delivery. This press will do fine book work. Price \$1,600.

Cottrell Two-Roller, Two-Revolution Press.

Rack and cam distribution and tapeless delivery; bed 41x60 in. Rebuilt by Cottrell. This is a fine press for book or newspaper work. Price \$1,600.

Cottrell Drum Cylinder Press.

Two rollers; bed 32x45; tapeless delivery; table distribution; air springs. In good order. Prints 6-column quarto. Price \$550.

Cottrell Drum Cylinder Press.

Two rollers; tape delivery, bed 32x46; air springs. Prints 6-column quarto. Price \$600.

Taylor, Double Cylinder. 40x52; air-springs. Price \$1,200.

Hoe & Co., Double Cylinder. 31x45; wire springs. Price \$1,300.

Hoe Presto. Length of columns 20; sheet 21"; prints either four or eight pages, 6 or 7 columns wide, speed 2,000; four pages and 10,000 eight pages, including stereotyping outfit; this press has rotary delivery. Price \$4,500.

Hoe Three-Revolution Press. Wire springs; rack and screw distribution; bed 47x57 inches; print 7-column quarto; speed 2,000. Price \$1,300.

Hoe Three-Revolution Press. Wire springs, rack and screw distribution; bed 36x54 inches; print 7-column quarto; speed 2,000. Price \$1,300.

Hoe Three-Revolution Press. Wire springs, rack and screw distribution; bed 41x60 inches; print 8-column quarto; speed 2,000. Price \$1,400.

38x53 Job and Book Campbell Oscillator.

Print 6-column quarto; extra heavy. Price \$750.

Potter Drum Cylinder. Four rollers; size of bed 36 1/2 x 52 in.; table and rack and cam distribution, tapeless delivery, good register. Good as new. Will print a 7-column quarto. Price \$1,200.

Potter Drum Cylinder, Extra Heavy.

Two rollers; bed 29x42. Will print double royal sheet. Splendid order. Price \$800.

Rellance Wharfedale. Bed 47x54. With patent flyers. A good press. Price \$800.

Scott Job and News Drum Cylinder Press.

Two rollers, bed 33x51, rack and cam distribution, tapeless delivery; air-springs. Good order. Price \$1,100.

Little Wonder Cylinder Press. Bed 14x19 1/2. In good order. \$225.

Dexter Folder. Three folds; trimmer, etc. Price \$300.

Brown Folder. Three folds, trimmer, etc. Price \$300.

Washington Hand Press. 7-column. With inking apparatus. \$135.

Peerless Job Press. 14x20, with steam fixtures and throw-off. \$175.

Peerless Job Press. 11x16; with steam fixtures and throw-off. \$160.

Two Old Style Gordons. 7x11. \$75 each.

Perfection "C" Wire Stitching Machine. Stitches 1/2 inch. Good as new. \$110.

Seven Horsepower "Rellance" Electric Motor. With extra armature. Cost \$400; \$200.

One 30-inch Peerless Paper Cutter. \$85.

One 30-inch Westman & Baker Paper Cutter. \$120.

One 30-inch Eclipse Paper Cutter. \$75.

One 30-inch Shears. Iron frame. \$75.

One 28-inch Shears. Wood frame. \$45.

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Small Wire Hand Stitcher	\$ 25
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Simple Book Trimmer	110
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Hickok Power Sawing Machine	100
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