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VOL. VI.—No. 7.

TORONTO, JULY, 1897.

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Campbell Two Revolution

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TORONTO.

Printer and Publisher.

VOL. VI—No. 7

TORONTO, JULY, 1897.

\$2.00 PER YEAR.

A JOURNAL FOR PRINTERS AND PUBLISHERS

PUBLISHED MONTHLY BY

THE MACLEAN PUB. CO., LTD.

TRADE JOURNAL PUBLISHERS AND
FINE MAGAZINE PRINTERS

No. 26 FRONT ST. WEST, TORONTO

Subscription \$2.00 per annum.


Single copies 20 cents.

J. B. MacLEAN,
President.

HUGH C. MacLEAN,
Sec.-Treas.

THE WEEKLY PRESS.

THE NEWS DEPARTMENT.

 DAILY in one of the smaller cities contained 30 or 40 interviews with prominent citizens on a municipal question. The interviews were brief, from one to six lines. They were intended to show, and did show, local feeling on a municipal issue. The matter only made a column, but was set off with a good heading. The same idea might often be worked up in a town weekly. Some question comes up and there is talk of submitting a bylaw about it to the ratepayers. The principal ratepayers should be seen beforehand, and their opinions given briefly. One man would not want to talk alone, but when the whole town talks he does not mind. These interviews would give the current of opinion, and let the town and district see exactly how useful a newspaper is. The editor finds it necessary in these days, when the city press at cut rates invades the weekly field, to demonstrate the value of a local paper. The dailies are now getting supplies of news from the smallest villages, so that a weekly must have features of its own to retain its readers. Reference has already been made in this column to the display of local news. Several contemporaries do this well. The Simcoe Reformer's first page is a model in this respect, and could hardly be improved upon. If, for reasons of advertising, you hesitate to clear the first page for reading matter it can be begun on the first and continued to another. But in all cases, if possible the paper when unfolded should be bright and newsy.

MERCHANT AND PRESS.

A country editor, remarks The Petrolia Advertiser, says he wrote a strong article on patronizing home industries and one of the storekeepers wrote to him thanking him for the sentiment

on a letter head printed in Toronto. Of course there should be give and take about this matter. If the local paper is going to preach buying at home, it should be on the distinct understanding that there is printing at home also. The publisher has as much right to local patronage as the merchant and he should not hesitate to say so in print.

A SUPPLEMENT EACH WEEK.

The Kamloops Sentinel announces its intention of issuing each Tuesday (regular publication day of its eight-page weekly being Friday) a four-page supplement, which will be mailed or delivered to subscribers free of charge. The Sentinel is a well-managed paper and knows its own district and interests better than we do. But the supplement means an extra paper for the same week, and unless you repeat all the ads. you are likely to offend some. If a publisher is going to increased expenditure there should be increased patronage in sight. The Canadian public are better served by the press and at a lower price than any community we know of, and publishing is getting to be too much like a huge philanthropic scheme for the benefit of mankind and civilization.

EDITORIAL IN THE WEEKLY.

One of the arguments used by Mr. Cooper in his article elsewhere PRINTER AND PUBLISHER does not agree with. That is the undesirability of editorial in every issue. The reader wants the local paper to have an individuality and a policy just as much as the city daily. Why not? The chronicling of news is the first duty, but people like opinion as well. The editorial "we" is as potent as ever, and there is a direct business advantage to be gained from a local paper which has opinions and is not afraid to express them. There are many topics of live interest to a town which will never be discussed in print at all unless the local journal discusses them. The editor becomes a force in the community by having an opinion on the new bylaw, the latest railway scheme, or any other local project. There are also subjects of national importance with which a local paper is specially qualified to deal. An opinion on the cheese industry has a greater value in a paper published in a dairying district than when it appears in a city journal. On party politics, too, a well-balanced article will be read and appreciated in a local paper. There may be cases where it pays to avoid editorials and employ the space for news, but we do not know of any. To be really vigorous in conducting a newspaper it is impossible to avoid the current issues which people are talking about. You invite competition from the city press, when you omit all editorial discussion. The

advertiser knows when a paper has "standing" as well as circulation, and the rates are affected by the absence of editorial. In a town there are always one or two people who are worth consulting upon public questions, and when on the hunt for news it is easy to gather opinions from these persons. The idea that editorial writing is a sort of divine gift is all humbug. The weekly editors are just as competent as their city brethren to turn out a good column of bright editorial paragraphs or short articles. Get into the habit of doing it, and it becomes a great pleasure. If it is the dead season and topics are scarce—and at all seasons to a certain extent—the vein of humor should be drawn upon, not farce, or puns, or clumsy jokes, but light pleasant satire. The secret of much successful writing is in keeping touch with the public, finding the tendencies of popular opinion and making a light commentary upon them. The weekly can do this as well as the daily, better in some respects, because articles founded upon actual contact with the public and dressed up to suit are the most effective and the weekly editor sees more of the public than the man on the staff of a large city journal.

HOLDING SUBSCRIBERS.

The publisher of *The Sterling (Kansas) Bulletin*, has given Newspaperdom his method of holding subscribers who pay in advance. It has resulted, he says, in retaining three-fourths of the out-of-the-county subscriptions during the past two years. A month before the subscription expires he sends out, printed on colored paper, the following circular :

"Your subscription to *The Bulletin* expires with the last issue of this month.

"We take it that you don't want to miss a single copy, hence this notice. If you will fill out and send us the enclosed blank by return mail, with the amount of your subscription, your name won't be scratched off our list, and you will continue to get the paper regularly.

"The old home paper.—All about the people you know.—Better than a letter. THE BULLETIN.

"Junkin & Steele, publishers, Sterling, Kan."

Added to this is a brief paragraph giving the notable features of the paper. He encloses a subscription blank and an addressed envelope. A month later a second circular is sent out, as follows :

"You can't afford to be without the old home paper.

"We can't afford to send it to you unless we get your money.

"The *Bulletin's* ambition is to give all the news of Sterling and neighboring towns in as brief and interesting a form as possible. To do this we keep a corps of twenty-five correspondents and contributors. Thus twenty-five pairs of eyes are looking for just the news you want of old friends and old scenes. In the face of these facts, we reason that your failure to renew must be an oversight, and therefore give you another nudge. Fill out enclosed blank, and remit the amount of subscription. THE BULLETIN.

"Junkin & Steele, publishers, Sterling, Kan."

This notice is also accompanied by a subscription blank and an addressed envelope.

Publisher Junkin adds that he keeps a list of the expirations in tabulated form, and occasionally sends out sample copies to those who have failed to renew their subscriptions in response to the preceding invitations.

SPECIAL EDITIONS AND SPECIAL MENTION.

WHEN the Oddfellows' Convention met in Belleville last month, *The Belleville Sun* inserted in its ordinary issue an illustrated special article upon the order. There were 15 illustrations, nearly all double column, and a dozen columns of matter. The pages were well made up, and showed taste and experience in getting out extra large editions. The make-up is a feature of Mr. Cameron Brown's paper, and he is to be congratulated upon the brightness and newsy character of *The Sun*. The number would attract attention and praise.

The Guelph Herald got out its Jubilee edition the Saturday before the demonstrations in Canada and England. The matter was well displayed; began on the first page, without crowding out the local paragraphs which are always given the place of honor in *The Herald*. An eight-page eight-column issue of this kind shows enterprise and vigorous management.

A copy of *The Woodstock, N.B., Dispatch* for June 30 (one of whose publishers is T. Carleton Ketchum, formerly well-known on the Toronto press), indicates the grasp which the editors have of the local news idea. The first page carries two good local items with display headings. The last page is given over wholly to locals. The advertisements are particularly well set. The effect of the wide measure columns is good. The *Dispatch*, in several respects, is a model to its contemporaries.

The Nanaimo, B.C., Review printed its Jubilee edition entirely from red ink with the Royal Court of Arms and a special Queen's article on the first page—altogether unique and striking.

Home and Youth, the illustrated monthly which Watson Griffin purchased from the Wells, Richardson Co. a year ago, has been acquired by Mr. C. H. Mortimer, publisher of *The Canadian Architect and Builder* and other successful papers. The publishing office will in future be in Toronto. Mr. Mortimer is sure to make a success of his new paper.

The St. Mary's Journal has just started to print from a new four-roller Hoe drum cylinder press, which will print with ease and efficiency the large circulation the paper has. The new press will also greatly facilitate the job printing work in the office, enabling a fine grade of work to be done in the largest posters and catalogues. The *Journal* has also bought from the J. L. Morrison Co., Toronto, a "Perfection" wire stitching machine, which enables excellent results to be achieved. Mr. Eedy is a most enterprising publisher, and a good editor as well. His journalistic friends throughout Canada will regret that his health is not better and that he has been ordered to give up office work for the next few months. That the publisher may prosper as *The Journal* is doing is the wish of all.

The Digby, N.S., Courier's Illustrated Magazine number—a copy of which has been kindly sent us—is a splendid piece of work. It consists of 36 pages, large magazine size, and combines literary attractiveness with commercial value. The illustrations are numerous half-tones and show the *Digby* scenery well. There is a readable story by Mr. A. W. Fullerton, and a history of the town—altogether a number that the intending tourist would take up and read. "Commercial *Digby*" deals

with the merchants and their stores, and the leading citizens are also photographed. The hotels, the educational institutions and the lumbering and fishing industries are also disposed of in separate articles. There is not a display ad. in the whole issue (which sells for 20c.), and nothing of a catch-penny characteristic. In fact, the whole plan is admirably worked out and we hope The Courier will find the result satisfactory.

The illustrated issue of The Winnipeg Tribune for June 12 appealed to many interests. It united the Jubilee ceremonies, the Presbyterian Assembly, the Winnipeg oarsmen and the progress of Manitoba, and the production was a first-class piece of enterprise. The idea of making a feature of Manitoban development in connection with the Queen's reign was capital. The Tribune's number will go abroad and be a credit to its province as well as its publisher.

TORONTO PRESS GOSSIP.

MR. J. S. WILLISON, accompanied by Mrs. Willison and his niece, Miss Hazel Wright, leave next week for a trip across the ocean. They will sail from New York on the 28th, in a White Star liner, and expect to visit Great Britain, Ireland and France. Mr. Willison will be absent over two months; it is his first trip across the Atlantic. Mr. Willison is writing for The Canadian Magazine an article on the "Premiers of Ontario." As three of the four Premiers have been intimately associated with the editor of The Globe for years, the article promises to be a valuable contribution to political biography.

Mr. Acland, the news editor of The Globe, has been taking his vacation in the Maritime Provinces.

There are rumors in Toronto of changes in the staffs of two or three of the papers, but nothing definite has leaked out.

Frank Smith, of The World, is still in the Ontario mining district, and his letters to the paper are interesting and lively.

R. Woolsey has gone back to England and has been appointed to an educational position in Warwickshire, with headquarters at Stratford-on-Avon.

W. H. Bunting, of The Mail and Empire, is taking a holiday, having been unwell for some time. Mr. Woods, the new city editor, is doing capital work in his new post, as all can testify.

John Lewis, of The Globe, is on his way home from London. The "J. J." who did The Mail and Empire's specials during the Jubilee was, of course, James Johnson, formerly of The Ottawa Citizen.

The new book of poems by Mr. Bernard McEvoy, of The Mail and Empire editorial staff, is under way. The illustrations and page-margin embellishments are exceedingly artistic and the book promises to be a fine production. Morang is publisher.

NEW MONTREAL FIRM.

Mr. C. J. Robertson has just opened an office in Montreal and is handling a full line of machinery for printing, folding and cutting paper. Mr. Robertson has had several years' experience with the best houses in the United States and is thoroughly posted in this line of business. He is at present in New York, and writes that he has arranged to represent some good New York firms in Canada, and has the privilege in certain cases of manufacturing the articles here. Mr. Robertson makes a specialty of designing and manufacturing attachments for printing machinery.

GIVING SPACE AWAY.

WHEN the Buffalo Bill show passed through Canada the advertising end of it sent out a free reading notice over two sticks in length, and the publisher was informed. "Upon presentation of this order with a marked copy of your paper containing a preliminary notice of our exhibition, two reserved seats will be granted in exchange for the courtesy of your columns." One of the recipients of this modest request writes to PRINTER AND PUBLISHER:

"A publisher who wants to 'see the show' can curtail this notice to a dollar size and get his tickets, but I see most publishers are not cutting it down at all. They are giving Buffalo Bill a few dollars' worth for one, probably because it saves five minutes' time to run it in as it is. Every man has a right to run his business as he pleases, but are we not hurting ourselves by giving this circus so much free advertising? I believe the readers would be paid for in cash at a fair rate per line if publishers adhered to the cash principle.

"There is too much truck and trade in the newspaper business, and I think we ought to get out of it as soon as we can. If a merchant came to me with a reader of similar length, I would probably charge him about \$3 or \$4. Why should I give it to Buffalo Bill for \$1 (in tickets)?"

"A short time ago a cute man who had occasion to advertise in four or five papers along a 50-mile line of railway recently sent \$1 cash and a \$2 notice, with a request to insert or return the money. All but one paper accepted and gave the two-dollar notice for one dollar. (I was not one of the publishers, because, having done all the printing for the event, I gave a full notice, as is my custom and the custom I believe of most offices). The question that these things suggest to me is: What is a scale of rates for if not to guide us in charging for our space and work?"

"I am not writing this for publication, (although you can use it as coming from 'a publisher' if you choose), but merely to call attention again to the injury that we can so easily do to our own business by lax methods. The subject is old and threadbare, but only by continual reminders can we hope to effect improvement. Publishers have it in their own hands to make the future of the newspaper business sound and successful or precarious and uncertain."

These sentiments are sound. As our friend says, the question is old, but, like all unsolved problems, it presents new features every day. We go on practically giving away our space, and then wonder why publishing yields such poor returns. If a city man you don't know writes out to you: "I am coming to spend a month with you; instead of paying my board you will have the inestimable privilege of my society"—wouldn't you kick him out? Well, the request is not cheekier than the free puff artists'. Every publisher who gives evidence on this subject says that when he holds out firmly (and is not a complete fakir as to circulation) he gets his price ultimately. Won't you be one?

The first number of The Saltcoats Siftings, published at Saltcoats, Assa., is out. It is an exceptionally newsy publication, and is presented to the public in bound form of twenty-four pages. The Siftings will be Liberal in politics and is published by Meikle & Co., Mr. Meikle having retired from the management of The Assiniboian.

BOMERANG JOURNALISM.

By John A. Cooper, editor of The Canadian Magazine.

THERE is much in Canadian journalism to admire, but there are some features to deprecate. One of these may be termed "boomerang journalism," and I shall endeavor to explain what I mean by this phrase. Some important public matter comes up for discussion, let us say "The Fast Atlantic Service," and The Toronto Globe and The Montreal Gazette write leaders on the subject. These editorials are original and embody the matured thought of the well-informed editors of these journals. Some previous literature may be referred to, and some specialists on Atlantic shipping may be consulted, but the editor has in some way arrived at an independent decision on the subject. At any rate, we may assume that this is the case.

The editor of the country weekly or small city daily sits at his desk and awaits the morning mail. If he edits a Reform sheet, he is expecting The Globe; if he publishes a Conservative journal he is anxiously expecting The Gazette. It arrives. He turns up the editorial page and finds a two-column double-leaded editorial endorsing a plan for a fast Atlantic steamship service. He reads it over again, this time carefully. Having thus thoroughly imbibed the ideas of his favorite paper, he sits down and writes a digest of the article for his own Sawbill Progress. The readers of The Progress the next day are electrified with a strong editorial on a fast Atlantic service. A copy of The Progress passes via the post office route from Sawbill to Toronto or Montreal. If it is a Reform paper, it is eagerly read in The Globe office, the digest of The Globe's editorial is swiftly cut out from this independent journal,—this organ of the free and enlightened (Reform) electorate of West Blizzard, of which Sawbill is the chief town. If it is a Conservative journal, the same thing happens in The Gazette office.

Subsequently The Globe or The Gazette, as the case may be, appears with a double-headed editorial, "The Views of the People," "The Globe's (or Gazette's) Position on a Great Question Endorsed in all Parts of the Country," etc. This is "boomerang journalism."

I am not singling out The Globe or The Gazette for special criticism, but simply to illustrate how our chief political organs do their political work.

There is little independence in the political press of Canada. The great city dailies reflect the views of either the Government or the Opposition, and the smaller dailies and weeklies take their cue from the city dailies. For judicial and unbiassed political criticism, for well-weighed political opinions, for independent research and thought on subjects within the domain of party politics we cannot, speaking generally, look to the Canadian press. The editors of Canadian papers know that should they serve their party—not their country—until the appointed time, there is a "soft snap" awaiting them, and many of them live with this noble aim always in view.

There are a few conscientious journalists lying around loose through the country, but they are not numerous. This is due probably to the fact that in Canada it is considered clever to serve your party to your own profit.

The Montreal Star and Witness are fairly independent journals, but not strictly so. They are, however, also honest,

and that is much more than can be said of a few other Canadian journals.

This "boomerang journalism" is stultifying Canadian thought on political questions. The reader will notice that I have confined my criticism, if I may call it such, to political editorial writing. On other subjects, such as the "Queen's Jubilee," "Sunday Street Cars," "Our Relations with the United States," "Imperial Unity," "Postage on Newspapers" and "Good Roads" there is much independence of thought and a considerable expression of individual opinion based on a more or less accurate marshalling of facts. Why should there not be the same independence when considering such questions as the "Crow's Nest Pass," "Preferential Trade," "Voluntary Schools," "Intercolonial Extension," "Cold Storage Systems" and the numerous subjects that are now prominent in provincial and federal politics?

I believe in party allegiance, but I detest blind party allegiance. If a newspaper man wishes to write on the merits of a "Fast Atlantic Service," let him take two months to study the question; if he cannot devote the necessary time, he should say nothing. If he wish to reflect the opinion of The Globe, The Gazette, or any of the other large dailies, let him quote their sentiments with a credit. To rehash them, and dish them up as his own sentiments is to make a fool of himself, of politics and of the country.

The small daily should not have leading political editorials unless it has on its staff a man who has the time to study all these questions carefully and patiently, whose training is such that he approaches every new political question with a mind as clear of bias as a new sheet of paper is of ink. The editorials of these papers should be confined to local questions and to accredited summaries. If the editor of a small daily must write editorials on political questions, let him read both sides of the question and then give an honest opinion. It is not correct opinions that this country needs so much as honest opinions.

Then, as to editorials in weekly papers, there should be none whatever. In the time of a heated campaign, some strong political editorials in a weekly are excusable, but never at any other time. A weekly paper should contain news and advertisements—nothing else. All political opinions should be given as news, and the editor cannot then be held responsible for them. His paper will then circulate more freely among all classes of the community and he will not be accused of misrepresenting the views of the people among whom he lives.

A good story is told of a Western States daily newspaper whose publisher employed several expert editorial writers to fill up a daily page. One afternoon they were all celebrating and next morning the paper came out without editorials. That day hundreds of the readers of the paper congratulated the publisher on the excellent change he had made in doing away with that page. These were so numerous that the editorial page was finally abolished.

In any event I should like to see this "boomerang journalism" killed. If Canada is to attain to vigorous national stature it must be by a cultivation of independent thought, and the newspapers have not always encouraged and fostered what little independence already existed in the minds of the people. If events proceed in Canada along present lines we shall soon have two political Tammanies, and (to mix the metaphor) our national life will be crushed between the upper and the nether

millstone. Our newspapers are much more honorable than our politicians, and it is to her newspapers that Canada must look to save her from her politicians.

PARISIAN MENU CARDS.

THE menu card shows a tendency to become more ornate, florid, and complicated than ever, writes a Paris correspondent. An old gourmand used to declare that there was a certain point in the arrangement or laying of a table when comfort degenerated into luxury—and then the cooking suffered. That is a matter I am not prepared to discuss; or, at all events, I am not at present going beyond the menu. Scores of new designs are to be seen just now, but as a general rule they are "variants" in old patterns, when they are not old patterns purely and simply. The novelties are rather of what may be called a "practical" nature—in the stage carpenter's sense, at least. One of the newest shows, towards the bottom of each card, a little drawing of a lady, whose face and the upper part of her body are concealed behind a big umbrella. The upper part of this umbrella is drawn on the paper, but the lower segment is stuck on, and, on being turned back, reveals the face, or the back of the lady—for the design differs on almost every card—each being, I believe, executed by hand. The turned-up flap of the umbrella serves for a "guest card" on which the name of the convive can be written.

Another variety of menu is of a more "practical" nature still, and suggests those toy books with which Messrs. Dean have made us familiar. Roughly drawn and rudely colored sketches of persons take up nearly all the lower half of the card, and these figures are provided with movable arms, legs or head, which can be worked by pulling a cardboard "tab" at the back of the card. The subjects are a young girl fanning herself, whilst the gentleman to whom she is talking agitates his opera hat in response; a street Arab taking a sight at a scare-crow, and other puerilities of the same kind. The only advantage I see in this new sort of menu is that if a person is very much bored by his neighbor he can pick up his menu card and, in an absent-minded sort of way, set to work to pull the figures. It is probable that his neighbor would take the hint, and the tap of conversation would be frozen.

A JOURNALIST HONORED BY OXFORD.

In an editorial, referring to the honorary degree bestowed upon Mr. E. L. Godkin by the University of Oxford, The London, Eng., Daily News says: "He is the first journalist to receive such a mark of distinction from an English university. No American paper has a higher reputation than The Evening Post of New York for courage, honesty and intellectual force. Mr. Godkin is a brilliant ornament of the American press, and the university could not have found a man who would more worthily represent its best side."

SOMETHING ABOUT STICKS.

Compositors should remember that Golding & Co. make aluminum news sticks weighing only four ounces; also that they are the manufacturers of the "Standard" news stick, the "Boston" news stick, the "Yankee" and "Boston" job sticks, the "Standard" job stick, and the new "Pica" job

stick. These sticks are of superior construction, fine finish and very durable. They embody all valuable improvements in composing sticks during the past ten years. Beware of job lots that are being sold by dealers because they can be bought cheaper than standard goods. Buy only the best. See that "Golding & Co." is stamped on every stick. The latest improvement in Golding sticks is the rolling edge. Have you seen it?

WRITING UP LOCAL SOCIETIES.

An Ohio paper issued a woman's edition, but not by women, for a charity. It made a feature of the organizations among the women of the place. A short history of each organization was printed, together with a complete list of its officers. As many of these organizations had never before been even mentioned in the public prints, the greatest interest was manifested in the edition; so many women being included among the officers of the various organizations that scarcely a home in the town was not represented in the list of officers.

The idea might be adapted to local needs. A good write-up of several prominent societies can be given with some data from the time of their organization, but laying stress upon the prominent members of recent years who now take the paper and will be interested in the article. By combining a number of societies, benevolent, social or sporting, a good issue can be got out. Illustrations need not be given, necessarily, and much of the writing can be got out of the present officers.

EXPRESS YOUR OPINION.

Country editors would exert more influence and do more good if they would write more editorials. The trouble is not a want of ability, but lack of time and disposition. A man whose mind is occupied with all the details of the business and mechanical departments of a newspaper and job office has his hands full, and if he has a few moments' leisure it is difficult for him to turn his mind to topics of the day and discuss them at any great length. Still they neglect a great opportunity when they send their papers out from week to week without expressing their opinion upon the questions of importance and interest that are constantly arising.—York (Neb.) Times.

CYLINDER PRESSES IN STOCK.

The stock of rebuilt cylinder presses on hand at the Toronto Type Foundry numbers 40, all of which have been bought for cash at low prices from busted printing offices in the States. The Toronto Type Foundry Co., Limited, say they can undersell any firm in Canada on cylinder presses, and that if you want one write them, or, better still, go and see their stock and be convinced.

RETURNED FROM THE WEST.

Mr. W. C. Cunningham has just returned from a most successful trip to the Pacific Coast in the interests of his firm, Buntin, Gillies & Co., Hamilton. He only calls at the large places on the main lines of the Canadian Pacific Railway, and reports business as good in the distributing points all through.

A PRINTERS' NOVELTY.

A novelty for printers is a Japanese imitation paper, consisting of a thin shaving or veneer of wood, very smooth and uniform, which can be cut, folded and printed like paper, and which makes very unique folders, catalogue covers, etc.

NEWS OF THE MONTH IN BRIEF.

ONTARIO.

THE Sault Ste. Marie Courier has been purchased by Mr. J. H. Weir. The Courier has disappeared and in its place The Sault Star has arisen. Under the vigorous management of the new proprietor The Star will, no doubt, soon become a beacon light in journalism in the western frontier town.

The Tweed News has celebrated its eleventh birthday and the installation of a new press.

Mr. Fleming, of Owen Sound, has put in a new cylinder press from the Toronto Type Foundry Co., Limited.

The Echo of Amherstburg, has put on a complete new dress, from the Toronto Type Foundry Co., Limited.

Mr. Geo. Bengough, of Toronto, has put in a complete litho plant—all from the Toronto Type Foundry Co., Limited.

The Woodstock Sentinel-Review has just added a large power paper cutter, from the Toronto Type Foundry Co., Limited.

W. S. Crysler, B.A., late of The Toronto Telegram and formerly editor of The Delhi Vindicator, has joined the staff of The Sarnia Post.

W. E. Smallfield, of The Renfrew Mercury, has been elected a member of Renfrew Town Council to fill the vacancy caused by the death of a member.

The Free Grant Gazette, published by E. F. Stephenson, Bracebridge, is now being printed on a cylinder press, and a two-horse-power gasoline engine has been recently installed to furnish power.

The Murray Printing Co., of Toronto, have just added to their already extensive plant a new four-roller Cottrell two-revolution press. The press was ordered from the Toronto Type Foundry Co., Limited.

Sam Hunter, The Toronto World's clever cartoonist, is now taking his well-earned two months' holidays. After spending a few weeks with his father near Millbrook, he went to his favorite camping ground at Stony Lake.

E. L. Mott, of The Blenheim World, has sold his paper to Mr. Frank Baxter, of Chatham. Mr. Mott has secured the advertising franchise on the L.E. & D.R.R. and the E. & H.R.R. and purposes issuing a monthly bulletin.

The Southam Printing and Lithographing Co., London, have moved from their old premises, Talbot street, to their new building, corner of Richmond and Bathurst, where they have a fine printing and lithographing establishment.

Since the Toronto Type Foundry Co., Limited, put in their new "Gatling Gun" roller plant, which enables them to cast rollers without pin holes and blemishes, they have been crowded with business. It does not take long for printers to go for a good thing when they see it.

Miss M. Masetta James, eldest daughter of Mr. M. A. James, of The Bowmanville Statesman, concluded her course at the Ontario Ladies' College with honor to herself and teachers. She merited the gold medal presented by R. C. Hamilton, Esq., of Toronto, to the graduate making the highest standing in vocal music. She not only obtained first-class honors, but is credited with attaining the highest standing of any vocal graduate in the history of the institution.

QUEBEC PROVINCE.

Fred. Williams, one of the best known newspaper men in Montreal, was married to Miss Aley Mary Shonfeld, second daughter of Mr. Peter Shonfeld, in the church of St. John the

Evangelist, Rev. Arthur French, B.A., officiating. At the time of her marriage Miss Shonfeld was the editor of the "women's column" in The Herald, and before that she was connected with The Witness.

The death at Lakefield, Ont., of Brown Chamberlain, late Queen's printer, removes one of the old editors of The Montreal Gazette prior to the purchase of the paper by the Whites. Mr. Chamberlain was associated in the control of The Gazette with John Lowe.

The Montreal branch of the Toronto Type Foundry Co., Limited, is doing a rushing business, and one reason of this is that they keep on hand a complete stock of type made by the celebrated type founders, MacKellar, Smiths & Jordan (owned by the American Type Founders Co.), which is the only foundry in the United States that makes French accents to all their fonts, job and news.

MARITIME PROVINCES.

The Guysboro, N.S., Gazette has suspended publication.

B. Bourinot has severed his connection with St. Peter's Gazette.

Edwin Butters, of The Boston Globe, has been on a tour of the three provinces.

The Spectator is the name of a new paper at Dorchester, N.B., Mr. T. H. Prescott, editor.

The Dominion Type Founding Co. has just shipped a complete new press to The Halifax Chronicle.

Alfred E. McGinley has been editor of The Yarmouth News since April and is turning out a good paper. The report that he had resigned, or intended to resign, was an error.

The Charlottetown Examiner has issued a handsome book of 100 pages, entitled "Illustrated Prince Edward Island." It sets forth the scenery, commerce and buildings of the Island, and is a very creditable piece of work.

Geo. E. Barnes, who died in San Francisco recently, was one of the most prominent of western journalists. Mr. Barnes was born in St. John, N.B., on July 4, 1827. He was a printer in Henry Chubb's (Courier) office and went to New Orleans as a young man, for a while a compositor there, and first went to San Francisco about 1854. He was one of the three original owners of The Morning Call.

MANITOBA AND THE WEST.

The Record, of Rossland, B.C., has just put in complete outfit from the Toronto Type Foundry Co., Limited.

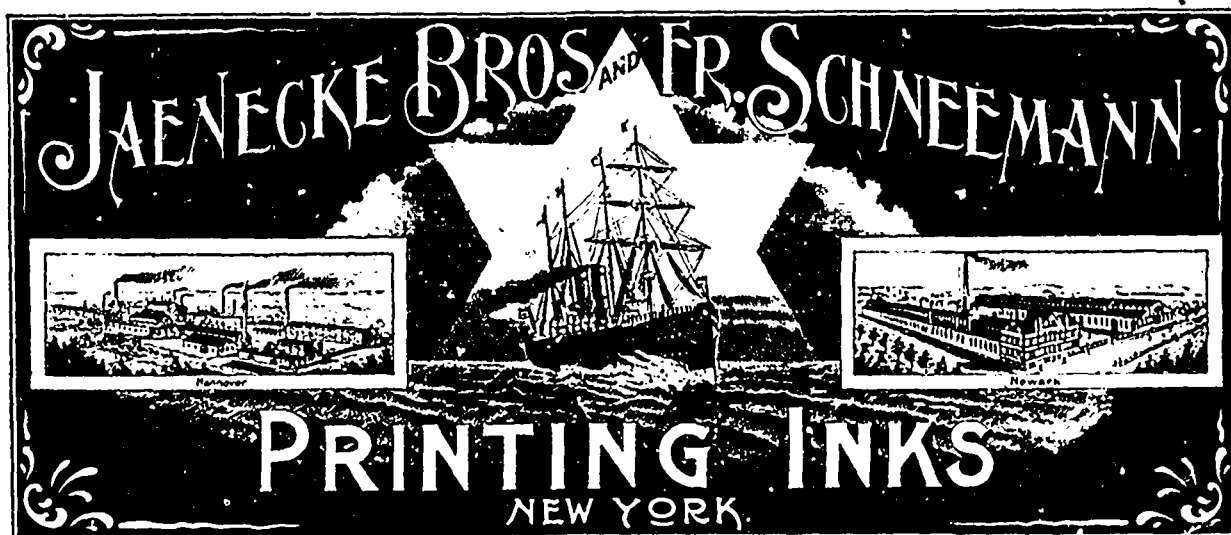
F. A. Griffiths, an Australian journalist, and Reuter's agent at Sydney, passed through Canada on his way round the world.

The Brandon Sun will in future be called The Western Sun, merging The Brandon Sun, The Wawanesa World and The Oak Lake News.

Messrs. Kane & Nisbitt, of Kaslo, B.C., has put in a complete job and news plant from Vancouver branch of the Toronto Type Foundry Co., Limited.

D. M. Carley, of Nelson, B.C., is about to start a newspaper and job office and has placed his order for outfit with the Toronto Type Foundry Co., Limited, Vancouver. The paper will be called The Economist.

Messrs. Cowan & McFadden have started The Pioneer at Slocan City, British Columbia, and have had their office fitted up with cylinder press, job presses and type by the British Columbia branch of the Toronto Type Foundry Co., Limited, 520 Cordova street, Vancouver.



JAENECKE BROS.

AND

FR. SCHNEEMANN,

Nos. 536-538 Pearl Street, New York,
make Inks for printing black or in col-
ors, upon any material by any process.

Our facilities for making INKS OF ALL
KINDS are unexcelled, and an uninter-
rupted experience of more than half a
century, during which we have kept in
close pace with the advancements in the
art of printing, enables us to furnish our
products of correct and uniform quality
and at moderate prices. ❁ ❁ ❁ ❁ ❁

Specimen Book and Catalogue will be Sent on Application.

THE DIARY OF A COUNTRY EDITOR.

MONDAY: Tom Aikins stopped his paper after paying up. Said our collector actually dunned him.

Called on Mr. B. to get a change of ad. Said he hadn't time and the old ad. was good enough—he changed it last summer.

Mrs. C. called to correct the "bad mistake" about her son last week. We said he was promoted to a conductor's position. She says: "He runs the whole train, for he is engineer."

Young Hump says he is going into the restaurant business, next month and wants a puff when the time comes.

Mr. S. brought in a basket of apples. He is one of our "most respected citizens."

TUESDAY: The banker says he has a sight draft on us from paper house, \$9.75. Must go out and collect.

Mr. A. stopped his paper and paid us \$1 on account.—Says he takes The World, published in the next town, and can't afford his home paper.—Find he owes The World for four years.—The World has a big circulation.

WEDNESDAY: Mr. Instep wants a shoe ad. We agreed on the price and will give him a free reading notice to satisfy him.

Young Hump, the new restaurant man, reminded us again about that puff.

Billsville and Turnip Junction correspondents kick for more stamps.

Called on Mr. Yardstick, Mr. Waterbury and Bill Stuff for ad. changes. They "will send 'em right up."—Copy hook is empty.

Miss Simpson called for the spring poetry that was "crowded out" last week. She says The Wagtown World will be glad to publish it.

THURSDAY: Mr. Rubberneck came up and was real mad because we printed the pedigree of his wonderful two-year-old wrong. The great-great-grand sire Fleetwood had a mark of $2.22\frac{1}{4}$, not $2.22\frac{1}{2}$, as we had it. We ought not to make such "awful blunders."

We must not forget to puff Young Hump. He spoke of it to-day. Will write it at once. We must always say a kind word for those on the rugged road of life.

Spent the forenoon hunting news items. Personals plenty. News plenty, but hard to verify. We are half a day late.

Mr. B. has decided to change his ad. and brought in the copy. Mr. Yardstick called us in and asked us to get him up "a good ad." this week. Waterbury tells us his ad. is at his store and wants it in this week sure.

Worked till 11 o'clock on late ads. Sawed enough plate matter to finish the forms. Plate matter is a nice thing.

FRIDAY: Forms on the press. Sniffkins wants a short local inserted. Delayed twenty minutes as Dr. Skamps Golden Discovery was not next to pure reading matter as per contract.—Just caught the morning mail.

Banker came up and said he must send draft back unhonored if not paid to-day.

The boy who runs job printing office came up and borrowed stationery to do some work for young Hump, the new restaurant man.

Went out collecting and got \$4.75. Borrowed \$5 and paid draft.

SATURDAY: Read exchanges in the morning. Found several of our original squibs uncredited. Sent out statements. Postage, \$1.88. Stood the foreman off for his week's salary. Gave the devil an order on Yardstick.

SUNDAY: Stayed at home all day. Read exchanges and played with the baby.—Swanton (O.), Enterprise.

OTTAWA NEWSPAPERDOM.

E. C. DINGMAN, a brother of Dingman Bros., publishers of The Stratford Herald, and a graduate of Toronto University, has joined the reporting staff of The Citizen. Like the rest of the family he is bound to be a newspaper man.

The French Conservative daily paper arranged for during the Parliamentary session duly started in June, with the old name Le Canada. The former Le Canada suspended over a year previously, soon after Mr. Oscar McDonell started Le Temps. Mr. Lariviere, M.P., has settled down to work as editor of Le Canada. It is understood a number of prominent Conservatives are backing him.

The death of Oscar McDonell, editor and publisher of Le Temps, had pathetic features. For years he had contended with considerable financial difficulties, first with Le Canada, then with Le Temps. A brilliant writer and clever journalist, he lacked business knowledge, like so many able newspaper men. Last summer things seemed clearing for him. Previously Conservative or Independent, he had plumped for Laurier prior to the general election last year, and when the Liberals won they were ready to do what they could for him. A company was formed which took Le Temps off his hands for \$7,000, placing him on a good financial footing, and the company engaged him as editor at a comfortable salary. This transaction was just complete when the trouble came which developed into cancer of the tongue and neck, and in a few weeks ended his newly bright career.

No new arrangements have been made regarding the editorship of Le Temps. Flavien Moffet, who edited the paper during Mr. Macdonell's illness, remains in charge, although sooner or later some man with a special turn for politics will be secured. French-Canadian papers still mostly cling to the idea that a journal is nothing if not political, although the success of La Presse on news lines is working a change.

P. D. Ross formed a joint stock company three or four years ago for The Journal, but appearing to find some embarrassment in it has been repurchasing the stock. Last month he bought out the only remaining large shareholder, N. C. Sparks, and is now practically alone.

The Shannon Bros. are running a strong Conservative sheet in The Citizen, and the editorial page is both clean and forcible.

Brother Wrigley, formerly of The Farmers' Sun, was down here a few days ago looking into the possibility of making Hull a headquarters for a weekly paper of Patron and Government-issue-of-all-money proclivities. He is prohibited by agreement with The Toronto Sun (when he recently sold out) from publishing a paper in Toronto or neighborhood for a year.

A New Specimen Book

Is now in preparation, comprising the beautiful productions of the . . .

For . . .

**TORONTO
TYPE FOUNDRY**

American Type Founders Company

It will be the most complete and handsomest specimen of Types, Borders, etc., ever presented to the printers of Canada. It is expected to be ready for delivery to the trade in about one month.

All our Type is manufactured by the American Type Founders Co.

Handsome Type Faces

in endless variety are on our shelves awaiting orders. A temporary book showing a considerable assortment will be mailed upon application.

Money-Making Type . . .

Point System Type is worth many times over the price of old-body type, yet we charge no more for it. The wise printer buys only Point System Type, for any other is dear at any price beyond its metal value. Hundreds of tons of old-body type have been melted up because modern printers will not buy it at any price.

Scissors and Saliva . . .

with varying thicknesses of cardboard are very expensive accessories to printing. These have been relegated to an inglorious past by the Point System. Why waste time in cutting up cardboard to justify lines of old-body type? It

would be cheaper in the long run to dispose of the stuff as old junk and buy Point System Type.

Time Costs More Than Material

is an axiom that applies with quadruple force to the printing trade. The old-fashioned printer cannot make money in competition with modern labor-saving appliances—of which Point System Type is the chief. The time wasted in one year in offices using out-of-date type and materials is something serious—in fact, if the wasted time had been profitably employed it would pay for a new outfit in many offices.

The Moral of this Tale

Is: Buy only Point System Type and Materials—the greatest time-savers of the century. Buy them from Toronto Type Foundry Co., Limited, whose stock is the largest, facilities the most perfect, prices the lowest and terms the most reasonable of any firm in Canada.

WRITE FOR SPECIMENS AND PRICES.

We supply all the Printer's requirements

**Type, Machinery or Materials, Patent Outsides
and Insides, and Stereo News Plates.**

"Everything for the Printer," is our motto.

TORONTO TYPE FOUNDRY CO., Limited

BRANCHES:

646 Craig St., Montreal.
286 Portage Ave., Winnipeg.
520 Cordova St., Vancouver, B.C.

44 Bay Street

 Toronto.

NEWSPAPER MAKE-UP.

A PAPER READ BEFORE THE NORTHERN INDIANA EDITORIAL ASSOCIATION BY E. O. ROSE.

IN the make-up of a newspaper the two things especially desirable are a tasty and artistic arrangement of matter, and convenience of the reader; the one to please the eye, the other to meet the demands of an intelligent and critical public. As discriminating taste enables the manufacturer of our wearing apparel to turn out products which combine elegance with utility, so the newspaper man should study artistic effect in making up the matter which, when printed, is to be perused by those whose patronage he seeks.

CLASSIFY THE NEWS.

Classification of matter is important. Home news items (and by that term I mean only the happenings of one's immediate locality and of the country adjacent) should be grouped together, and always on the same page, if one page will hold them; and the excess, if any, should be given a place on some other page, under an appropriate heading, the page and place for this excess to be the same each week, so far as may be practicable. Reports of occurrences in adjacent counties, or news from places a little farther away, I would never merge with purely local news, but would group them under appropriate headings, such news making a department by itself. So editorial utterances and county or neighborhood correspondence should be in distinct departments; and these departments should never be moved from one page to another, excepting in case of emergency. Local, or home, news I would subdivide, making a department embracing items of personal mention and society affairs. While such a department may be of no special interest to the reader who is eager to scan the market reports and to learn the news from the national capital, it is surprising how many turn to it before perusing anything else in the paper.

THE QUESTION OF HEADINGS.

There is a great diversity of opinion with reference to the use of headings, some putting a caption or title upon nearly everything, while others omit headings almost entirely. In my judgment there is a happy medium on this question. In local news I would omit headings upon items of a dozen lines or less, but would give headings to those measuring a stickful or more. Whether it be a sidehead or tophead, is entirely a matter of taste. My practice is to use, in local news, a sidehead for items of from one to three sticks in length, and topheads for all of greater length. For articles of a column or more I use moderately displayed two and three-story headings, as their importance and the multiplicity of subjects embraced may suggest. A judiciously worded heading, like the table of contents or index of a book, enables the reader to know at a glance, and without a partial perusal of the article itself, what it is about, which, in this busy, bustling age, is often a source of satisfaction, if not a positive advantage to the reader. Some may object to such classifications as I have indicated, because of extra labor involved in make-up; but if the editor properly marks his copy, and compositors dump upon galleys set apart for each kind of matter, the trouble of classified make-up is very much simplified and reduced to a minimum.

ADS. MIXED WITH LOCALS.

The second part of the subject assigned me, "Where Should the Line be Drawn on Matter Subject to Advertising Rates?"

is one upon which country publishers widely differ—in practice, if not in theory. I have seen newspapers—in fact, I see a few every week when I open up my exchanges—which seem to be made up without reference to any system whatever; no articles headed, and no classification, the pages simply filled with a miscellaneous mixture, like the proverbial boarding house hash. I proceed to scan one of them in search of something for my "Round About" column, and this is about what I find:

"One Minute cough cure is the greatest remedy on earth."

"Jones is selling groceries cheaper than anybody else in town."

"Mr. and Mrs. Periwinkle have a new baby in their home."

"Dr. Hidalgo, the great Mexican healer, is at the American House this week."

"Tom Brown and Bill Flint went fishing yesterday."

"President McKinley has his eagle eye on Hawaii."

"Miss McQuirk has all the latest novelties in millinery."

"Pisley's is the cheapest place to buy hardware."

"The war between Greece and Turkey has about fizzled out."

"Bromide Johnson laid a big egg on the editor's table the other day."

And so on to the end of the page.

Now it may be that some subscribers have the time and patience to wade wearily through column after column of such stuff in order to cull out a few legitimate news items, but very few editors have—life is too short for that—and, as a result, such exchanges are consigned at once to the pile of old papers.

THE PRACTICE CONDEMNED.

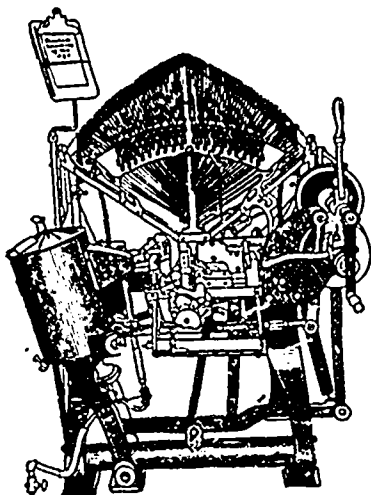
Newspapers made up that way indicate that they are edited chiefly by the patent medicine vender, the quack doctor and the local shopkeeper, the editor and proprietor having very little to say about what kind of a sheet he'll furnish his subscribers; in other words, that he is not managing his own business, but is allowing a lot of cheeky fellows to dictate how his paper shall be made up. Instead of submitting to this imposition upon his readers, the newspaper man should insist upon managing and directing his own business. He should relegate paid reading matter to a department by itself under an appropriate heading, make a rule that no paid readers can have a place among legitimate local or other news items; and this rule should be firmly adhered to. Pure advertising matter—sometimes by brevet called "paid locals"—is as much out of place in legitimate news columns as plow-points and log-chains would be in a cutlery show case in a well-managed hardware store.

HOW TO SETTLE THE POSITION QUESTION.

"But," says some timid editor, "I must consent that such items go into my regular news columns—much as I dislike to see them there—or lose the patronage of those who want them published."

Now this is only partly true. As a rule, the publisher who peremptorily refuses to mutilate his news columns with such matter not only has quite as much of it as the easy-going man who can't say No, but he gets as good prices for his space as the other. The man who has allowed himself to be imposed upon by patent medicine agents and others of that ilk, may find it a little difficult to cut loose from old practices and establish a new rule; but once established, he can maintain it with very little trouble.

With some of my patrons, I agree to give their announcements a place immediately following pure reading matter, and that is the extent of my concessions. Clauses providing for insertion on local or editorial page, I always insist upon erasing



Machine Composition

Is a necessity if you wish to keep up with the present age of advancement. Over 70 per cent. of the daily newspapers now set their type by machinery. It pays them to do so. Read what the Montreal Star has to say about the subject:

The average cost of hand composition on this paper was 26¹/₂c. per M before the introduction of the Typograph. We append herewith a statement showing cost by machine for seven weeks, from June 26th to Aug. 14th, 1895.

WEEK ENDING	TIME	EMS SET.	COST PER M.	SAVING — COMPARED WITH CORRESPONDING WEEKS OF 1894.
July 3rd	498 hrs.	719,900	14 ¹ / ₂ c.	\$ 72.75—Same No. of cols.
" 10th	492 "	901,500	13 ¹ / ₂ c.	124.95—16 cols. more
" 17th	510 "	955,700	13c.	94.05—24 " "
" 24th	507 "	1,017,900	12 ¹ / ₂ c.	131.25—Same No. of cols.
" 31st	612 "	1,211,600	12 ¹ / ₂ c.	130.55—16 cols. more
Aug. 7th	612 "	1,264,000	12c.	121.15—52 " "
" 14th	612 "	1,268,200	12c.	121.90—52 " "

¹In these hours is included time for cleaning every day

Rogers Typograph

Manufactured by
CANADIAN TYPOGRAPH CO.
 Limited
 WINDSOR, ONT.

CORRESPONDENCE SOLICITED



ELECTION PORTRAITS

IN LINE OR HALF-TONE.

Cuts of Leading Politicians
 Kept in Stock. Shipped
 on Shortest Notice.

The Toronto Engraving Co.
 53 King St. W. Cor Bay St.

before signing. I'm sometimes told by advertisers, that unless I'm willing to accept their contract as printed, they cannot do business with me. To such intimations I always promptly answer that they can get their announcements into my paper only on such terms as I am willing to offer; and, though bluff and bluster sometimes follow, they usually accept the situation, and conclude such a contract as I am willing to make. In fact, in all my newspaper experience, covering a period of about sixteen years, I can recall but one instance where my refusal to yield on the question of position prevented a contract being made. I always provide a supply of short miscellaneous items—the shorter the better—and my foreman is instructed to put advertising readers in a column or department by themselves, sandwiching between them the short items referred to; thus each follows "pure reading matter," and I have complied literally with my contracts.

SUMMARY OF THE DISCUSSION.

Sizing of matter—commencing departments with the shortest item or article and concluding with the longest—adds much to the appearance of a page and is generally in vogue. In many offices this is carried out to the extent of sizing correspondence, which I would always do, excepting when lack of time renders it impracticable.

A weekly newspaper, judiciously edited and artistically made up, quietly ingratiates itself into the good opinion of its readers and, in time becomes a family friend. Its features become so familiar, its face so well recognized, that its coming is greeted with a hearty welcome. Any material change in its make-up is apt to produce a frown.

JUDGMENT IN TYPE DISPLAY.

IN THE progress of ornamental typography, the average job compositor is being educated to something higher in his calling; or, if he is unwilling to advance with the newer demands of the age, he is relegated to do what little common work there may be for him. To bright young job printers, with taste and imagination, and a laudable ambition to aid in the fostering of the growth of the beautiful in every-day printing, the rapid increase of fancy job work is an incentive to do their best. Artistic work, such as is now absolutely demanded from many job offices, requires compositors endowed in some measure with the artistic faculty.

The men with the skill and ability to plan and execute the tasteful, ornamental designs growing in favor from month to month will be the leading job compositors of the present and near future. It is well for us all, old and young, to enter heartily into the new and better system of job printing that has come in vogue.

Displayed advertisements and general job work furnish an unlimited field for the study and practice of harmony and proportion, and the student is only limited by his capacity to learn. This part of the business requires more care and good judgment than any other, and it is the part in which so many otherwise good workmen fail. Displayed work requires the whole attention of the operator, if the best results are to be obtained. He cannot attend to his work properly, and at the same time have his mind upon something else. Too much importance cannot be attached to this part of the printer's work, because, where it is required at all, it is the principal thing to be looked after.—Utah Editor and Printer.

For
Printing
Folding
Slitting
Perforating
Winding
Cutting, etc.)
10 Years best U.S. experience
in this special line.

PAPER

Special Paper Handling Machinery or Attachments Designed to Order.

C. J. ROBERTSON,

12 PHILLIPS SQUARE,
MONTREAL.

EXPERIENCE WITH AN ADVERTISER.

V HAROLD, of The Shelbyville (Ill.) Leader, writes to Newspaperdom:

In response to your request for odd experiences of newspaper men, allow me to submit the following, which I consider altogether unique:

Several years ago I was publishing *The Greenville Sun* and doing business (located, probably, would be the better word, as he does not seem to have done much business). Located under me was a groceryman and queensware dealer named Justice. One day he came into my office and I said to him:

"Mr. Justice, why is it you do not advertise?"

"I do not think it pays. I used to advertise, but have given it up, because I found it didn't pay."

"Perhaps you didn't go at it right."

"I have tried every kind."

"Did you ever try giving prices?"

"No."

"Have you got anything you are particularly anxious to sell?"

"Yes; I have a lot of hanging lamps, and, strange as it may seem, I have never sold one since I have been in business in this town."

"What are they worth?"

"Oh, I don't want to sell them at a sacrifice."

"Well, give me some prices, and I will see if I can not sell them for you."

The result of the talk was that I was authorized to run six lines, and in three two-liners I rang in the changes about "beautiful hanging lamps at Justice's for \$2.50 up." At the end of two weeks, Mr. Justice came up and ordered out the locals, saying he had sold every lamp. I, of course, asked him if I could do anything more for him. He didn't think I could, "to-day."

And the marvelous part of my story is that that man Justice never spent another cent for advertising.

It is a wicked satisfaction to know that he isn't in business any more, having failed a year or two after this episode.

A NEW CUTTER.

The Oswego Machine Works, Oswego, N.Y., manufacturers of the Brown & Carver cutters, have recently taken out patents on an improved automatic clamp cutting machine for textile manufacturers, paper mills, bookbinders, paper box makers, printers, etc., which cover a distinct advance in this line. The improvements are greater efficiency and accuracy of work with high speed and simple mechanism. It was expected that this cutter would cheapen the cost of cutting and also produce better work than has heretofore been possible on automatic cutters, and the results from machines in operation for some time past have more than substantiated the claims of the makers.



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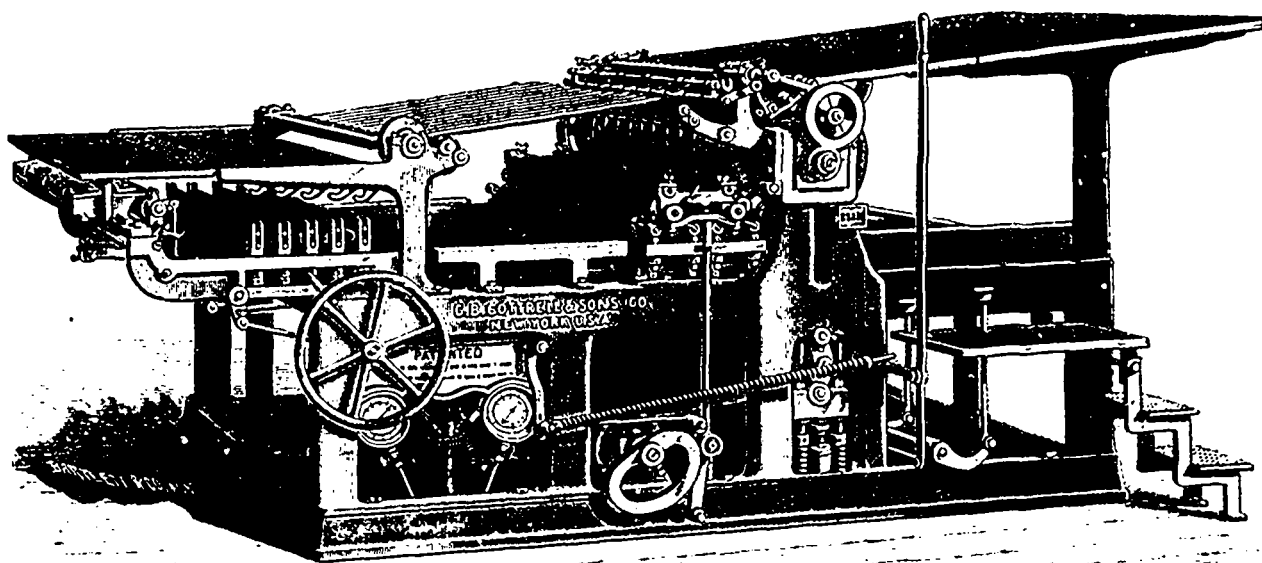
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This machine is for fine illustrated book and color printing, and can be run at a high rate of speed.

It is especially valuable on wood engravings, photo-*engravings*, half tone and zinc etchings, where a clean, even impression and a fine distribution of ink are required. A large part of the illustrated catalogue and book work of the United States is printed on this Press. Quality, speed, and ease of handling are the causes of its great popularity.

We build all sizes, styles and varieties of machines, and make a specialty of Flat Bed Perfecting and Rotary Web Presses for fine work. We would be pleased to mail our illustrated catalogue to anyone on application.

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Sole Agents for Canada

TORONTO TYPE FOUNDRY CO. Limited Toronto,
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ART PRINTING.

WE hear a good deal in these days about so-called "art printing," and see many specimens of very bad work figuring under that designation. The following interesting article on the subject is by Mr. George French, in 'The Printer and Bookbinder, and is well worth reading by members of the craft:

"It is easy to get what is called art printing. There are many printers who believe themselves capable of producing it, but there are very few who do so—who turn out work planned and executed according to recognized canons of art. I do not mean to refer to handsome printing, ornate or showy printing, I mean only real art printing.

"To produce art printing it is required that work be planned and supervised by an artist, by a person whose judgment is guided by artistic instincts and perceptions. The demands of the subject should control all the steps, from the basic decisions regarding paper and ink, the form and the general character of the display, down to the width of margins and the paper to wrap the completed job with. Artistic entity may not always be possible, but it is never necessary to set paper, ink and display type swearing at each other like Malay pirates, as they do in so many examples of what is called art printing.

"The cause of the inharmonious quality of a great many examples of printing is the slavery to precedent yielded to by so many printers. When we come to regard type, ink and paper as elements wherewith to work out schemes of display calculated to best serve the objects of printing, we will be well started upon the road leading to artistic performance. But we must forget much, the greater part probably, of all we have learned from our apprenticeship masters. How well I remember the mental shudders that I experienced when I first began to come in contact with the sort of printing I now recognise as artistic! It seemed all wrong to me, because it ignored so many of the precepts and rules I had been trained to revere. I was not able to resist the charm of the artistic effect, though it seemed quite like sacrilege to submit to the seducer.

"How few printers, comparatively, give the matter of the harmony of ink and paper and design very much thought! The paper is the fixed element; the design is variable, and the ink may be mixed to suit the necessities. Having the paper, we are to make the design and mix the ink. It is not necessary to rely upon the inkmaker for the shade needed. Let him furnish you with good primary colors, and demand the rest of your true eye and trained taste. Neither is it necessary to allow convention, or the typefounders, to fix, or limit, your design. Put convention (not the conventional) behind you, and turn your eye away from the typefounders' books, and from the books upon printing. Look your opportunity full in the face. 'What,' say you, 'is this job expected to accomplish? What sort of an argument is it to make, and to what sort of people?' Do not be deceived. Do not be led astray. There are the proprieties—the artistic proprieties. It will not do to rig a milkmaid in the robes of a premiere danseuse, nor to dress a grand dame in calico; we must not try to go among the hoi polloi with the handshake of 'the Four Hundred.' We must, in other words, be sincere, for sincerity is the keynote of advertising success, and most printing has the advertising demand back of it.

"It is not an abstruse nor a difficult thing to study intelligently this matter of true artistic quality in printing. We know

when harmony is present, and we detest discords. We demand music for our sense of hearing, why not for our eyes? Let us apply the tuning fork to our printing and make it a visual harmony.

" 'Well,' says one, 'that is all right, but tell us how; give more specific directions.' Frankly, I am not able. It seems to me that when one has the courage to forsake tradition, forget rules, ignore training and bend his mind to the solution of the aesthetic problem that is always presented to a printer when he proceeds to 'lay out' a job of work, the rest is easy. It is easy; that is, up to the limit of the capacity and perceptions of the printer; and what is the use of attempting to put more in a person's mind than the said mind is able to absorb and assimilate? I never succeeded in perceiving the sense of trying to put a bushel of matter in a peck measure. Likewise, it is labor lost to describe specifically that which cannot be indicated. If a fertile mind gets an impression, its individuality at once gives it the form it can adopt and adapt.

"The essential point is to insist upon artistic printing that conforms to artistic canons. It is not hand-made paper and

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WEEKLY NEWSPAPER FOR SALE IN GOOD, LIVE TOWN IN MARITIME PROVINCES. For particulars, apply to "X Y," c/o PRINTER AND PUBLISHER. (7)

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W. G. MACDONALD,
Actuary.

J. K. MACDONALD,
Managing Director.

bright-colored ink ; it is not perfection in composition and presswork ; it is not odd shape nor novel binding. It is that the paper, the ink, the form, the typography, are each only natural elements in a whole where each is inconspicuous because in harmony with all the others.

"The practical importance of all this is very easily recognized. We can readily bring to mind the names of printers who only partially meet these requirements, but yet are almost kings in the craft—always having work to do and always getting their price. The few—very few—who meet a majority of the requirements of the truly artistic printer are autocratic despots. Customers bow down before them and sue for the privilege of signing checks payable to them. They get carte blanche commissions and accept none other. They know their business, and they practice their art in strict accord with its legitimate demands. May their shadows never grow less, and may their breed increase and multiply !

" There is a wide, fertile and waiting field lying fallow for occupation by artists in the printing business, not to be entered upon flippantly, but to be seriously studied and as seriously cultivated. Let the artist who is desirous of making money study the printing business—learn it thoroughly—get to know all about paper and all about the demand for printing, and then let him buy himself some type and go to work with the zeal and devotion he would put into an oil for the Paris Salon, and he would enter upon a career that would not only give him money, but would afford him plenty of opportunity for the exercise of true artistic tastes and acquirements. He is needed in this field. I am often led to wonder that the possibilities of printing do not attract more artistically inclined people, and that so many of its practitioners appear to be oblivious of the principles that are most vitally needful to its proper conduct."

NEWSPAPER ENEMIES.

Newspapers, as well as individuals, can point their fingers at their enemies—they know why they are enemies. When you hear a man storm against a newspaper of known repute for veracity and enterprise, you can put it down in your mind that he belongs to one of the following classes :

1. At some time or other he has "gone wrong" and the paper has done its duty in "showing him up."
2. He may be the next friend of the man who went wrong.
3. The most numerous and revengeful enemy is the man who is in debt to the paper, and is being persistently urged by every possible legitimate means for its payment.

Political enemies are a thing of the past. The average politician doesn't expect a paper of opposite politics to be with him, and takes it as a matter of course.—Clinton (Ia.) Advertiser.

IMPORTED ENVELOPES.

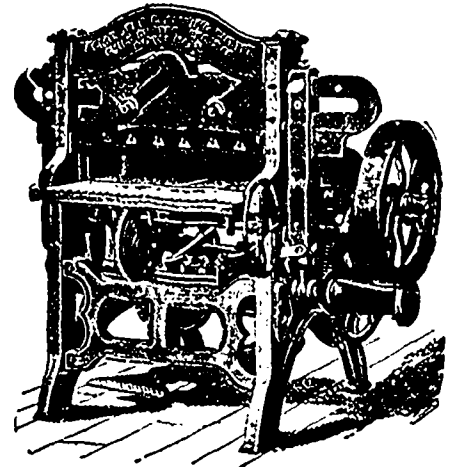
Since Buntin, Gillies & Co., Hamilton, took hold of the product of the Morgan Envelope Co., Springfield, Mass., Canadian printers and stationers have had an opportunity of seeing plainly that good goods in the envelope line can be brought over and sold here to the great advantage of the buyers. Most people had an idea that 35 per cent. duty on envelopes was practically prohibitive, but on account of the extremely low price at which a factory making twelve million envelopes a week can procure their raw material it is clearly shown that the goods can be brought in, the duty paid, and the goods profitably sold, at astonishingly low prices.

THE
"ACME" SELF-CLAMPING CUTTER

The only AUTOMATIC Self-Clamping Cutter made. We combine Self and Hand Clamp. Also, Self and Foot Clamp.

Used by...

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- INLAND PRINTER
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It will pay you...

Labor saved will pay entire cost of Cutter in two years.
 HIGHEST AWARD at the World's Fair.
 FORTY sizes and styles, 28 to 72 inches.

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64 Federal St. BOSTON, MASS.

Cardboards



Our stock of boards is complete and well assorted. We do not carry job lines ; customers will find goods always in stock and that orders can be repeated. Colored Boards for Fair Tickets, etc., etc. If you have not our samples, write for them.

Prompt shipment and careful attention to LETTER ORDERS.

CANADA PAPER CO.

Toronto and Montreal.

A REVIEW.

MR. GEORGE HAGUE, general manager of the Merchants Bank, Montreal, in his annual address says :

I may say this, however, that it is hopeless for manufacturers of any kind, in these times of keen competition, to make profit on their business unless they have the latest appliances in machinery, the most economical appliances of power, the most skilful management in production, the best adaptations of labor, and the best facilities for transportation and communication. Along with these, it is becoming more and more essential that a manufacturer shall have his specialties, that is, that he should produce some goods which are his own, known by his name, which will be such a guarantee of goodness that the name will sell the goods, as with "Rodgers'" cutlery, or "Horrocks'" sheetings. When a manufacturer attains a position like this, and has his arrangements to keep it, he is a long way towards permanent success and wealth. In some branches of manufacture and production we have attained this position. Certain brands of flour are well-known in foreign countries, as well as certain brands of cheese, and even of deals and timber. A customer of our own has established the reputation of his brand of eggs in the English market, and enquiries are made for it by dealers there. We are exporting furniture to South Africa, agricultural implements and other articles to Australia, butter to Japan, and leather in large quantities to England; and if attention is only paid to quality, to good make-up, and to the exact needs of the market, there is no reason why this should not develop very largely. In such matters as butter or apples it is not sufficient to have simply a good article, it must be well and tastefully packed, according to the fancies of the market it is sent to, or they can never establish themselves in general favor.

Our apple exports of last year were frightfully injured by want of care in packing, and the trade injured to an extent it will take considerable time to recover from. Our orchards are well known to be among the best in the world, and so are our vineyards and peach gardens. I mention this for the benefit of any who may happen to read these words, to dispel the impression that Canada is a land of almost perpetual snow. I do not think we are at all obliged to the enterprising English poet who lately sung our praises as the "Lady of the Snows." We have snows it is true, and exceedingly useful they are, as fertilizing the ground for the spring and summer, and enabling us to produce such fine peaches, grapes, melons and apples as we do. While on this subject I may venture to say that much harm has been done to the country by the multiplication of snow pictures. We have had altogether too many of this sort. It would, I think, be a profitable venture if an illustrated book were published showing what Canada is in summer.

ILLNESS OF MR. KRIBS.

The serious illness of Louis P. Kribs, at his home in Weston, Ont., will be heard of with much regret. Mr. Kribs has been out of health for some months past, and suffered a few days ago from hemorrhage of the stomach. He is now somewhat better, and his chances of recovery are good. Mr. Kribs has many friends throughout the ranks of pressmen.

Frank Yeigh, the well-known writer, who has gone west on a trip to the Pacific Coast, will write some letters for The Toronto Globe.

Rival Bond

at 10 cents per lb.

(WHITE AND AZURE.)

IS GREAT VALUE.

No. 7-91 Envelopes at 90cts. per M, manufactured by the Morgan Envelope Co., of Springfield, Mass., (for whom we are agents for Canada), is the best value in commercial envelopes in Canada. Note the extra size; our No. 7 is large enough to contain the ordinary No. 7; our No. 8 is large enough to contain the ordinary No. 8.

The Century Linen continues to grow in favor. When we took the agency for this we were doubtful of being able to sell the quantity we were obliged to take to secure the control for Canada. The sale is now almost double---we do not take the credit---the paper has done it.

**Buntin, Gillies
& Co.** Dealers in Printers' Stock

HAMILTON

ONTARIO

Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, JULY, 1897

OUR OPPORTUNITIES.

THE United States paper and pulp men are commencing to realize that Canadians have awakened to the commercial possibilities which lie before them and are tardily admitting the facts. Recently there have been published in their trade journals several interviews in which Canada's advantages are frankly admitted. One well-known pulp manufacturer who had recently returned from a business trip to Canada, said to The Paper Mill, New York :

"I have just come in from Canada. I have been poking around a bit over there, looking up some spruce lands and keeping an eye on the doings of the Dominion Parliament at Ottawa at the same time. When the Government secured authority from Parliament to tax outgoing pulp wood I concluded I wouldn't waste any more time over there just now.

"But I want to tell you that that business of taxing whatever pulp wood we may buy will have just this effect, and nothing more : it will increase the value of desirable lots of standing spruce in this country. It won't help Canada to establish a pulp and paper industry on a large scale. Mind you, they are going to have a big pulp and paper industry over there some day ; there's no doubt of that, but the taxing of outgoing pulp wood will not promote the growth of it at all, nor will it retard it, excepting in so far as the unfriendly spirit it exhibits may deter some American capital from seeking investment over there."

Another well-known paper and pulp manufacturer who has made an extensive study of the Canadian forest resources, water powers and transportation, as well as the pulp industry generally, said :

"Canada has got an elegant opportunity to supply Great Britain with pretty nearly all the pulp, mechanical or chemical, that she needs, but if the Canadian Government continues its picayune policy of management of its forest resources, it will lose its chance.

"Most of the pulp required by the paper manufacturers of Great Britain comes from Scandinavia," he continued, "and there is no particular affiliation between the Scandinavians and the English. The trade in pulp between them is subject to all sorts of annoyance such as arise between buyers and sellers in any line when they are of different nationalities. Some time ago English paper makers got a little Canadian pulp, and liked it, and would have bought in large quantities if the Scandinavians had not become badly frightened, and let down their prices with a rush. Lately they have marked up their figures, and

show no disposition to make concessions, so the English paper manufacturers are turning toward Canada with more interest than heretofore as a possible source of supply.

"Now the point is this : if the English expect to get pulp from Canada, they will have to furnish the capital to develop water power, build mills and carry on the business. This they are able to do, and will do, if conditions are agreeable, just as English money has been supplied for developing all kinds of trade and industry in every quarter of the globe. But if Canada does not meet them half way in the matter, it will lose its chance, for almost in the path from England to Canada lies the great island of Newfoundland, with deep water harbors, immense undeveloped water power and thousands of square miles of spruce forests ; and Newfoundland is disposed to be very liberal toward any one who will undertake to establish a paper and pulp industry there. There is very little more pioneer work for the investor in this direction to do in Newfoundland than there is in Canada, and when the matter of distance is considered, the odds are in favor of Newfoundland."

CANADIAN SPRUCE IN FRANCE.

Among the visitors to Canada during the past month was Mr. George Wagner, of Paris, France, who represents a number of large French paper manufacturers, including those who supply the paper for The Figaro and Petit Journal. The object of his mission was to look over the field and make arrangements for opening up an export trade in pulp wood between the Dominion and France. He was so favorably impressed with the prospects that it did not take him long to make up his mind and open negotiations for contracts for a trial cargo. Communications have also been opened up with the Colonization Society of Quebec, which has several colonies settled in the spruce districts. Should the result of this experiment prove favorable, another large field will have been opened for Canadian trade.

A NEW PHOTOGRAPHIC PAPER.

One of the greatest novelties in the photographic line is a self-toning collodion sensitized paper, prepared by coating the paper with a collodion emulsion mixed with the silver and the toning chemicals, such as chloride of gold. When a sheet of the paper is placed in the printing frame behind the negative, the printing takes place in the usual way, but instead of being a red color it prints the same color as the ordinary finished portrait does, the operation being continued until the print looks a trifle darker than is desired. It is then placed directly in a fixing bath composed of hyposulphite of soda and water for a few minutes, washed in changing water for half an hour, then dried and mounted.

CANADA'S PULP TRADE.

MR. JAMES BEVERIDGE, who has recently been in Canada on business connected with the pulp trade, returned on May 29th, and was seen by a representative of Wood Pulp (London, Eng.), to whom he said:

"I am not in a position to divulge the nature of my business in Canada, but I may say that I think that country offers great facilities for the manufacture of pulp and paper, inasmuch as there is a belt of forest 2,000 miles long by 200 miles wide, stretching right across the continent, which contains vast quantities of spruce and other woods suitable for paper making.

"From my own observation this timber was unquestionably healthy, of rapid growth, and from samples which I examined is in my opinion quite equal to the very best timber grown in Scandinavia and Finland.

"Pulp wood costs papermakers from \$3.50 to \$6 per cord delivered at the mills, and it appears that owing to the demands made by the United States papermakers on Canada for their supply of pulp wood, the Canadian Government were considering the advisability of putting an export duty upon it.

"America being the land of newspapers, the production of cheap 'news' is a great feature of the paper-making industry, and by the application of great engineering skill the cost of producing 'news' has been reduced to a comparatively low figure. This class of paper is being sold at $\frac{3}{4}$ d. per lb.

"Compared with English 'news' it is less bulky, but seems well adapted to the requirements of the American printer.

"The most modern 'news' machines are running at from 300 to 400 feet per minute."

UNITED STATES MARKETS.

NEW YORK.—A fair demand for all grades of paper for current use is reported with no expectation of an improvement until the fall.

Chemical Fibre—The market for chemical fibres is rather quiet. Foreign sulphite bleached, No. 1, is quoted at 3.30 to 3.75c.; No. 2, at 3.20c.; unbleached at 2.50c. Foreign soda fibre, bleached, 3c.; unbleached, No. 1, 2.10c.; No. 2, 2c. Domestic sulphite, unbleached, is quoted at $1\frac{3}{4}$ to 2c.

Ground Wood—There is a moderate demand for ground wood at from \$12 to \$15 at the mill.

Chemicals—The market for paper makers' chemicals continues strong. Bleaching powder is quoted at 1.75c.; caustic soda at 1.90 to 2c., and alkali at .90c.

THE BRITISH MARKETS.

LONDON, July 1.—During the five months ended May 31 last, as compared with the corresponding period of 1896, the exports of bleaching materials have decreased in weight by 2,900 tons, and in value by £32,957, and the exports of alkali have increased in weight by 719 tons, and in value by £13,101. During the month there has been a good shipping demand for alkalis; caustic soda is steady, 60 per cent. moving rather better than 70 per cent. Ammonia alkali is firm, and second-hand parcels sell readily at a little under makers' figures. Chlorates of potash and soda are quiet but steady; soda crystals are in good demand. Bleaching powder has a moderate enquiry at unchanged prices.

Sulphite pulp continues scarce, and high prices are still maintained. There is some enquiry for contracts over next

year, and buyers seem more reconciled to the idea that prices are not likely to fall much during the next twelve to eighteen months. However, very little business has been done.

There is a good demand for soda pulps, and prices remain unchanged.

Mechanical pulp continues firm, and there is very little business doing in this article. There does not appear much prospect of lower figures, even for long contracts. The imports of Canadian pulp, although somewhat large, have not had any effect on the market.

TO PREVENT ACCIDENTS IN PAPER MILLS.

A VERY useful circular on this subject has lately been issued by the Association des Industriels de France, and from it we extract the following provisions:

"IT IS STRICTLY FORBIDDEN

to clean, examine or regulate the knives of rag cutters without previously being certain, by throwing the driving strap out of gear or otherwise, that the machine cannot be started; or to mount the rolls or cylinders of beating and refining engines, etc., without having previously covered up the top for their protection; or to descend into any vats or similar pulp receptacles without having made sure that there is no likelihood of the machinery starting suddenly; or to pass articles of clothing (or any objects save webs or samples of paper) through the cylinders of the drying apparatus; or to enter the vat where any edge-runner or other grinding machine is at work unless the driving belt has first been disconnected and other usual precautions taken to prevent the machinery running; or to meddle with the manholes of any such vat before the machinery has been stopped; neither must the employe, under any pretext whatever, introduce his hand into any part of the mechanism whilst it is in motion; or to clean machinery in motion, or to put the hand in close proximity to circular cutting knives or anything of a like nature, whilst they are working; or to open the manholes of kiers or pulp boilers without being satisfied that there is no pressure of steam within; or to interfere with calendering or glazing rolls, etc. (where such tools or appliances are supplied for dealing with them), without using proper tools; when these have to be cleaned, it is recommended that the workman should, if there are only a single pair of rolls, always place himself opposite to the side on which he has to work, or, if there is more than one pair, then to change his position from one side to the other regularly."

WOVEN PAPER FOR CARPET LININGS.

Woven paper is a new article invented by W. A. Maurain, a Providence, R.I., manufacturer, which is designed as an improved kind of lining for carpets. A novel description of loom is employed in its production, and into this loom strips of the paper a yard long are fed automatically through a tubular guide, which folds them lengthwise; these strips form a firm yet elastic web a quarter of an inch thick and securely bound by warp threads. From the loom the woven roll is taken to a machine which gums and stitches on the paper selvage and reinforcing strips of paper. In another grade the lining, as it comes from the loom, is enclosed in paper, which, when worn away by use, leaves the interior intact. The filling does not adhere to the carpet. Its thickness gives an elastic feeling to the carpet, and the loom ensures a uniform product.

THE MANCHESTER SHIP CANAL CO. CHARGES.

THE Manchester Ship Canal Co. have issued the following circular letter, which will be of interest to pulp makers and agents doing business with the firms mentioned:

"Gentlemen,

"I beg to draw your attention to the fact that as respects traffic imported at the Manchester docks and hauled in railway trucks by this company over our Dock Railway direct ex ship to consignee's premises situate on the Docks Estate, viz.:

- "Messrs. Chadwick and Taylor,
- " Goodwin and Son,
- " The Kellner Partington Paper Company (Boulinikon Warehouse),
- " Bagnall and Company, etc.,

our lock people have, in the past, omitted to charge for stowing the goods in the trucks, which service our charge for haulage does not cover, and if in future we perform that service a charge will be made for the same at the rate of 3d. per ton.

"You will, therefore, please to note that we shall require this charge to be paid on all future parcels of pulp or other traffic dealt with as named above on your account, and I must ask you to be good enough to bear this in mind.

"I would point out that the stowing of traffic in our trucks, for which we charge the 3d., does not carry with it any responsibility for count or condition of the goods stowed, but is simply the cost of the manual labor employed in the work.

"In the absence of such intimation no men will be provided by us, and the traffic may in consequence have to be landed on the quay and so incur a quay portorage, which, in the interest of the owner of the goods, it will be most desirable to avoid."

QUALITY TELLS.

THE London, Eng., correspondent of a New York exchange writes: "The heavy importation of Canadian and American wood pulp is beginning to attract the attention of those closely connected with the Scandinavian trade. That the demand for trans-Atlantic pulp is being fostered by merchants and agents located in England and on the continent cannot be denied, and the quality is held to be better by users than the Scandinavian product. A letter appears in a Norwegian paper; which is worth quoting, as it shows how the wind blows: 'As you are no doubt aware, there is a great scarcity of both chemical and mechanical pulp from Scandinavia at the present time, and likely to continue so for some time; but strangely enough, some agency houses here (London) and also speculators have now turned to importing Canadian pulp. What the manufacturers in Scandinavia think of this I leave them to consider, but at the same time I cannot help hinting that the worst opposition the Scandinavians could have is the Canadian pulp, and it seems to me that the Scandinavians who have their own agents here are rather badly served, when some of the very same agents are among the most prominent to create the importation from America.'

The above is rather amusing. It is admitted that Scandinavian pulp is short, and yet wood pulp agents are not to sell the Canadian product. English mills like the American soda pulps and the Canadian spruce, and will buy the material in preference to the Scandinavian, particularly as mills in Norway

and Sweden have been under the impression that they had a monopoly of the British market, and were anxious to boom prices.

THE WALL PAPER TRADE ORGANIZED.

THE American Association of Wall Paper Dealers is the name of an organization which was formed at a convention of wall paper manufacturers and dealers, held at Niagara Falls. Charles O'H. Craigie, of New York, who was the moving spirit in the organization, was elected commissioner for three years and was empowered to visit several leading cities in the United States and Canada for the purpose of increasing the membership. There are two classes of members, known as full and associate; the full members to be the retail dealers and the associate members to be the manufacturers and jobbers of wall paper. The full members will not buy goods of others than associate members, unless really essential to their business, and they agree to report all such outside purchases to the commissioner at the end of each year. The retail dealers will demand from associate members that they discontinue the practice of sending out sample books to agents or others than full members, and also that they stop the "job" sale of stock on hand after the dealers have ordered, at less than the dealers paid.

It is expected to shut the "fake" and the departmental stores by the co-operation of the manufacturers, jobbers and retailers. The president of the association is C. W. Page, of Rochester, and R. A. White, of Hamilton, as vice-president, and A. Mullin, of Toronto, and J. Murphy, Montreal, Que., as directors, represent the Canadian trade.

GROUND SPRUCE PULP

Sault Ste. Marie Pulp & Paper Co.

Maple Card and Paper Mills

MANUFACTURERS OF

Print, Manillas, Red Brown and Meat Brown

Mills at Portneuf, Que. 14 St. Therese St., MONTREAL.

WM. BARBER & BROS.

PAPER MAKERS

MANUFACTURERS OF . . . GEORGETOWN, ONT.

Book and Lithographic Papers
Colored Covers, Antique and Wove.
In five colors.

Colored Job Papers
In four weights, two sizes and five colors.

Label Paper, Acid and Alkali Proof
Soap Covers, Card Middles and
Coating Papers

JOHN R. BARBER, Prop.
E. FINLAY, Supt.
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Mall Bldg., Toronto

SPECIALTY

High Grade Weekly News

NOTES OF THE TRADE.



THE Niagara Falls Paper Co. is bringing large quantities of pulp wood down from the upper lakes. It has been found that the channel on the Canadian side of the Niagara River is the best. There is a difficulty, however, in the shape of a shallow channel across the river from the Canadian side to the docks on the New York side. As all the paper mills at Niagara Falls are interested, it is suggested that the Canadian Government should dredge a channel across, and charge tonnage on all boats using it.

The Ontario Government advertises for sale a large number of timber limits in the districts of Nipissing, Algoma and Rainy River for 18th August.

Mr. Wohlfarth, of Wohlfarth & Juhel-Renoy, Paris, France, has made a tour of Canada. The object of his visit was to look over the pulp wood field.

New York capitalists are reported to have purchased a large tract of land on the Saguenay River, and will erect a large pulp mill near the mouth of the River Aux Sables.

W. C. Gillett, president of the Chicago Paper Co., is on a fishing expedition on the Canadian side of Lake Superior. He will, while spending a holiday, avail himself of the opportunity to inspect the pulp wood districts.

The St. Raymond Co., of St. Raymond, Que., is the title of a new corporation which is going into the manufacture of pulp. Among the incorporators are: F. W. Evarts, J. Macfarlane, E. H. Barber, Wm. Drake, and G. F. O'Halleran.

The Niagara Falls Paper Co. have their entire sulphite mill in operation now, and it is turning out about thirty-seven tons of sulphite a day. In the paper mill No. 2 machine, which was in the recent fire, has been started to its full capacity.

The shipments of paper from New York in one week of last month included \$16,000 worth to London, \$1,500 to Bristol, \$15,000 worth to Melbourne and \$8,500 worth to Sydney, N.S.W. The most significant shipment, although a small one, was that for Cape Town, South Africa.

The factory inspectors of the Grand Duchy of Baden report that in the paper and pulp board works of 62 concerns, 4,778 male and 1,029 female workers were employed. Of these numbers, 224 males and 349 females were under 15 years. Of the grown up female workers, 221 were married.

The Pettebone-Cataract Manufacturing Co., at Niagara Falls, has leased about one-half of the fourth floor of its mill building to the McSloy Bros., of St. Catharines, Ont., for use as a hair cloth manufactory. The new concern will use electricity as its power, and is busy installing its machinery.

The total amount of paper produced in Japan is 45,000,000 pounds in an average year. The production of the last three years separately is as follows: 40,000,000 pounds in 1893, 43,000,000 pounds in 1894, 45,000,000 pounds in 1895; but these figures do not include the amount of board produced in the country.

All the contracts for the construction of the extensions to the central station and wheel pit of the Niagara Falls, N.Y., Power Co. have now been awarded, and the work in all its parts is to

be hurried to completion. This will give Niagara Falls 35,000 more electric horse power and make the total capacity of this station 50,000 horse power.

The ground pulp market in Germany is stiffening considerably, as the demand for pulp is on the increase, but, on the other hand, complaints continue that raw wood is getting dearer. Many reports come in from the hills of Saxony that great injury has been done to the pine forests through insects, and steps are demanded to meet this danger.

The manufacturers of No. 2 news print in the Fox River region, having concluded that over-production is the cause of the existing depression, entered into an agreement not to run up anything for stock, but to shut down when there are no orders to run on. Several mills have shut down temporarily in consequence. Should all the mills shut down two days a week the reduction in output will be 2,000 tons per month.

The Sault Ste. Marie Pulp and Paper Co. intends making another large shipment of wood pulp to England. The great drawback which this company has to contend with is the heavy freight rates to tide water. The exceptional natural advantages possessed by the company, however, largely compensate for this drawback by enabling it to turn out an excellent pulp very cheaply.

The paper mills at Holyoke, Mass., have sustained heavy losses by the floods on the Connecticut River last month. Bridges up the river were swept away and the breaking of one boom liberated 28,000,000 feet of logs at least, one-third of which were lost. The rush of 12,000,000 which burst another boom farther up the river was responsible for the heavy loss. This is the first June freshet on the Connecticut recorded since 1642.

It is highly probable that visitors to the Falls will very soon have the pleasure of seeing the falls illuminated at night, and novelty is to be given to the illumination by the use of acetylene gas searchlights instead of electricity. The illumination will be the first public demonstration of the lighting powers of acetylene gas, and the supply will be furnished by the Acetylene Light, Heat and Power Co., and will be in charge of Manager Devine.

Wood Pulp, of London, Eng., announces that the Dominion Pulp Co., Limited, has been formed with a capital of £100,000 in £1 shares, to enter into agreements with A. E. and W. H. Reed and others, and to trade as paper and pulp manufacturers and importers, etc. The subscribers to the memorandum of association are: H. James, Chislehurst, Kent, gentleman; J. B. Widdicombe, Dilkoosh, Enfield, gentleman; A. E. Reed, Belgrave House, Maidstone, paper manufacturer; A. E. Harris, 42 Langham road, Tottenham, clerk; C. Newall, 128a Queen Victoria street, E. C., paper agent; J. Leary, 28 Cricketfield road, Clapton, accountant; H. E. Workman, 24 Stainforth road, Walthamstow, gentleman.

Mr. Jacob Salomon, of Hanover, Germany, who has recently been on a visit to the United States, states that business in general, and the paper business in particular, is on a much sounder basis in Germany than in America, says an English exchange. He is of opinion that American paper makers deliver first-class paper at too low a price. Speaking of the paper stock business, he said it was becoming a more difficult problem to handle. European paper makers were using more of their own production than ever before, and the American

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mills continue to refuse to pay prices which admit of a fair profit. It was impossible to ship the cheaper grades to the American market, but he anticipated higher prices upon any improvement taking place in the paper manufacturing industry.

The Royal Paper Mills Co., East Angus, Que., have over 12,000,000 feet of logs of last season's cut at the mills, which are crowded with orders.

The Watson, Foster Co., Montreal, has been incorporated with a capital of \$450,000 for the manufacture of paper hangings, colors, glue, pulp, paper, etc.

At the pulp mill at Sault Ste. Marie, Ont., twenty-two grinders are reported to be at work, one of them turning out a large quantity of pulp solely for the French market.

The Seeley Paper Mills, near Scotch Plains, N.J., have shut down for the first time in twenty years, and assign as a reason that as long as Congress keeps on tinkering with the tariff the markets will be paralyzed.

The English market, or rather the British market, seems to be open to Canadian pulp, both ground wood and sulphite. The Canada Paper Co. has just received orders for 1,000 tons of pulp, and other companies are also shipping largely.

If the forestry department at Washington is correct in its estimates of the stand of coniferous woods, then American forest lands are worth more per acre than those of European countries, says an exchange. We consume more forest products per capita than any other nation on earth. Our rapidly vanishing supply should make forest lands almost invaluable. We may soon have to import our lumber from Europe or Asia. Just now our American forest lands show no recent advance in price.—New York Exchange.

The Canada Paper Co., which built a large pulp mill last year which has been running since last fall, are at present putting up a large paper mill adjoining the pulp mill. The machines were ordered some months ago, and they are almost completed. This will be one of the largest mills in Canada, besides being of the latest design, and all modern improvements have been introduced. *The machine will be the fastest in Canada, its rate being 500 feet per minute.*

One of the men employed in the Niagara Falls Paper Co.'s mill displayed rare presence of mind a few days ago, and thereby saved the life of a fellow workman, a boy. The boy's clothing in some manner got caught on a revolving shaft and he was whirled around. The accident was witnessed by the man referred to, and he threw off the clutch on the shaft, stopping it, and the boy was released from his perilous position, but in order to free him it was found necessary to cut his clothing off the shaft. The skin was torn from the boy's body over a space about 4 by 6 inches, but aside from this and the shock, he was uninjured.

A consular report, dealing with the trade of Norway in 1896, has recently been received at the English Foreign Office. Timber experienced a revival. Wood pulp, which is so closely associated with forestry, has also enjoyed the benefit of the improved state of the market. At the same time, it was only during the last months of the year that mechanical pulp showed a better tendency. For the paper industry the year is said to have been very advantageous, though, in spite of good demand, prices did not show any wonderful improvement. Chemical pulp, after beginning to decline in May, 1895, scarcely paid the expenses of many factories, especially the older ones, during three-fourths of last year. But by the end of September it

could be seen from statistics that consumption had increased considerably, owing to low prices. These remained steady through the last three months of the year, and pulp prospects for this year are very bright.

A curious suit has been begun recently in the courts of Louisville, Ky. It is against the organizer and "promoter" of a corporation, to recover the profits he is supposed to have made out of the affair. The story is that he got an option on a paper-making plant for \$75,000 and then organized a corporation, to which he caused the plant to be transferred in consideration of \$87,000, and that he made \$12,000 out of the trade. A decision of this suit will be awaited with some interest, as similar transactions are made every day, and always providing there is no fraud in the matter, the right of the "promoter" to make something out of the dicker is seldom questioned.

PULP SHIPMENTS FROM MONTREAL.

The following are the pulp shipments from the port of Montreal from June 15 to July 15:

Per ss. Numidian, for Liverpool, June 11—Laurentide Pulp Co., 15,900 bundles.

Per ss. Scotsman, for Liverpool, June 12—Laurentide Pulp Co., 2,940 bales.

Per ss. Norwegian, for Glasgow, June 14—C.P.R., 1,511 bundles.

Per ss. Parisian, for Liverpool, June 18—Laurentide Pulp Co., 1,654 bundles.

Per ss. Ormidale, for London, June 23—C.P.R., 920 packages.

Per ss. Carthaginian, for Liverpool, June 25—Laurentide Pulp Co., 1,650 packages.

Per ss. Straits of Menai, for Manchester, June 21—Canada Paper Co., 1,500 bundles; C.P.R., 1,769 rolls, 253 bundles.

Per ss. Antwerp City, for Manchester, July 3—Canada Paper Co., 1,497 bales.

Per ss. Sardinian, for Glasgow, July 7—Canada Paper Co., 1,072 bales.

Per ss. Stockholm City, for Manchester, July 17—Canada Paper Co., 150 tons.

This makes a total of about 2,400 tons shipped from Montreal in a month.

PULP MILLS DESTROYED.

The pulp and saw mills of the Royal Paper and Pulp Co., at East Angus, Que., were totally destroyed by fire at 2 o'clock on the morning of July 16. The fire started in the saw mill and did quick work. A large quantity of lumber surrounding the mill was also burned. The loss is said to be well covered by insurance, and both buildings will be rebuilt. The Sherbrooke fire brigade was sent for, but, owing to some misunderstanding, the message was not received at Sherbrooke. The whole village lent help to save the pulp mill, but the flames had gained such headway that, with only the parish fire and bucket brigade, it was impossible to keep back the flames, and in a short time that building was levelled to the ground, and all the machinery totally ruined. The paper mill, which is on the other side of the river, was uninjured. The loss is pretty well covered by insurance, mostly in the United States.

WHAT CANADA WILL DO.

THE recent action of the United States Government in increasing the pulp duty and in putting on an import duty on Canadian lumber may not result so satisfactorily for them as they expected. They seemed to forget for the moment that Canada had any say in the matter, and that in the matter of pulpwood Canada was in much the stronger position. What attitude the Canadian Government will take now is a matter of considerable interest and importance. In this connection we are informed on high authority that both the Federal Government and the Government of the Province of Quebec, which is the part chiefly affected by the pulpwood question, are determined to take an independent stand and to protect the resources of our Dominion. This, of course, must mean a good import duty on pulpwood.

What the Canadian pulp trade wants is a fair competition on the United States market, which the present state of affairs does not give, with the increased import duty that Congress has laid on pulp. The United States pulp men will now have to pay for their wood, if the Government impose the duty, as it is confidently expected they will.

Such action, too, would strengthen the paper makers, by giving them a fairer chance of competition with the United States manufacturers on the British markets, as the paper makers across the line will not be in a position to export their output at such a low rate if they have to pay a light duty on the pulp wood.

A UNIQUE EXPOSITION.

A PAN-AMERICAN EXPOSITION in 1899 on an extensive scale has been launched. The site selected is Cayuga Island, which is beautifully situated on the upper Niagara, a few miles from Niagara Falls. The incorporators are: Hon. Roswell P. Flower, of Watertown; Hon. Chauncey M. Depew, of the New York Central; E. B. Thomas, of the Erie; H. Walter Webb and Edgar Van Etten, of the Central; Daniel O'Day, Hon. W. F. Sheehan, John M. Brinker, F. C. M. Lautz, Charles M. Huntley, Charles H. Haskins, Capt. J. T. Jones, president of the Pettebone Cataract Manufacturing Co.; Hon. W. Caryl Ely, Burt Van Horn, Henry J. Pierce, Howard H. Baker, postmaster of Buffalo, Hobart Weed, F. S. McGraw, H. P. Bissell and R. C. Hill. The Exposition, which will be devoted to the display of everything in the line of manufacture, arts and agriculture, will be unique in that there will be an entire absence of smoke or tall chimneys. Everything on the island will be operated by electric energy, generated by the mighty cataract, and all heating and cooking will be performed by the same agency.

NOVA SCOTIA PULP INTERESTS.

At the annual meeting of the Nova Scotia Wood Pulp and Paper Co. a satisfactory condition of affairs was presented, the year's operations showing a net profit. Instead of declaring a dividend, however, the surplus was devoted to paying off a liability that rests on the property, a liability that bids fair soon to disappear completely. The pulp company's works are situated at Mill Village, with magnificent forests of spruce at its doors. The following directors were elected: Hon. H. H. Fuller, Frank Davidson, Dr. A. P. Reid, A. S. Hunt, Frank Roberts. At a subsequent meeting of the directors A. S. Hunt was elected president, Hon. H. H. Fuller, vice-president; J. Walter Graham, manager and secretary.

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SIZING DESTROYED BY SUNLIGHT AFTER AN EXPOSURE OF TWO YEARS.



ON A PREVIOUS occasion, in the reports of the Royal Technical Testing Institutes of Berlin for 1889, Mr. W. Herzberg, superintendent of the Department for Testing Paper, had stated that of five different papers which had been exposed to the light (morning sun) for four months, those composed of rags had either had their sizing impaired or completely destroyed, while only one of them, composed of wood pulp and wood fibre, had retained its impermeability; three of the papers experimented with, all record papers of bleached linen and cotton, had turned quite yellow, another

sample of record paper, made of unbleached linen, had preserved its original appearance, and the above-mentioned paper of wood fibre, which had retained its sizing unimpaired, had been turned a dark brown color by the exposure.

Mr. Herzberg has since then made other experiments with six samples of paper, exposing them to the light for two years, and he has just reported the results of these tests, from which we give the following extracts:

1. Paper of wood and straw fibre, 18.8 per cent. of ashes, resin sized. At the beginning of the exposure the writing was clear and well defined, showing slightly on the reverse; at the end of the test the writing was blurred, showing plainly on the reverse, the heavy lines partly sunk. In appearance it was slightly brown.

2. Paper of cotton, linen, wood and straw fibre, 16.8 per cent. of ashes, sized with free resin. At the beginning, writing clear and sharp, the heavy lines showing plainly on the reverse. At the end, writing badly blurred, all lines showing plainly on the reverse, heavy lines sunk. Appearance, very brown.

3. Cotton with small proportion of linen, 1.3 per cent. of ashes, sized with resin and animal size. At the beginning, writing clear and well defined, not showing on reverse. At the end, writing badly blurred, but no trace of it on reverse; appearance of paper, yellow.

4. Paper composed like sample 2, with 18.5 per cent. of ashes, sized with resin and animal size. At the beginning, writing clear and sharp, not showing on reverse. At the end, writing badly spread, showing plainly on reverse and heavy lines blurred. Appearance, slightly yellow.

5. Paper of linen with an addition of cotton, 3.5 per cent. of ashes, animal sized. At the beginning, writing clear and sharp, showing slightly on reverse. At the end, writing badly spread, the fine and middling lines showing on reverse, the heavy lines badly blurred and sunk. Appearance, slightly yellow.

6. Paper of cotton and linen, 1.5 per cent. of ashes, animal sized. At the beginning, writing clear and well defined, showing plainly on reverse. At the end, writing badly spread, the fine lines plainly visible on reverse, the middling and heavy lines badly blurred and sunk. Appearance, slightly yellow.

The sizing had, it will be seen, been destroyed in all these papers.

The sample No. 2, a copper plate paper, had been sized with a solution of colophony in ether, and contained, therefore, free resin as sizing substance. In this paper the sizing, according to the detailed table published by Herzberg, had been destroyed after one month of exposure to the light, while the papers which

had been sized with resin and animal size stood the exposure from two to four months before their sizing showed any appreciable signs of deterioration.

We learn, therefore, that even animal sizing is unable to withstand two years exposure to light, and Herzberg says that papers containing wood pulp had also lost their impermeability after two years time.

Some experiments were made exposing the paper only partly to the sunlight, but the entire surface to the action of the atmosphere, and it was found that resin sized papers had become unsized only where they had been exposed to the light, but the animal sized papers all over, also where the light had not struck them. This proves that there are other factors besides light which contribute to the destruction of animal sizing. The peculiar jagged appearance of the ink lines on the affected animal sized paper indicates that the coating of animal size is probably cracked or broken by the changes in the temperature and humidity of the air, forming rents and cracks in the surface of the paper, which allow the ink to penetrate.

Heat, it was shown by other experiments, does not influence the sizing. Herzberg heated some papers eight hours daily for several months to a temperature of 98 degrees C until the finally crumbled when touched, but their sizing had not been destroyed.

Herzberg speaks in his report of the explanations given by other investigators as to the causes of the destruction of the sizing, and whether they are due to chemical or physical influences, and he differs with them in some particulars. He states that the resin which had been soluble in the freshly sized papers had become insoluble after long exposure to light.

He concludes his interesting work with the report of a peculiar observation he made with some standard paper No. 2. A sheet of this paper which had been exposed was still well sized in some places, while in others the sizing had been completely destroyed.

SEA WATER FOR STEAM BOILERS.

For some time past experiments have been made by engineering experts at Poplar, England, to ascertain the effect of feeding one of the well-known Yarrow boilers with salt water. This boiler, as is familiar to all engineers, is of the express or small tube type, having tubes about one and one-eighth inch diameter, as compared to the four and one-half or five inch tubes of the type of water tube boilers now being introduced for battle ships and large cruisers. It has been considered, it seems, that the smaller tubes of the express boiler would be quickly stopped up in case salt water should gain access to them through a leaky condenser, or other contingencies which must be provided against. Now, the important point of information has been gained by these experiments which disproves such a theory; that is, the successful running of a boiler of this description for some time, using only sea water with a greater density; that is, a large proportion of salt and other mineral constituents—than would have been considered suitable even with the ordinary shell boilers. In other similar experiments favorable results are reported; the boiler was continuously blown off, the adjustment being such as to maintain the water in the boiler at a density of 3.32, or three times the density of sea-water. The difficulty anticipated in using such water was not only from incrustation of tubes, but from priming; no difficulty, however, arose from either of these.

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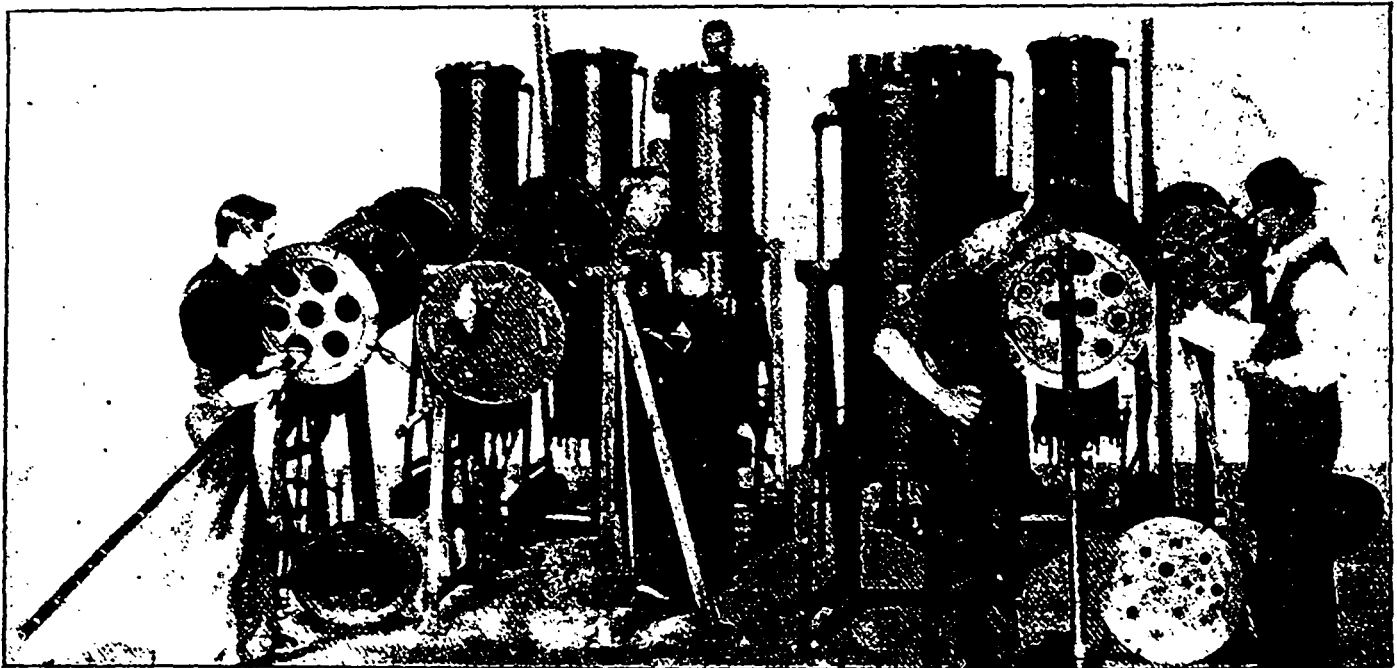
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