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MR. HENRY BROPHY.

MANAGER MONTREAL NEWS CO.

ONE of the most popular and best known men in Montreal, and, in fact, throughout Eastern Canada to-day, is Mr. Henry Brophy, manager of The Montreal News Co., the subject of this sketch.

Born in New Glasgow, Que., in 1861, he is now in his 38th year, but his many friends may possibly doubt this statement, as his appearance would lead one to think him at least a few years younger. After completing his education at the Montreal High School, he entered the service of Dawson Bros., the prominent wholesale and retail booksellers and stationers, and his early training there has done much towards the success which he has attained in later years.

Upon the formation of The Montreal News Co. in 1880 (that company taking over the periodical business of Dawson Bros.) he cast in his lot with it, and, after three years' service in a subordinate position, he was appointed to the management of the company, which position he has continued to fill with credit and advantage both to himself and the company.

The business, which was originally rather small, has steadily increased, until now the company controls almost all the periodical and novel trade of Eastern Canada. This has required constant care, watchfulness and business ability, all of which qualities Mr. Brophy has to a marked degree, and, when one takes into consideration the large number of people with whom the company has dealings, it is remarkable that a hard or unkind word is never heard regarding its manager. No small degree of diplomacy is required to constantly keep in touch with and retain the confidence of the numerous publishers, booksellers and news agents with whom the company does business, but it is seldom if ever that anyone has cause to complain of the treatment accorded them by Mr. Brophy.

Outside of business he has attained considerable prominence, owing to his great interest in all kinds of athletic sports. His judicious refereeing of the championship games of lacrosse at a time when a strong hand and clear head were required caused him to be recognized as an authority not to be disputed, and made him many friends throughout the whole country.

The Montreal Amateur Athletic Association has for many years received much of his attention, which services have been recognized this year by his election to the highest office in the

association, viz., the presidency. He occupied the proud position of president of the Amateur Athletic Association of Canada during 1898, and is to-day the Canadian representative on the executive of the Amateur Athletic Union of the United States. Taken all-in-all, he has, by his hard work and persistent demand for fair dealing, made a record for himself of which anyone might feel proud.

He holds prominent offices in many other clubs and organizations, and is recognized by all who know him as an able and conscientious worker and a friend to be desired.

TWO WAYS.

There is a great difference in the manner in which metropolitan dailies handle their advertising patrons.

The other day, copy for a big advertisement was sent to a New York paper accompanied by the request that a certain type-face be used. It so happened, however, that there was not sufficient type of the style desired in the office, and so the advertising manager sent back word to that effect to the advertiser, and also asked if some other face wouldn't be "just as good." This was one paper's way.

On the same day, the same advertisement, accompanied by the same instructions, went to another New York daily, and after the genial advertising manager thereof had discovered what was wanted he straightway hied himself to the speaking tube and whistled up to the composing room.

"Have you type enough of this face to set the advertisement?" he asked.

"No," came the answer.

"Then order it in at once," said the manager, tersely.

This was another paper's way.

Of course, this is only one instance, but it serves to show the difference in the methods used by newspapers in pleasing and holding an advertiser—a difference, too, that the advertiser is quick to recognize and appreciate in the placing of present and future business.—Profitable Advertising.

F. Fraser Timms is establishing a new paper in Edmonton to be known as The Post. Its circulation will be pushed all through Alberta and into the Kootenay. It will be issued bi-weekly and will be independent Conservative in politics, supporting protection and advocating imperial federation. Mr. Timms is assisted by Mr. Thomas Gregg, for many years connected with the Toronto press.



MR. HENRY BROPHY.

NEWS OF THE MONTH IN BRIEF.

PERSONAL MENTION.

MR. THOMAS GREENWOOD, acting city editor of The Toronto News, is taking his holidays, and Mr. James Cowan is, in the meantime, occupying his chair.

Mr. Bert. Woods, of The Mail reportorial staff, is holidaying in the Eastern States.

Mr. Henry Taylor Howard ("Ebor") has just returned from his honeymoon.

A. Denholme, for the past 12 years editor and proprietor of The News, Blenheim, Ont., has been holidaying at his old home, Palgrave, Ont.

John R. Long, editor and proprietor of The Burlington Gazette, was married on July 12 to Miss Susie Benson, daughter of Francis Benson, Eramosa.

Three members of The Toronto Globe staff are taking their holidays just now, namely, Messrs. John Lewis, editorial staff, F. A. Acton, news editor, and Charles Winslow, night editor.

A. Smallfield, of The Renfrew Mercury, has been making a tour of western Ontario inspecting the sidewalk systems in the various towns. He has made many visits to his journalistic brethren during his trip.

Congratulations to Mr. D. M. Carley, of the celebrated Nelson Economist, on joining the benedicts. He will now be able to give us some bright paragraphs on domestic economy in addition to political.—Kamloops Standard.

Grant Henderson, who is well known in journalistic circles in Canada, is spoken of as the Canadian commissioner for the Pan-American Exposition to be held in Buffalo in 1901. If Mr. Henderson is appointed, the varied interests of the country will be ably looked after.—Sun, St. John, N.B.

IMPROVEMENTS AND SPECIAL ISSUES.

The Chatham, N.B., World is to be enlarged to an eight-page paper, and, when it appears, will also have a new dress of type.

The Perth Expositor, published by Chas. F. Stone, has been enlarged from a six col. to a seven-col. quarto. Instead of it all being printed at home, as formerly, the inside sheets are printed in Toronto.

The proprietors of The Nelson, B.C., Miner are to be congratulated on the 12-page supplement which they recently issued. The many illustrations give a good insight into the great mineral resources of the Kootenay, and set forth in an emphatic manner the claims of Nelson as the industrial and commercial centre of that district. Nothing more is needed to show forth the progress of Nelson than the two photographs of the town, one in 1892 and the other in 1899, shown on the first page of the supplement. It is a creditable number.

NEW PUBLICATIONS.

Mr. M. Ringrose, publisher of The Douglas Advocate, which has ceased to exist, has removed to Bryson, where he has opened a store, and in the course of a few days will issue the first number of The Ottawa Valley Advocate.—Equity, Shawville, Ont., July 13.

*The Girl's Reform Club, of Montreal, has issued the first number of a quarterly publication called The G.R.C. Quarterly.

Its object is to develop the literary talents of club members and to provide publicity for the views and imaginings of Montreal's girl reformers. Miss G. Murray occupies the chief editor's chair, with Miss M. Hickson as assistant editor.

BUSINESS CHANGES.

Dussault & Proulx have registered as printers in Quebec.

George Stone, bookbinder, Stratford, Ont., has sold out to J. G. Y. Burkholder.

The Windsor, Ont., Review, has broken away from The World and is itself again.

The Northern Enterprise, of Campbellton, has been sold to J. H. Macdonald, who contemplates establishing a daily.

The Edmonton Printing Company (F. Villeneuve, Father Morir, J. E. Laurencella and L. J. Cartier, of Edmonton, and Senator Villeneuve, of Montreal), have been granted letters patent. The capital stock is \$5,000.

LIBEL SUITS.

The Toronto World has been charging Mr. W. T. R. Preston, now one of the immigration agents of the Dominion in Europe, with corruption in the West Elgin election. On Thursday, July 20, County Crown Attorney Curry received a cablegram from Mr. Preston instructing him to prosecute the World for criminal libel, but, although Mr. Curry has obtained copies of The World which are alleged to contain the libel, he has decided that Mr. Preston must himself lay the information.

TORONTO PRINTERS' WAGES RAISED.

The Toronto Employing Printers' Association and the Toronto Typographical Union have come to an agreement as to the new scale of wages to be paid their employees.

Last April the Typographical Union issued a circular to the employing printers of the city asking that the scale of wages for time hands be advanced from \$11 to \$13 per week of 54 hours, and that piece hands be paid 38c. per 1,000 ems for all matter, instead of 28c. per 1,000 for newspaper work and 33½c. per 1,000 for book work.

Committees were appointed by the employers' association and the employes' union to confer on the matter. Several meetings were held. A proposition from the employers was met by a counter-proposition from the employes.

On Thursday, July 20, a compromise was effected. The scale of wages for time hands after October 2 is to be \$12 per week, and piece hands are to receive 34c. per 1,000 for all matter. Night staffs are to receive \$12.50 per week of 45 hours. The International Typographical Union scale is to be used for the measurement of type. For overtime, up to 11 p.m., 28c. per hour is to be paid. After that hour, 50c. per hour is to be paid. In other respects the agreement between employers and employes exists as heretofore.

PUBLISHED IN A "SMOKER."

While on their recent trip to the Coast the members of The Western Press Association published a daily paper in the "smoker" of the sleeping car "Calgary." It was called The Souvenir, and had a respectable paid-up subscription list as well as a good advertising patronage.

THE ADVERTISING ARENA

OBNOXIOUS STREET CAR ADVERTISING.

THE NEW YORK PRESS ASSOCIATION has for some time been waging a war against street car advertising, and, at the recent convention at Niagara Falls, the following resolution was unanimously adopted :

Resolved, that the New York Press Association enters its earnest protest against the use of surface and elevated cars for advertising purposes, and that we appeal to the Governor and Attorney-General of the State to take prompt action to prevent the continuance of this illegal and unfair competition with the legitimate advertising business of the daily and weekly newspapers, magazines and other periodicals

Resolved, that the committee appointed at our last annual meeting to consider this subject and present it to the authorities be continued for the ensuing year.

The mover of the resolution was Mr. John A. Sleicher, who, in speaking to his motion, said : "There is nothing to do but go on and make our fight ; and I move that this association enter their protest to the present State officers against the continuance of an abuse which involves what we believe to be our rights, and that we continue for another year the committee appointed last year to take up this question. John A. Sleicher, Thomas P. Peters and W. J. Kline were appointed as such committee, to act with the president and secretary of the association."

Another speaker, Mr. L. McKinstry, said : "There is no sort of question but it is a violation of the charter of any company to sell advertising space. Two street car railroads at home wished to sell their surplus heat and draw steam. They dare not do it. They also wished to sell some power. They did not dare do it. They had no right to do it at all. Their power was restricted to what their charter stated. There is no sort of question as to the illegality of their going beyond the powers given them in their charters."

Some light may be thrown upon the matter by reproducing the resolution passed at the 1898 convention in regard to the obnoxious advertising in question. It was as follows :

Resolved, that the president of this association appoint a committee of five, of which the president and secretary shall be members, to confer at their earliest convenience with the Governor and with any other constituted authorities that may be deemed necessary regarding the action that can and should be taken to prevent the illegal and unwarranted use of street and other cars for advertising purposes.

PUBLISHERS AND AD. CHANGING.

The better the results to the advertiser, the better it is for the publisher. With his various and onerous duties, the publisher of a country newspaper has obviously not a great deal of time at his disposal for looking after careless advertisers—advertisers who take no interest in changing their advertisements, much more the manner in which they are set up. But it will pay him to find time. Every advertiser should, every week, be induced to send in fresh copy for his advertisement. And not only that, but an effort should be made to educate him, both in the art of ad. writing and in the selection of articles to advertise. It will cost the publisher time and money, but it will be cheaper in the long run than the following of a contrary course,

for all the onus for a Christmas advertisement appearing in a Lady Day issue does not rest upon the advertiser. The more effective the advertising, the more effective the journal, and the brighter the advertisement, the brighter the paper.

THE ADVERTISING OUTLOOK.

Summer quietness has settled over the advertising field and comparatively little new business is stirring. It is a season when business men are loath to make new contracts, but it offers favorable opportunities for missionary work which will bring its result later on. Advertisers are thinking over their Fall plans, and, if a solicitor wants to get his paper on the list, he must get in his work now. "Hutch" is about the biggest advertiser the month has produced. This is a new dyspepsia cure which is being vigorously pushed by The Woodward Medicine Co. Large spaces are used in dailies and the matter is original and well illustrated. The company are making contracts direct with newspapers.

Alma College, of St. Thomas, is breaking away from the usual stereotyped style of college advertising, and is sending out, through A. McKim & Co.'s Advertising Agency, well-written ads., varying in size from one inch to half a page. It will be interesting to watch the result of this departure from the hard and fast laws with which custom seems to surround educational advertising.

A good deal of interest is being taken in The National Corset Co.'s competition for a name which will adequately describe their new patent-catch corset. Women all over Canada are invited to send in their suggestions, and a prize of \$20 is offered for the best one. When a satisfactory name has been secured, the corset will be extensively advertised all over the Dominion. Their business is in the hands of A. McKim & Co. This agency is also sending out orders for The Dominion Tobacco Co., of Montreal, to a list of dailies ; for The Parisian Corset Co. to Maritime Province papers, and for The Tower Tea Co., of London, England, to dailies.

The Desbarats Advertising Agency are placing the advertising for "Parina," a new soap manufactured by The Albert Soap Co., Montreal, whose "Baby's Own" soap advertising is now appearing in a number of papers.

SEEKING PUBLICITY.

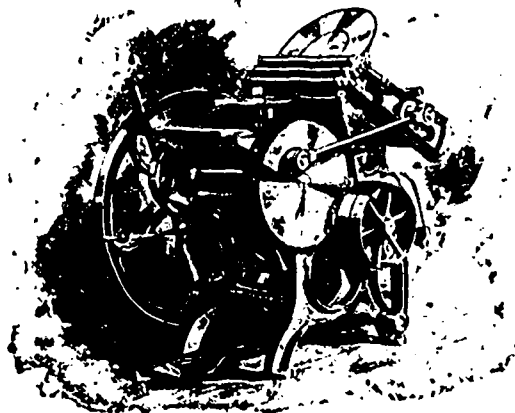
The "Ozo" Tea Co., of Montreal, are beginning to seek publicity through the daily newspapers. The company have confined themselves to the Montreal papers so far, but no doubt they will extend their operations to other cities.

PATENT MEDICINE ADVERTISING.

Patent medicine advertising does not appear to be on the wane. Two medicine companies have started advertising campaigns during the present month and PRINTER AND PUBLISHER hears rumors of other preparations that may be placed on the market shortly. Of course, advertising of this sort is all

DIVIDENDS THEIR SPECIALTY.

Chandler and Price Presses



Noteworthy Facts

Over 10,000 in satisfactory use.
13 years on the market.
None for sale second-hand.

Noteworthy Reasons

The Press is built honestly.
The Press is built to wear.
The Press is built to produce.
The Press is built with all the essentials,
without non-essentials

The Standard in Job Presses

For sale by dealers only

CHANDLER & PRICE CO.

Manufacturers of High-grade Printing Machinery.

CLEVELAND, O., U.S.A.

REASONS WHY !!



You gain as much by sending us your paper regularly as we do—more in fact. We clip your editorials, local news, crop reports—everything of interest—and send them to subscribers all over Canada. Every clipping bears the name of your publication and its address. A few of those who receive clippings from us are: The Earl of Minto,

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

Think it over, and, if you are publishing one of the few papers we are not receiving, put us on your mailing list now.

The Canadian Press Clipping Bureau

505 Board of Trade.

MONTREAL, QUE.

grist for the publishing mill and forms quite an important item in the receipts of a newspaper. It is a question, however, if the papers are well advised in accepting some of the medicine advertising offered them.

It must be admitted that many of the patent nostrums, so lavishly advertised, are more or less of the "fake" order and some are actually injurious. Everyone knows that sick people will catch at the flimsiest straw, and unscrupulous vendors of pills and powders take advantage of the yearning for relief that fills the breast of every invalid or chronic sufferer. Men and women who have any internal complaint, deformity or disfigurement will eagerly drink in columns of newspaper ads. about their particular ailment, and, in many cases, will send for the remedy advertised. Though they may be swindled time and again, they will continue to try each new medicine as it appears.

It is hard for anyone who has not investigated the subject to believe the vast sums of money that are spent annually in medical preparations of all kinds.

Perhaps the worst swindlers are those who pretend to offer an avenue of escape to women who have been overtrusting in their love affairs, and who are left to face the consequences. Half maddened by the exposure and disgrace hanging over their heads, they are easy prey for scoundrels who sell them preparations which are either entirely worthless or of so dangerous a character that an inexperienced girl is more likely to kill than to cure herself. Yet, many reputable Canadian newspapers carry ads. of this nature.

The advertising of men's remedies is often positively indecent, and one feels inclined to wonder that papers which adopt a high editorial standard and pride themselves on their probity will stain their sheets with such disgusting matter. Looking at the matter squarely, it means that the newspapers which publish the advertisements of medicines that are palpable frauds, or of the dangerous and indecent character, are prostituting their influence and standing for temporary financial gain. If publishers would shut down on swindlers of this kind their trade would be gone, for they could not stay in business for a month without the connivance and assistance of newspapers. It is a question for editors and publishers to ponder over.

THE MAIL AND EMPIRE'S WEEKLY EDITION.

It is understood that The Toronto Mail and Empire is contemplating making a number of improvements in its weekly edition. It will be enlarged, and trained specialists will be engaged to contribute articles on agriculture and other subjects of interest to rural readers. Some changes will be made in the subscription department, and a vigorous campaign will be commenced with a view to greatly extending its circulation.

A STREET-CLEANING NEWSPAPER.

The Montreal Herald has grown weary of trying to induce Montreal aldermen to clean the streets and has started a road-sweeping force of its own. With the assistance of leading property owners on St. James street, it has uniformed and equipped a man who will endeavor to keep the business portion of that street in decent condition. If the scheme is a success The Herald will establish street sweepers in other localities.

IT IS WELL-NAMED.

"Hellepper" advertising, which is running in a large list of dailies, is calling forth a good deal of favorable comment. It

would be hard to select a more suggestive name for the pungent powder that is said to terrorize vermin of all kinds, and the advertising matter is so well written and displayed that it is no wonder results are pouring in. "Hellepper" is manufactured by a Montreal company, with Sir William Van Horne at its head, and the advertising for it is being prepared and placed by A. McKim & Co.'s Advertising Agency.

THE EXCURSION TO THE COAST.

The excursion of The Canadian Press Association to the Coast has been postponed from August 1 to August 8. The committee were induced to make this change owing to the fact that the prolonged session at Ottawa would otherwise have prevented several prominent members from joining the excursionists. Secretary Cooper, in notifying the members of the association of the change, says: "On account of this change, the time of the trip will probably be shortened so that the party may reach Toronto not later than August 31 and still take in the boat trip from Fort William to Owen Sound. A day will be cut off either Banff or Vancouver."

SPECIAL HOTEL RATES.

The committee have made arrangements for the following special hotel rates:

Winnipeg Hotels—	With Bath.	Regular Room.
Leland	\$3 00	\$2 00
Clarendon	3 00	\$2 00 and 1 50
Queen's	2 00	1 50
Vancouver Hotels—		
Vancouver	4 00*	3 00
Badminton	2 00
Metropole	1 75

*Estimated.

All excursionists should have two valises or a trunk and a valise. One piece should be checked right through and put in the baggage car; access may had to it at any time on the trip. One handbag, containing articles required daily, should be carried in the hand and kept in the pullman.

GOOD YEAR FOR THE CANADIAN PRESS ASSOCIATION.

The year 1899 promises to be a most successful one for The Canadian Press Association. Since January 1, Secretary Cooper has issued 188 certificates of membership. This is the largest number on record up to this time, the highest in any previous year being 179, and that was in 1897. The association has, to-day, more active members than it ever had.

These are the latest additions to the membership:

G. E. Gibbard, Pharmaceutical Journal, Toronto; W. H. Steele, Watchman, Arnprior; Miss Haycraft, Statesman, Bowmanville; D. H. Price, Express, Aylmer; W. H. Milne, Cycling, Toronto; W. S. Given, Reporter, Millbrook; George Sawle, Telegraph, Welland; A. W. Law, Monetary Times, Toronto; John T. James, Review, Bridgeburg; C. Goodspeed, Canadian Baptist, Toronto; H. S. Scott, Globe, Toronto; G. P. Sylvester, Lancet, Toronto.

SULPHITE FIBRE WANTED.

A heavy demand is being experienced for sulphite fibre, and those who have any to sell will likely find buyers by addressing The E. B. Eddy Co., Limited, Hull, Que.

FOR SALE.

FOR SALE—Cylinder Press, Taylor—will print 5-column quarto; perfect order; does nice work, hand or power. Very cheap for cash or suitable time. Apply PRINTER AND PUBLISHER, Toronto.

THE CANADIAN

Brown & Carver Cutter . .

BEST IN
THE WORLD.

IN simplicity of mechanism, accuracy of work, speed, ease of handling, and elegance of design the Canadian Brown & Carver cutter is unequalled.

The compact arrangement of parts, solidity of frame, noiselessness of operation, and the uniformly positive stroke of knife, determined by a crank motion, are its distinguishing features.

Interlocking clamp and back gauge allow work to be cut to one-half inch.

Removable plate under clamp for fine work.

Clamp is balanced to run entire distance up or down with one spin of wheel.

Grooved table keeps sheets from wedging under gauge. Smooth table to order.

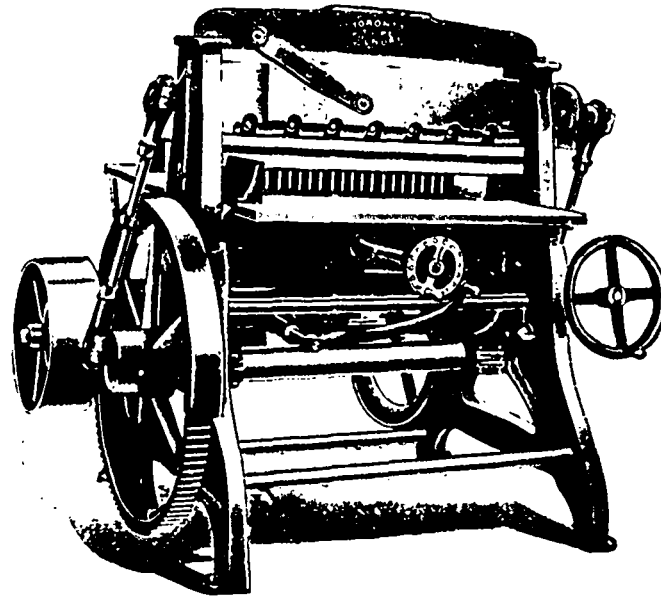
Screw and wheel divided to sixteenths for moving back gauge.

Simple and quick adjustment of knife by a turn of the connecting rods outside.

Back gauge in two parts on stock machines; in three parts to order.

Cut gears, friction clutch, steel shafts, brass rule, case-hardened bolts.

All machines subjected to a running test before leaving the works, and guaranteed on every kind of work, from tar-board to the finest lithograph or label work.



SPECIFICATIONS.

SIZE OF MACHINE.	APPROXIMATE SHIPPING WEIGHTS.	PULLEYS' DIAM.	BED WIDTH.	SPEED OF PULLEYS.	TABLE SPACE.		PRICE OF KNIVES.
					WIDTH.	DEPTH.	
38"	3,400 lbs.	20"	3"	190	5' 8"	6'	\$15 35
50"	4,700 "	24"	4"	175	6' 8"	7'	22 05

Each cutter furnished complete with knife, oil can, and wrenches, and delivered skidded and boxed f. o. b. cars Toronto, Ont. No overhead pulleys or fixtures of any kind are included. **PRICE ON APPLICATION.**

Toronto Type Foundry Co., Limited,

44 Bay Street, Toronto.

MONTREAL—787 Craig Street.
WINNIPEG—175 Owen Street.

{ BRANCHES }

VANCOUVER, B.C.—116 Columbia Avenue.
HALIFAX, N.S.—146 Lower Water Street.

A GROUP OF PLEASANT PRESSMEN.

IN the last issue of *PRINTER AND PUBLISHER*, reference was made to the visit of the members of the Eastern Townships Association to Toronto and their entertainment in that city by Mr. J. T. Johnston, managing director of The Toronto Type Foundry Co., Limited. While in the "Queen City," a group photograph of the visitors and some of the local pressmen was taken at the Arlington Hotel. The accompanying cut is from that photograph, and those who composed the group were as follows: Mr. and Mrs. L. S. Channell, Record, Sherbrooke; Mr. and Mrs. W. A. Morehouse and Miss Bostwick, Examiner, Sherbrooke; Mr. H. W. Mulvena and Mrs. Hudon, Gazette,

A STATIONERY CABINET FOR PRINTERS.

One of the most complete and convenient set of samples ever prepared in Canada is about to be distributed among their customers by Buntin, Gillies & Co., Hamilton. A cut of the oak cabinet and contents is shown in our advertising columns. The firm have gone to great expense, and have succeeded admirably in filling what is generally conceded to be a "long felt want." In these days of vast variety, a complete set of samples of what can be procured promptly is almost indispensable to the up-to-date office, and to have them in a compact and classified form is surely a convenience that will be appreciated. The samples can be used to show customers as well as to order by. The cabinet is



Eastern Townships Press Association—Toronto, June 23, 1899.

Sherbrooke: Dr. J. O. Camirand, *Le Pionnier*, Sherbrooke; Dr. J. F. Rioux, *Le Progres*, Sherbrooke; Mr. and Mrs. W. L. Shurtleff and Mr. and Mrs. B. Alger, *Observer*, Coaticook; Mr. J. C. Holland and Miss Delong, *Journal*, Stanstead; Miss Bailey, *Chronicle*, Cookshire; Mr. and Mrs. A. L. Lance and E. F. Cleveland, *Times*, Richmond; Mr. E. J. Bedard and Miss Pearson, *News*, Richmond; Mr. F. Bedard and Miss Bedard, *News*, St. John's; Mr. and Mrs. John Ewing, *Guardian*, Richmond; Mr. S. Fraser, *Le Progres*, Richmond; Mr. A. Bourbeau and Miss Bourbeau, *Echo de Bois Francs*, Victoriaville; Rev. F. N. Seguin, Lennoxville; E. B. Ryckman, Toronto; J. T. Johnston, managing-director Toronto Type Foundry Co., Limited.

accompanied by a revised price list. In presenting this cabinet to the trade, Buntin, Gillies & Co. are again displaying their well-known enterprise.

A. C. Mills, editor of *The Truro Guardian*, has been a very severe critic of Mayor Stuart and the Truro town council. In retaliation, a resolution, uncomplimentary to Editor Mills, was adopted by the council. The editor then prosecuted Mayor Stuart and the councillors, and they were arrested, charged with criminal libel. After a week's examination before Stipendiary Crowe, the prosecution was dismissed, the magistrate deciding that while the council's resolution was libellous it was justified by what the editor had said.

GOVERNMENT BOND

A High Class Paper.

THE LEADER
OF ALL BOND PAPERS
IN THE MARKET.

Made from rag stock, perfectly sized, free from adulteration, and uniform in strength and finish. It is certain to give satisfaction, and be a trade winner wherever introduced and used.



FAC SIMILE OF WATERMARK.

The following sizes, weights and fints always in stock:

WHITE
 17 x 22—13 lb. 17 x 22—18 lb. 17 x 22—24 lb. 17 x 28—24 lb.
 17 x 22—16 lb. 17 x 22—20 lb. 17 x 28—20 lb. 17 x 28—28 lb.

BLUE
 17 x 22—16 lb. 17 x 22—20 lb.

Pink, Green, Lavender and Primrose
 17 x 22—16 lb.

WATERMARKED.

500 SHEETS TO A REAM.

Nothing in the market equals it for value. Sample book and quotations promptly mailed on application.

THE **W. J. GAGE CO., LIMITED**

Selling Agents for the
ROYAL PAPER MILLS CO.

TORONTO, ONT.

NEWSPAPERMAN'S PROSPECTIVE HONOR.

HALIFAX, N.S., July 22.—Lieutenant-Governor Daly's term of office expires next June—or, rather, his second term. There is a possibility of him being succeeded by a newspaperman.

Strange things do happen sometimes, but it would be an awful shock to Halifax "society" to have Government House occupied by a newspaperman, because, if there is any class of people in Halifax whom "society" has no use for, the newspapermen form that class. I do not know why that is, but it is a fact, nevertheless. Of course, the newspapermen do not mind it; in fact, they rather like it, because they know exactly of what Halifax society consists of. Indeed, they contribute to help it along by publishing, week after week, a column or more of "society" gossip, and paying some "society" belle for writing it.

But our newspapermen do exert themselves sometimes. A newspaperman occupied the position of Lieut.-Governor of this Province, and he was the most brilliant man ever to hold the office. I refer to Hon. Joseph Howe. In May, 1873, he entered Government House and about one month later came out a corpse.

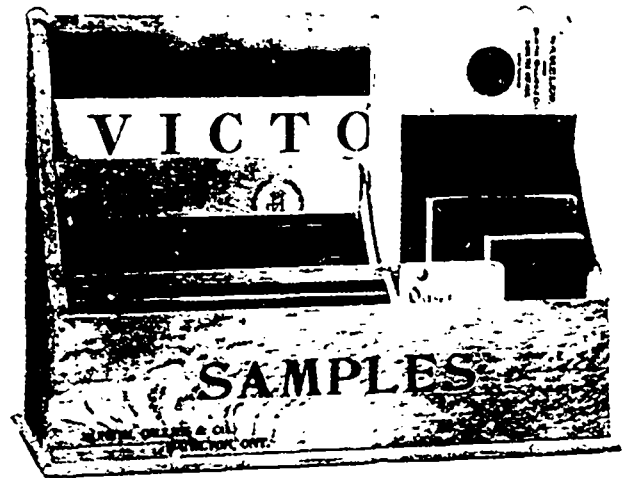
Next June, the chances are, Mr. Charles C. Blackadar, one of the editors and publishers of *The Acadian Recorder*, the oldest newspaper in Nova Scotia, will be called upon to represent Her Majesty the Queen in this part of her realm.

Mr. Blackadar is a man of wealth, a man of character, and a man of ability. He belongs to the old school of Liberals. He is a Liberal in season and out of season. His paper is the most pronounced, politically, in Canada. Although Mr. Blackadar does not struggle with society as it is at present constituted, he is a good entertainer. He is a warden of St. Paul's Anglican church, the most fashionable and wealthy congregation in the city. He is a director of the Union Bank, a director of the Yarmouth Steamship Company, a director of *The Halifax Fire Insurance Company*, a director of the Academy of Music, and a shareholder in many industrial corporations. Mr. Blackadar owns and occupies one of the most beautiful residences in the city, and there is an idea that this will be the future Government House.

Following the example of other Provinces, the local Government may be induced to abolish Government House—to hand it over for use as an art school, a public library and a number of other things for which people are clamoring to-day.

Mr. Blackadar and his brother, the proprietors of *The Acadian Recorder*, are having a new home constructed for their paper. It is situated on Granville street, directly in front of the Provincial building, and, when completed, will be one of the handsomest brick and stone structures in the city. They have arranged for new presses and typesetting machines, and intend to improve their paper in many respects.

The *Toronto Globe* has opened an office in the Canada Life building, Toronto, with A. C. McPhee, formerly its New York agent, as representative.



THIS CUT REPRESENTS AN OAK CABINET
CONTAINING A COMPLETE RANGE OF

Samples
of . . .
Printers'
Stock.

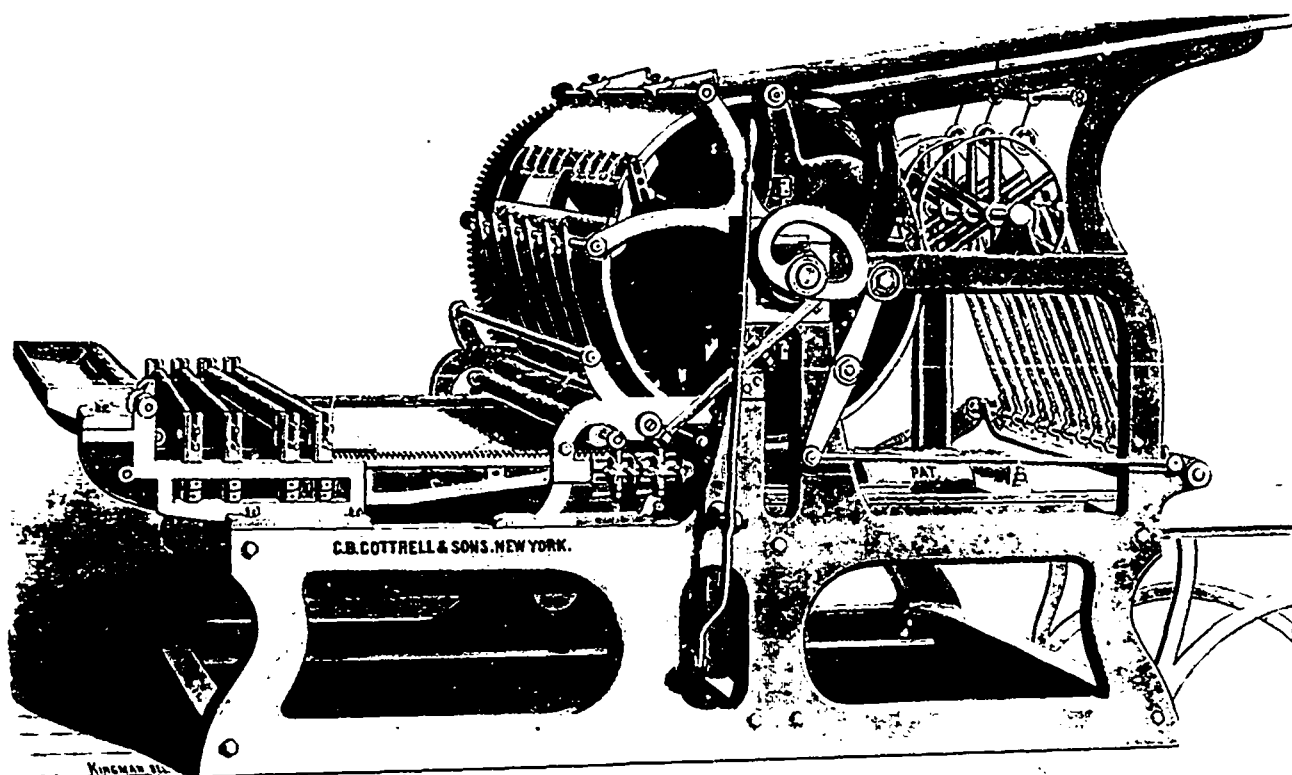


Buntin, Gillies & Co.

HAMILTON

ARE SUPPLYING THESE TO CUSTOMERS.

The King of Country Presses.



The "Triumph" Country Two-Roller Press. NEW SERIES.

The illustration on this page shows our latest improved "Triumph" Press—New Series. It is adapted to printing newspapers, posters, pamphlets, circulars, and all classes of commercial work.

The press is supplied with our Patent Air-Springs, with an automatic throw-off that releases the pressure when the press is stopped, and the pressman can move the bed to and fro without compressing the spring; when the press is started the spring is applied automatically.

Our Patent Hinged Roller Frame permits the form rollers being instantly uncovered for removal or other purpose without unscrewing the sockets. The rollers can be taken out and put back without changing their set. The well fountain is used, being easily regulated and cleaned. It is set high, giving easy access to the form.

The distribution is ample; two three-inch rollers cover a full form.

The bed has four supports while under the impression. This is important, as a clear, even impression can be taken without over-laying the form. The shoes, tracks, and rollers are of hard steel. The gearing is accurately cut, which, together with registering rack and segment, insures perfect register. The fly is balanced, laying the sheet gently on the pile table.

The whole machine is substantially built, simple in construction; can be set up and run by any printer, and will run at a high speed—1,500 an hour is always possible with perfect ease.

It will do all the work of an ordinary printing office, and for newspapers of growing circulation this is the best low-priced press in the world.

This is a very easy running machine and is fitted to run by hand power when desired. The press has tapeless delivery.

Size of Machine, 5. Size of Bed Inside of Bearers, 33 x 47 inches. Size of Form Covered by Two Rollers, 28 x 43 inches.
Prints 6-column quarto. Price, \$1,300, subject to cash discount.

The price includes rubber or felt blanket, wrenches, 2 sets composition roller stocks, roller molds, or one set of cast rollers in lieu of molds; hoisting and shipping f.o.b. cars Toronto

ADDRESS
C. B. COTTRELL & SONS CO.
Times Building, NEW YORK.

or TORONTO TYPE FOUNDRY CO., Limited, TORONTO
Sole Agents for Canada.

NEWSPAPER CLIPPING AND CLIPPERS.

BEFORE the art of printing was invented, the inkhorn and quill pen were the only means of preserving and handing down to posterity records of the times. All books and statements were copied by professional clerks, and a few sentences an hour was considered good progress. With these drawbacks education was very materially handicapped, and we even hear of kings and queens who could not write their own names. Books were expensive, ruinously so, and only the great and rich could afford them. Even one volume was a treasure, and though sometimes the owner could not read, he was happy in possession.

But with the art of printing came also a freer distribution of knowledge. With the advance of time and continuous improvement in the art, books became more widely circulated. To be able to read and write was no longer a profession. Improvement after improvement was introduced. News spread much more quickly, and, as decade after decade rolled on, new thoughts and ideas replaced the old ones. The difference of a few centuries is astounding. Caxton in his wildest enthusiasm never dreamed of a newspaper. When Victoria came to the throne the steam engine was unknown, yet we have the railway, the steamer, the telegraph and telephone—and these are quite commonplace. Our daily paper tells us what happens in England, in China, in India and in the uttermost parts of the earth the very day it happened. What more can the mind of man conceive? Truly, the printers' art has reached perfection. He has all these means at his disposal, and he uses them. From a lack of news, a man is overwhelmed—buried with so much he cannot possibly read it all.

How then is this mass of news collected and distributed? How does a man receive every item of news bearing on his business? There are 1,200 papers published in Canada—he cannot read all these. Yet, he must know the news. Men in every business used to have this problem to solve. They cannot subscribe to every paper—it would cost a fortune; and, even if they did, the task of reading them and finding what they wanted would prove too great. How then can a man receive all the news relating to his particular business without reading all the papers. How can a Canadian contractor, broker, banker or merchant receive daily every item of news in the Canadian press relating to his own particular business without reading all the Canadian papers, without wading through thousands of pages and tens of thousands of columns of printed matter?

There is established in Montreal a Canadian Press Clipping Bureau, which is solely engaged in reading and clipping newspaper items. His reading is all done for him. He tells what particular class of news he wants—what he must receive, what it is necessary for him to have, reports from all over the country on the condition of crops, of cattle, of mines, or of anything his business is interested in. Every paper in Canada is searched, dailies, weeklies, every publication—and the items clipped, mounted and set before him daily. He escapes the herculean task of doing this for himself at a paltry cost. It is not his business to read papers, but it is the business of the Press Clipping Bureau. They do absolutely nothing

else. Skilled, sharp-eyed readers systematically search the columns of the press and clip the items he wants; they rarely miss one, so great is their experience.

Brokers receive every notice of the sale of bonds, debentures and money transactions; the chief of police, everything relating to crimes and criminals, descriptions of bank robbers, murderers and thieves; contractors, all advertisements for tenders for the erection of buildings, bridges, etc.; the politician, every scrap of political news and material for speeches; the alderman, complete reports of city council meetings in any other or every other city in the country; the author, notices of his books and material for new works; private parties, material for scrapbooks and personal notices. Even the undertaker receives all death notices. Anybody interested in anything for business or private use requires the services of this perfect system of the art of collecting and distributing news.

THE PRESS IN GERMANY.

The writer of an anonymous pamphlet lately attempted to lay his finger on some of the causes of the want of spirit and enterprise displayed by the German press of to-day. One fruitful cause is alleged to be the almost incredible parsimony that characterizes the proprietary of many journals. As an instance in point, the writer refers to an influential paper in Rhenish Prussia, which has some 18,000 or 20,000 subscribers and earns a net profit of £2,500 to £3,000 per year. The editorial staff of this publication consists of only three persons, whose united salaries amount to £323 annually! On many of the smaller papers, the "editor" is a mere paste and scissors man, who is allotted a stool in the corner of the composing-room and whose principal duty is to cut out of other papers (preferably those which do not circulate in his own locality) articles of the right political color, and dish them up for his own readers' benefit. Again, we often hear, from German sources, of this or that opinion or statement being "official" or "semi-official," and this is, in most cases, an indication that it emanates from the Press Bureau, practically a Government factory of political articles, all, of course, favorable to the ministers and the dynasty. In fact, it is said that, out of 3,400 German political papers, probably not 50 get their political news in any other way than this.

A TASTY SAMPLE BOOK.

The W. J. Gage Co., Limited, Toronto, handle some excellent lines of paper. One of the best of these is their Government Bond Paper. This is made from rag stock, and, as it is perfectly sized, is free from adulteration, and uniform in strength and finish. This paper is carried in stock by the W. J. Gage Co., Limited, in pink, green, lavender and primrose in one size, 17 x 22, and one weight, 16 lb., in blue, in the same size and two weights, 16 and 20 lb. In white there are two sizes, 17 x 22 in 13, 16, 18, 20, and 24 lb. weights, and 17 x 28 in 20, 24 and 28 lb. weights.

To show this excellent line of paper a daintily gotten-up sample-book showing all the sizes and weights carried, also giving prices, etc., has been issued by the W. J. Gage Co., Limited, Toronto. Any dealer interested can have the book on application.



Why Not Have the Best?

What pressman can turn out good work with poor ink? The price of the best inks is such that every good printer can afford to buy them.

Ault & Wiborg's are the best and the cheapest. They have the superior working qualities and fineness that are required to turn out the best grade of printing. They give entire satisfaction to all who use them.

Ault & Wiborg.

TORONTO TYPE FOUNDRY CO.

Sole Agents for Canada.

Limited

☛ A full stock kept at all branches.

THE PRINTING DEPARTMENT.

IRONICAL RULES FOR THE PROPER CARE OF ROLLERS

MY limited type foundry experience and observations among printing offices in about 20 States strengthen the belief that some alleged printers seem to adhere closely to these rules for the proper care of rollers :

If too hard, place them close—very close—to a hot stove.

If too soft, store them in a damp cellar or basement.

When coated with dry ink, rub down with strong lye and a stiff brush, if no sandpaper be handy.

If they shrink, from several years of hard usage, fill the low places with glue, and tell the maker he used a warped mold.

If they crack on rulework, pour in melted glue, and ask the type foundries why they make rule so high, anyhow.

If flattened by contact with forms or disc over night, press on the opposite side, and growl because presses do not automatically remove forms and rollers.

When ordering new rollers, do not give name and size of press or diameter of rollers. Any foundry knows all that, or should know it.

Don't give return shipping directions. Then, if returned by freight, kick ; if by express, kick.

Never wash rollers, or rub oil over them, especially after working copying ink. If the ink dries hard, as some ink will, tell the inkmaker he is a swindler and doesn't know his business.

If rollers show signs of wear after working day and night a year, send off a regular calliope roar to the maker. We all know that machinery requires rest, but rollers never.

If cores are bent by the kids while prying up boards in the floor, or in other useful work, roast the foundry, and demand that the cores be straightened and rollers recast, free.

And always between kicks whoop'er-up to the luckless fellow that made the rollers, and tell him plainly that he ought to be making ditches or something, instead of rollers.

Then send the next batch of cores to another rollermaker, and begin this set of rules all over again.—Inland Printer.

THE THREE-COLOR PROCESS.

We are getting some steps further towards the perfection of this process which is making great progress, perhaps more in America, however, than in this country, says the English Stationery Trades Journal. Amongst the most hopeful signs for future progress are the facts that, thanks to the labors of scientific men like Captain Abney, the process has been put on to a good theoretical basis, and we know now what to aim at ; whilst the spectrum plate, recently invented by Mr. Cadett, gives us a photographic plate sensitive to the whole range of the spectrum ; and Mr. Sanger Shepherd comes along with color filters which will cut out just the right portions of the spectrum. The proper inks have been indicated by Captain Abney, and it now only remains for skilful workers to put two and two together and evolve a really workable three-color process.

This is not all ; a further notable circumstance is the invention of a machine which will print all three colors in one run through. This machine is already set up in London, and is a remarkable piece of mechanism, revolutionizing all our previous ideas of color printing. Briefly described we may say that the three half tone color blocks are mounted on a revolving cylinder and inked in turn, the three impressions being taken up on an elastic roller, and transferred one over the other on to a polished steel plate, whence they are finally impressed on to the paper. All the registering is done before the printing is commenced by adjusting the impressions by means of micrometer screws, and therefore absolute register is assured, and many other difficulties of three-color printing are overcome.

A LYRICAL LADDER.

Mr. James J. Martin, a member of the composing-room staff of The Courier-Journal, Louisville, Kentucky, submits the following :

At making rhymes	In olden times
(Old Homer caught the masses.)	
Likewise was Pope	well up the slope
That led to famed Parnassus.	
That fellow Moore	long held the floor
In writing rhymed romances :	
And Byron too.	was of the crew
Of Poesy's free lances.	
Each in his line	was very fine.
And made his own times gladder.	
But they never could.	try as they would
Compose a rhyming ladder.	

DIFFERENCE IN HALF-TONES.

Those who make use of half-tones, no doubt are puzzled over the difference in them, and wonder why one firm can offer half-tones at about one-third the price of another firm. A St. Louis photo-engraver, by way of emphasizing the fact that there is a difference in half-tones, has printed two blocks, one of which is described as a "flat half-tone," and the other a "tooled and reetched half-tone." The difference is then obvious. The engraver suggests that one of the main points which the average person who buys half-tones loses sight of is that the better establishments in the photo-engraving business employ skilled men to retouch and reetch all of their cuts before the same are delivered, and the amount of money spent in finishing cuts in this manner is, in most cases, about 50 per cent. of the amount spent in making the original flat half-tone.

When an engraving firm quotes an extremely low price upon this work, it is probable that it furnishes what is known among

engravers as a "flat" half-tone, and it can do this at a much lower rate than the retched work costs. If a printer were to purchase a lot of type from a foundry, and should find the same with uneven faces and roughly made, he would condemn it as worthless, and the same rule should apply to half-tone engravings, as the flat etching is unfinished and poor at any price.—American Stationer.

PROVERBS FOR PRINTERS

The motto on the menu of the ninth annual dinner of the Master Printers' Association of Rhode Island was: "We are not in business for our health." Interspersed with the various dishes were proverbs for printers, which must have added zest to the appetites of the guests. Here are some of them:

The majority of employing printers are more enthusiastic workers than they are competent business men.

Printers worry more about an idle press than they do about the lack of profit in a job; and for this reason will take a profitless order for the sole purpose of keeping a press busy.

Do not aim to get every job in sight, but rather aim to get a fair profit on everything you handle.

Remember, the busiest printer is not always the most prosperous.

Suppose you, established printer, had rejected all the unprofitable work you have done in the last five years, and had charged 10 per cent. more on all the orders that would have stood the extra price, how much better off you would be to-day!

A great majority of printers do not know what their products cost them, and then cut prices are the direct result of this lack of information.

The habit of wanting every order in sight, even at the sacrifice of any possible profit, is the only obstacle to overcome.

Is the purpose of business glory? or a desire for a safe investment—an honest living?

If we are in business, why not sell our product at a profit?

But what is the use of worrying about past mistakes?

Let us resolve to do differently in the future.

A PRESS FOR "THE WAR CRY."

The Duplex Printing Press Co., of Battle Creek, Mich., has just completed a flat-bed perfecting press for the Salvation Army authorities, to be installed in their elegant new building on West Fourteenth street, New York City. This machine is for printing the large editions of *The War Cry* and other publications of the Salvation Army. The quality of work on these papers is claimed to be far above that of ordinary newspapers, as they are printed on finished stock and use numerous half-tone illustrations. There is a large demand in this field for such a press as the "Duplex," and its success therein will be hailed with great satisfaction.

THE ONTARIO PRINTING CONTRACT.

THE time for receiving the new printing tenders called for by the Ontario Government expired at noon on Monday, July 24th, up to which time four tenders had been received.

The firms which tendered were the Methodist Book Room, Hunter, Rose & Co., Murray Printing Co., and Warwick Bros. & Rutter.

When the previous tenders were closed, on December 29 last, six firms competed, and in the present instance the competition was confined to these six, but Warwick & Wilson and the Salvation Army have not taken advantage of it, hence the decrease in the firms tendering. Warwick & Wilson were, it will be remembered, the lowest tenderers on the last occasion.

The tenders which closed in December last called for tenders for each class of work. For instance, so much for the printing, so much for the presswork, so much for the binding, etc.

The fresh tenders are, however, called for on an entirely different basis: They call for a price on the complete book. In other words, the contractors must state in a lump sum the figures at which they are ready to print, fold, bind, etc., the books required by the Government of the Province. This is the basis upon which the Government of the State of New York calls for its printing tenders.

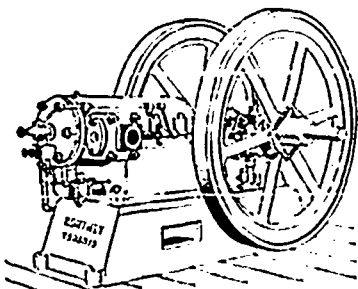
Another difference in the tender which the Government threw over and that which closed on Monday is that the life of the contract is three years instead of five, with the privilege of its being extended for a further term of three years by the vote of the Legislature.

A UNIQUE BROCHURE.

In the January number of *PRINTER AND PUBLISHER* there appeared an interesting article entitled "On the Making of Blank Books." This is now being issued in brochure form by Warwick Bros. & Rutter, and its value has been enhanced by numerous illustrations. The cover, which is in black and red, has on its front an illustration showing the interior of a bookbindery in mediæval times, while, as a contrast to this, on one of the inside pages, is given a view of the interior of a modern bookbindery—that of Warwick Bros. & Rutter. Other illustrations show exterior and interior views of this firm's premises and various descriptions and styles of blank books. The brochure, which is decidedly unique, can be obtained free on application.

"More than comes up to our Expectations."

The Northey Gasoline Engine proves its worth with the St. Marys Journal.



"Built for Hard Work."

Mr. John W. Eedy, publisher of the St. Marys Journal writes us: "The 4 horse-power Gasoline Engine purchased from you some two months ago has given us entire satisfaction in every way, and more than comes up to our expectations. As you know, we threw out steam for gasoline and regret that it was not done a year ago. In cost, time, cleanliness and comfort there is no comparison between the two. We have callers daily to see the Engine—people come a distance of twenty miles. You may freely use my name as a reference to inquirers."

There it is—our claim borne out—that for cost, time, comfort and cleanliness the Northey Gasoline Engine is unapproached as a power for the Printer. We have received similar letters from many Canadian publishers—they all highly commend the Northey Engine and place it above any form of power they have used for economy and utility. It embodies the printers' power essentials: Ease in handling—readiness when wanted—economy in use, and absolute safety. We would be pleased to forward booklet and every information upon request.

The Northey Mfg. Co., Limited, 1007 King St. Subway, Toronto

The Lightning Jobber

is the best all-round Job Press ever put on the market.

Guaranteed to print a solid form.



It is the speediest and best made machine going, and is constructed from new and improved models, by the most experienced workmen.

Among other Special Features are its

Depressible Grippers.

Impression Throw-off.

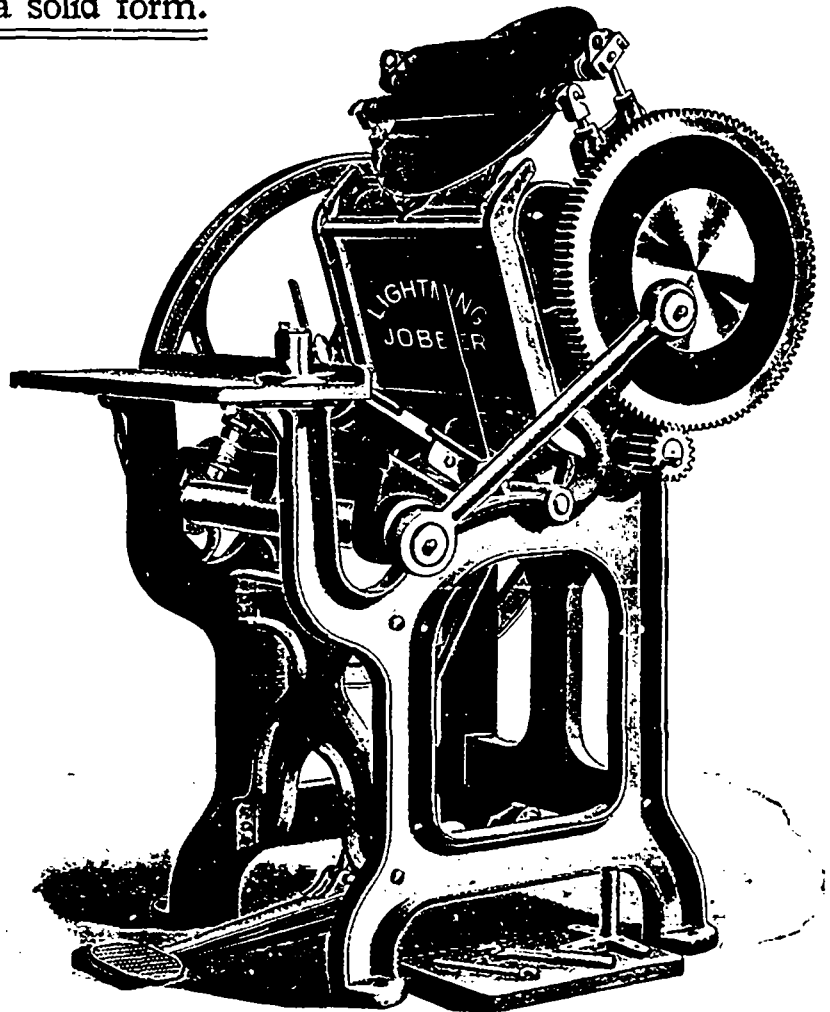
Speed and Efficiency Combined.

All adjustments within easy reach of operator.

Draw-bars and shafts of solid steel, etc., etc.

Do not think because it sells at a low price that it is cheaply constructed. This is not so by any means. We can build it economically because of its simplicity.

Kept in stock at all warehouses of



HERE ARE THE PRICES F.O.B. TORONTO:

7x10 inside of chase, two rollers.....	\$ 90.00
8x12 " " three rollers.....	110.00
9x13 " " " ".....	125.00
10x15 " " " ".....	160.00

Steam Fixtures, \$9.00; Long Fountain, \$16.00.

Subject to cash discount.

Two wrenches, two chases, ink rollers, cast brayer, or instead of cast rollers and brayer we send a mold and two sets roller stocks with each press.

Toronto Type Foundry Co., Limited

PRINTING PRESSES

FOR ALL CLASSES OF LETTERPRESS WORK.

The Miehle

HIGH SPEED, FOUR-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION, BOOK AND JOB PRESS. Made in eleven sizes, from 26 x 36 to 47 x 65. This press is built to do the finest class of printing, and is specially adapted for half-tone work both in black and in colors. It is the standard Flat-Bed Press of the world to day, as the producer of a greater quantity and finer class of work than any other press on the market.

The Miehle

HIGH-SPEED, TWO-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION, BOOK AND JOB PRESS. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

The Miehle

HIGH-SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

The Miehle

HIGH-SPEED PONY PRESS, TWO-ROLLER, REAR OR FRONT DELIVERY, "RACK AND PINION" OR "TABLE" DISTRIBUTION. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR NEW SHEET DELIVERY

Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS AND OTHER PARTICULARS, ADDRESS

The Miehle Printing Press & Mfg. Co.

Main Office and Factory, Cor. Clinton and Fulton Sts.

OR
TORONTO TYPE FOUNDRY CO., Limited,
AT ANY BRANCH.

CHICAGO, ILL., U. S. A.

THE WEEKLY SUBSCRIPTION RATE IN CANADA

OPINIONS OF EXPERIENCED PUBLISHERS.

I WAS too busy last month to take a hand in your 50c. symposium. If it is continued in your next, I should like to say that the discussion is quite apt to commence at the wrong end of the subject. The weekly paper is an infinitely older institution than the daily. In fact, the latter is the growth of the last half of the present century, and the counting house daily—among which class must be reckoned the sweat-shop sheet that puffs and pads and pants and offers itself 313 times for 100 cents—was only heard of within the last decade.

In what way does the \$1 daily come into touch or meet the wants of the homes of Canada? Is it because it gives more pounds of paper, or more columns of padded out and frothy matter for which the staid rural people have no relish? It certainly cannot be on the ground of seniority, for it is, as said, the very last feature of newspaperdom to come into existence—and the most presumptuous.

We must look elsewhere, then, for a ground of contention, and find that the subject is really too wide to discuss in a symposium. If they—the \$1 dailies—are depending on their advertising, and hope to increase that by increasing their circulation, reducing the subscription to a merely nominal point, why do they not go further and give their papers away? If they are able to trace a profit of 10c. on each subscription at \$1 per year, and deem it only a matter of multiplication, does it follow that the country weekly must stand or fall on a comparison with the new upstart? Do those who hold this view ever think beyond the first superficial comparison as to size, frequency of issue, etc.? Are they unable to weigh the difference between a machine-made daily—mechanical from the lay-out of the work by the managing editor to the last act that produces the finished sheet in the cellar—and the very different article known as the country weekly?

But why compare at all? The \$1 daily is a natural product of that phase of American life which only condescends to live, and dies of paresis. It is a mushroom growth, and must so be regarded, and must stand by itself, and live by the patronage of the same high-pressure class which gave it birth.

It puts its news all in the headings, and has to in order to get it read; for the people that read it are too swift to reach the bottom of a column of real matter; they have only time to "glance at the headings," then their restless minds are off to something else—mining stock, horse races, or something equally unsettling to the mentalities.

The country weekly is another consideration altogether. It is for a limited local field; is the product of the needs, the news and the house life of that field; is brought forth with painstaking, conscientious toil and care; goes into the homes to be read by the youngest and oldest, and is then remailed, in the great majority of cases, to absent friends. It brings its publisher on an average only a modest living at \$1 per year with its natural advertising patronage. And, if reduced to 10c. per year, it would have very little larger circulation than it has at \$1.

This is the conclusion of the whole matter, and I make the statement on the strength of the fact—well known to most

country publishers—that their fields are covered; that nearly all who can be expected to become subscribers at any price are already on their lists.

Why, then, reduce to 50c.? Convince me that I can get two or three times as many subscribers at 50c. as I have at \$1, and I would probably reduce. But it cannot be done. The list would not be increased 25 per cent.—very likely not 10 per cent. Because the field is substantially covered, and what more can be done?

The \$1 daily is an institution by itself. The country weekly is another. They are as different as their fields are different. They cannot be compared. The rule-of-three does not apply.

Of course, there may be exceptional cases or fields, but I have been discussing the average weekly field on general principles. It has been shown by another writer that Mr. Dennis should not have mentioned The Montreal Star, as it is not a \$1 daily, except in a very limited direction. Perhaps the weeklies he names should be regarded as exceptional.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

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

Burmese Bond

Printers will make no mistake in recommending this to their customers as it is a paper that pleases, and as the customer is likely to have heard something in its favour elsewhere.

This paper is unrivalled in strength, finish and appearance at the price.

Prompt shipment and careful attention to
LETTER ORDERS.

CANADA PAPER CO.

LIMITED

Toronto

and

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PULP WOOD LIMITS FOR SALE

Very extensive pulp wood limits in New Brunswick for sale.

They lie on each side of a river with unlimited water power. Shipments can be made by rail or ocean vessel.

The cost of cutting and delivering at the water's edge or on board cars is probably less than anywhere else in Canada.

The property is well worthy investigation by large operators. Further particulars on application. Address inquiries, care of Editor,



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C. A. ABRAHAM, NEWSPAPER MANAGER.

By W. S. Dingman, Stratford Herald.

THE development of daily journalism in the larger cities has brought about such a system that the rural subscriber calling and inquiring for the editor, so that he can pay him his subscription, elicits a smile. Even in various of the larger towns journalism has progressed up to the point that the subscriber who enters and has it on his tongue to ask for the editor, is apt to be disconcerted by the array of offices and counters, and falls a ready captive to the fair office girl who divining his errand pleasantly offers to make the business easy for him. It is indeed probably the case that that highly useful as well as ornamental individual, the editor, is located skyward in the top flat, in which workshop he plies his trade of moulding public opinion. It is



C. A. ABRAHAM,
Business Manager Sentinel-
Review, Woodstock.

rather the business manager with whom the subscriber and the advertiser has to deal, and in a well regulated business of any dimensions he is a most necessary adjunct.

There is no more completely organized daily newspaper in Canada than The Woodstock Sentinel-Review, of which Mr. Andrew Pattullo, M.P.P., is proprietor, and Mr. Chas. A. Abraham, the subject of this sketch, the business manager. Mr. Pattullo is widely known as a cultured man and graceful writer, as well as one of the most successful journalists on the Canadian press. But his business had expanded until the weight of management was too great for him. It was a fortunate choice that at that time, now about seven years ago, brought Mr. Abraham to his aid, for Mr. Abraham has proved himself a broadly qualified and expert lieutenant. This hardly does justice to Mr. Abraham. Mr. Pattullo's entry into politics and precarious health (now happily improving) have thrown upon Mr. Abraham for lengthened periods more than a lieutenant's responsibilities. The general direction of the paper as well as the business management have practically been vested in Mr. Abraham for a series of years, under such oversight as Mr. Pattullo was enabled to give. The growth of The Sentinel-Review under Mr. Abraham's management has brought it to a point where it stands, in several respects, unrivalled. It is understood to be the only paper published in a town of similar population on the American continent possessing a rapid perfecting press for the printing of its various editions. In other respects the publication building and plant are complete beyond the ordinary. The credit for the high position attained and steadily maintained by The Sentinel-Review must under the circumstances be largely bestowed upon the capable manager, Mr. Abraham.

Speaking of Mr. Abraham in the more personal sense, he is a native of the beautiful Bay of Quinte district, here his forefathers earned the honored title of U. E. Loyalists. Mr. Abraham was born in the county of Hastings in 1861. For 13 years he was in the employ of Mr. T. S. Carman, publisher of The Belleville Daily Ontario, in which interval he graduated from "devil" to the most responsible position under Mr. Carman, being indeed

in receipt at the time he left Belleville of the largest salary before or since paid to a newspaperman in that city. Prospects elsewhere took him away from Mr. Carman, between whom and Mr. Abraham a warm friendship founded upon long association has ever since existed. Mr. Abraham was next found in Woodstock, where, in company with Mr. W. M. O'Beirne, he engaged in publishing The Daily Standard. Here Mr. Pattullo learned to respect Mr. Abraham as a business competitor, as the writer well recalls from conversations with Mr. Pattullo at the time, so that when Mr. Abraham terminated his partnership with Mr. O'Beirne (they having meanwhile moved to Stratford and purchased The Daily Beacon), he returned to Woodstock at Mr. Pattullo's invitation in August 1892 to become business manager of The Sentinel-Review.

A glance at the well ordered pages of The Sentinel-Review will prove to an experienced eye that the compliments paid to Mr. Abraham in this sketch are not overdrawn. As to Mr. Abraham's policy and principles of management, it will be instructive to speak. He is not one of those who deify the business department of the paper and undervalue the importance of the literary and news department. Rather, he is a business manager who believes in keeping himself in touch—in fact, in perfect sympathy—with the editorial and all other departments of the business. Working along this line, The Sentinel-Review has become so highly organized and efficiently managed, inside and outside the office, that no opposition, however strong, can make very serious inroads upon it.

Mr. Abraham is not one of those who think that the business manager, through the advertising columns, makes the paper, but he has always recognized that a strong editorial and news policy has as much to do with the success of the paper as the most efficient and capable of business management. They should go hand-in-hand, and, in this case, have done so, with the result that The Sentinel-Review ranks among the most signally successful and well-conducted newspapers in its field on the continent. Those who think that all interests should be second to the advertiser—that the advertising manager should be supreme—take a very limited view of the function of a public journal, and one not at all shared by Mr. Abraham. On the contrary, a paper that has earned a reputation for a sound and healthy editorial policy, given a business manager with ideas and energy like Mr. Abraham, must inevitably produce satisfactory results.

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