

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

Coloured covers/
Couverture de couleur

Coloured pages/
Pages de couleur

Covers damaged/
Couverture endommagée

Pages damaged/
Pages endommagées

Covers restored and/or laminated/
Couverture restaurée et/ou pelliculée

Pages restored and/or laminated/
Pages restaurées et/ou pelliculées

Cover title missing/
Le titre de couverture manque

Pages discoloured, stained or foxed/
Pages décolorées, tachetées ou piquées

Coloured maps/
Cartes géographiques en couleur

Pages detached/
Pages détachées

Coloured ink (i.e. other than blue or black)/
Encre de couleur (i.e. autre que bleue ou noire)

Showthrough/
Transparence

Coloured plates and/or illustrations/
Planches et/ou illustrations en couleur

Quality of print varies/
Qualité inégale de l'impression

Bound with other material/
Relié avec d'autres documents

Continuous pagination/
Pagination continue

Tight binding may cause shadows or distortion along interior margin/
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure

Includes index(es)/
Comprend un (des) index

Title on header taken from: /
Le titre de l'en-tête provient:

Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.

Title page of issue/
Page de titre de la livraison

Caption of issue/
Titre de départ de la livraison

Masthead/
Générique (périodiques) de la livraison

Additional comments: /
Commentaires supplémentaires:

This item is filmed at the reduction ratio checked below /
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

THE IMPRINT.

VOL. II }
NO. 2. }

TORONTO AND WINNIPEG, SUMMER, 1895.

10 CENTS
50c. PER
YEAR

The Old Stamp Duty on Newspapers.

As late as 1836 there was a duty on each newspaper sold in Great Britain and there was besides a considerable duty—sixpence or some such sum—on every advertisement in a newspaper. In the early days of our century the stamp duty was about fourpence though it had been much higher than that. There was also a heavy excise tax on the paper itself and a customs duty that prevented foreign competition. These various charges pressed heavily on the newspapers of that day, so much so that one could not come into existence until it had made provision for no end of factitious expenses. The consequence was that in those days the possession of a newspaper was a luxury of the rich, and others were deemed fortunate if they obtained an occasional read of a paper. It was a common thing for a number of persons to club together and take a paper which they read by turns, and as compensation for late reception of the news the paper remained in possession of him whose turn came last.

The advertisement tax was finally abolished and in 1855 the stamp duty was also done away with. Then many papers were started and some of them acquired influence and reputation, but still the paper duties told heavily against cheap journalism. The various taxes were originally imposed with the object of checking the growth of seditious newspapers, and when the agitation came to abolish the taxes, it was the creed of many that cheap newspapers meant the establishment of a daily propaganda of socialism, communism, red republicanism, blasphemy, bad spelling and general immorality. The subject is fully treated in Justin McCarthy's *History of Our Own Times*.

How different it is in these days in our enlightened and progressive Dominion. Here every village almost has its newspaper at not more than a dollar a year, and metropolitan weeklies are sold at half that sum. Even the average rural paper in Canada to-day gives vastly more news than the London papers did half a century ago notwithstanding their price was something like \$30 a year.

Toronto's Early Newspapers.

We are indebted to the Richmond Hill Liberal for some corrections of the list of early papers as published in last IMPRINT. It appears that the first daily paper in Toronto was printed in 1836. The Liberal is unable to give its title, but supplements our list by the following papers:

1. "The Albion," 1836, by John F. Rogers.
2. "The Courier of Upper Canada," by George Gurnett.
3. "The Christian Guardian," 1829.
4. "The Mirror," 1837, by Donley and McTavey.
5. "The Palladium," 1838, by C. Fothergill.
6. "The Globe," by John Carey, 1840.
7. "The Canadian Correspondent," by Rev. Dr. O'Grady, 1853.
8. "The Leader," 1854, by James Beatty, edited by Charles Lindsay.
9. "The United Empire," 1852, by Ogle R. Gowan.
10. "The Catholic Citizen," by Michael Hayes, 1854.
11. "The Canadian Freeman," 1858, by J. G. Moylan, editor, and James Mallon, printer.
12. "The North American," by William Mc Dougall & Co., 1850.
13. "The Star" by W. J. Coates, 1845.
14. "McKenzie's Message," 1856.

Not taking into account "Punch," "The Grembler," "Momus," and others of that ilk, but of smaller caliber.

In Ye Olden Time.

THE following, taken from *The Gore Balance*, dated at Hamilton, December 20th, 1830, indicates one of the vicissitudes of newspaper life in those days:—"The present number of the *Gore Balance* has been necessarily suspended until this date (Monday 20th) for want of printing ink which could be procured only by making a journey to York over one of the most frightful roads that disgrace this country. If some mechanic understanding the manufacture of this article would locate himself in the Canadas he would find ample and profitable employment."

Those Special Position Advertisements.

Have we not sworn in our wrath that there should be no more "every-other-day-with-top-of-column-next-pure-reading-or first following-a-broken column of matter with privilege of change-of-blocks-when-desired" advertisements? Hav'n't we vowed in our anger that the "changed-every-day-specials-all-to-be-scattered-and-in-each-case-following-pure-reading-not-sandwiched-in-with-odds-and-ends-and-other-specials" would not be accepted at any figure? Hav'n't we looked over the paper, on receipt of the formal notice of a mis-fit, a notice that serenely if not sarcastically enquires

Isn't it the truth, brethren, that the fault is as much with ourselves as with the conditions of the contract? Is it so difficult a matter to give what we agree to deliver? Probably not, when we go about the right way of giving.

The news foreman has a deal to contend with. Placing special position advertisements is the bane of his typographical life. I know of a truly good man who wrecked his connection with the Methodist church while trying to get this class of advertisement into place every day. His language developed from a fairly decent Anglo-Saxon to a profuse vocabulary of a markedly heated character. There is no

Advertisements and Receipts for the Month of November, 1894

Advertiser	Rate	Position	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Remarks		
Smith & Co.	2	Top of page	1	1					1	1	1																								Balance forward	
St. Louis	100	Rate per	1																																	
Johns	50	Rate per																																		Balance of account
Providence	100	Rate per																																		Some days great in circulation
Rock Hill	100	Rate per																																		Rate per
Lehigh Valley	100	Rate per																																		Balance forward
R. B. Baker	100	Rate per	1	3	4	5	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				Rate per	
...																																			Balance forward	
Big Dipper	100	Rate per	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
...																																				Balance forward
...																																				Balance forward
...																																				Balance forward
...																																				Balance forward

if "the publisher thinks he will be able to have correctly inserted the balance of the copy sheet," and after looking, consigned the contract (verbally) to—the plate matter boxes? Hav'n't we done all this, brethren, and don't we take the blank contract with the reading notice duplex attachment and go ahead in the old careless way, trusting to the news make-up and other fallible conditions that the thing will come out right—somehow? Truly it comes out even—for the patent medicine man, after we have given him thirteen months and two weeks insertions to square up a twelve months' contract.

There is a way to stop it. Refuse to insert anything but a plain, straight, yearly or definite time advertisement. If this resolution is adhered to the paper may require many columns more plate matter than are now used.

use trying to rectify this matter of position after the paper is printed. While its pages are on the stone is the place to do your work and save regrets.

Half a dozen plans had been tried and found wanting. Several had the weak spot that when the make-up was off for a day or two the office was stranded on the edge of an uncertainty as to the advertisements that should appear in next day's paper and where they should be placed. It was concluded to give the make-up's intellect and his memory a rest and a scheme was blocked out and tried that has given results about as perfect as may be reached. Simple affair, requires no elaborate preparation. The accompanying plate, will show a fairly perfect plan of keeping track of such advertising contracts.

A number of sheets (blank book demy was

found to be a convenient size) were ruled to pattern, providing spaces for name or title of advertisement, memo. of position and for thirty-one days. The thirty-one spaces were numbered from one to thirty-one. It averaged about three folios (for the entries cover the width of two pages) to hold the entries for each month. When copy comes in, the book is taken, name of advertisement and position recorded and the dates of insertion checked off as far ahead as may be desired. Three months is a fair period to enter up at once, though the full contract term would be better. Weekly insertions are entered in red ink, daily insertions in black ink. In the space for the day of the week or month on which the advertisement is to appear is written the number of the advertisement or block or reading notice--or both.

Now when the make-up tackles the day's proceedings he has only one column to refer to. If the date be the 16th of November, then advertisements and specials marked in col. 16, on pages for the month go into the paper. Anyone can carry out the details. Of course, plain every day advertisements and other matters of like character need not be entered.

If errors are claimed by the advertiser the facts can be looked up quicker by reference to the book than by consulting the files of the paper. Contracts and important copy can be retained in the business office, and it is preferable to have entries in the book made by the business office staff, though this detail may be attended to by the foreman. In many ways the book is a help. On a day when a crush of matter threatens it can be ascertained in a minute just what space will be taken up by advertisements going in, outside of those standing in the forms. Also the space available from the advertisements taken out or be removed.

Try it, brethren. On a small daily it is the one thing needed. It has helped others and will help you.

F. H. DOMIN.

The Review, Peterborough, Ont.

It is a printing office, not a printing shop or a printing factory. The professional man has his office, the blacksmith or other tradesman his shop, factory or foundry as the case may be. Printers should not forget that the "art preservative" is conducted in an office, or through the carelessness of the devil or proprietor or both allow the place to run to seed until it looks like a junk shop.

—Gold can be beaten 1,200 times thinner than ordinary printing paper; one ounce can be made to cover 1,460 square feet.

Ye Editor's Dream.

The Editor slept. In Dreamland's halls he lay,
No printer's devil vex'd the livelong day;
No vells for "copy" now broke on his ear.
"Ah! this is bliss," he sighed—a shadow near
Turn'd on the scribe a sad, reproachful eye,
And in that glance he saw "Vox Populi."
Speechless he, shuddering, turn'd to fly—alas!
The one he carom'd 'gainst was "Veritas":
A slap upon the back left him aware
That he who smote him was "One who was there."
And, towering o'er his shrinking frame, arose
The herculean form of "One who knows";
He saw old "Anti Papist" smiling stand,
(The "source of England's greatness" in his hand).
He shiver'd 'neath "A layman's" icy stare
And "Evangelical's" resentful glare;
"A mother" and "An old subscriber" next
The luckless editorial vision vex'd;
Reckless with many woes he turn'd to bay,
And lo! "Fiat Justitia" barr'd the way;
"What!" vell'd the scribe, "do ye these regions
vex?"
"I beg your pardon," lisped a voice—'twas "Lex."
'Twas the last straw, he sought the outer door,
With stern abuse he hailed the janitor,
"I came for change and quiet here," he said,
"And—hang it! here's that chestnut crowd in-
stead."
"Gently! good scribe, respect gray hairs, you
know,"
"And who are you?" "Pro Bono Publico."

THE BLACKSMITH

Two Cash-in-Advance Subscribers.

The Dominion of Canada takes two copies of each paper published in the country. Place on your subscription list The House of Commons and The Senate, Ottawa, and after two or three weeks send your bill for the year's subscription at your advertised rate and you will receive a Government cheque in due course.

—Dinks—"Was Growler's purpose of whipping the editor carried out?"

Danks—"No; but Growler was."

—A newspaper may be sent to Stanley Falls, Africa, 1,000 miles beyond Stanley Pool, for 4 cents.

—It is estimated that there were 20,573 papers published in Canada and the United States in 1894.

—The smallest paper in the world is published in Guadalajara, in Mexico. Its title is El Telegrafo, and it is printed in eight columns, each four and a half inches long and one and a half inches wide, on thick manilla paper. And yet the staff includes an editor and director, an administrator or business manager, a responsible man or capitalist, and a printer.

How Not to do it.

[WRITTEN FOR THE IMPRINT].

Here is the tale of a Generous Jay
 Who those who know all about it say—
 His printing-house ran in a singular way :
 He did not flourish in days of vore,
 Nor was it a very great deal more
 Than a thousand miles from Ontario's shore.
 He ridiculed following custom's call,
 And started by being original :
 Evading the long established rule,
 He hired his help ere they went to school,
 But keeping his curious scheme in mind—
 That help was all of the feminine kind,
 (At the age of twelve they were fully ripe
 For the dreamy duty of setting type)
 And then, his magnanimous plan to assist,
 Each one was paid half enough to exist.
 Some days, of course, a girl's health would give o'er
 Little to fret about on that score :
 A girl or two less, a girl or two more,—
 There were girls in town to be got galore.
 In fact, this great man had been led to decide
 That a printing-house girl had a patent inside,
 And her general make-up could not be pried.
 Things were going much in their usual way
 With the business affairs of the Generous Jay
 When all of a sudden, one fateful day
 A la the Wonderful One Hoss Shay
 Or Coleridge's crew in the twilight grev
 Or the little tin soldiers when children play,
 Just as the girls were going away
 As if at a signal, down dropped they.
 Now a girl's a girl, "that's true" you say,
 Whether fresh or in process of slow decay.
 It's not all fact that is in this story
 But it's simply a little allegory

E. E. COMBES.

The Invention of Printing.

Sir Walter Scott, in "Quentin Durward," thus refers to the invention of printing:—
 "When I consider the consequences of this invention, I read with as certain augury, as by long combination of the heavenly bodies, of the most awful and portentous changes. When I reflect with what slow and limited supplies the stream of science hath hitherto descended to us—how difficult to be obtained by those most ardent in its search—how certain to be neglected by all who regard their ease—how liable to be diverted or altogether dried up by the invasions of barbarism,—can I look forward without wonder and astonishment to the lot of a succeeding generation, on whom knowledge will descend like the first and second rain, uninterrupted, unabated and unbounded: fertilizing some grounds, and overflowing others; changing the whole form of social life; establishing and overthrowing religions; erecting and destroying kingdoms."

The Thorne Type Setting Machine.

TORONTO TYPE FOUNDRY having engaged in the supplying of ready-print papers and ready-set stereotype-plates, has introduced two Thorne type-setting machines into its composing room. These machines set type at a very rapid rate and are worked by two operators and a boy who attends to the distributor of the machines. One of the operators works the key-board and the other justifies the lines



to their required length. The capacity of the machine is over forty thousand ems of solid brevier in eight hours and as high as sixty thousand ems have been set in that time by skilled operators. The machines are now in daily operation, and an invitation is cordially extended to publishers to visit our establishment and see at work one of the most wonderful inventions of the age in connection with the printing press, "the power that rules the world." We have the agency for these machines and will be glad to furnish full particulars to all interested.

The International Art Printer.

Above is the title of a new printers' journal issued by Arthur M. Rutherford of Owen Sound, Ont. The Art Printer is a creditable publication and should be regularly read by every printer who aspires to do good work. It is but \$1.25 a year, or a six-month's trial trip for 75 cents. Practical hints worth many times the year's subscription may be found in every copy. The publisher is offering a number of cash prizes for job printing which THE IMPRINT hopes will be largely competed for.

"The Fourth Estate."

The origin of the above phrase was in the British House of Commons and we believe is attributed to Burke. When addressing the Commons on one occasion, referring to the three estates of the realm, the Sovereign, Lords and Commons, he pointed to the press gallery and used the words, "there sits a Fourth Estate, greater than they all." The press gallery was not slow to adopt the hint and the phrase speedily came into general usage.

A Scurrilous Press.

A writer in the Canadian Magazine * gives the press of Newfoundland a very bad character, so much so that we must confess they will be no acquisition to the journalistic ranks of Canada if Newfoundland should finally decide to cast its lot in with the Dominion. The following are a few extracts from the article in question :—

"The press of Newfoundland probably takes the palm for scurrility. . . . From a literary point of view their merits are of the smallest. Huge type, capitals and italics do duty for eloquence. Their leaders are rather violent than clever. It is the general practice to fill up vacant spaces with anonymous letters on various topics, mostly virulent abuse of Government officials from the governor down to the humblest constable or tide-waiter. In addition to these there is always a serial novel, generally of the penny-dreadful order. . . . The press does, and has done for many years past, incalculable harm; and the injury is two-fold, for not only has it a debasing influence on the people, but it blights the reputation of the colony abroad. . . . The people are very much to blame in the matter. In the case of libel it is next to impossible to obtain a verdict unless the complainant can show that he has suffered pecuniary loss. It is therefore concluded that Newfoundland juries consider loss of money a far more serious matter than loss of character. . . . Of course in all places large allowance must be made to the press during elections. When political feeling runs high, even the most respectable papers often become violent and not infrequently personal. But the stock-in-trade of the St. John's papers is personal abuse of the most unscrupulous nature, and both public and private persons are alike assailed. A member of the Government is appointed governor of the Savings Bank, and the opposition paper immediately warns the public that deposits are not safe in his hands. The terms liar, thief, traitor, scoundrel, to say nothing of such expressions as hoodler and hoodlum, may be seen in any paper you may happen to pick up."

So great has the scandal become that the clergy of Newfoundland have felt impelled to call upon the adherents of the various religious denominations to unite in discountenancing the scurrility and disloyalty of the press of the colony. The resolution adopted by the clergy contains the following very strong language: "In particular we consider its tendency is to pollute the minds of the young and to counteract the teachings of church, school and Christian home; to poison the minds of the whole community and vitiate and degrade the public taste. While journalism of a proper kind has a wholesome and elevating influence, that to which we refer merits the abhorrence and condemnation of all Christian men and women."

*J. F. Morris Fawcett, in the Canadian Magazine for March.

THE IMPRINT extends its most distinguished consideration and hearty thanks to those of its readers who so kindly sent in copies of the May 1893 number as asked for in last issue.

Advertising Rates.

The problem of how to obtain fair advertising rates in country papers is still unsolved. Some time ago the Canadian Press Association discussed the question, and we believe arrived at the conclusion that a minimum rate of \$2 per inch per year for each 20 quires of circulation would be about the thing. This rate is certainly low enough in all conscience, but yet how few of the country papers secure it? The custom is for some advertising shark to send a contract for signature, probably accompanied by the first quarter's payment in cash at half the above rate or even less than that. In many cases rather than return the money the publisher inserts the advertisement and finds his contract burdened with such restrictions as "to be inserted top of column next pure reading matter," etc. etc. Then if the advertisement is not inserted according to instructions, the advertising gentleman aforesaid refuses to pay until the advertisement is put in another twenty or thirty times free of charge to make up for the alleged wrong insertions. The publisher should rigorously refuse all such contracts, and give no preferred positions to anyone except at an advance in price of from twenty-five per cent to double or treble full rates according to the position required. The publisher not only depreciates the value of his own space by accepting low priced contracts, but gives the advertising shark a battering ram with which to knock down the prices of his brother journalist elsewhere.

The remedy is, however, very simple and can be applied, we think, in only one way. That is by the newspapers combining together and placing all their advertising outside of their own counties in the hands of some honorable agent, say in Toronto. Then when outside contracts are offered let them be at once sent to the general agent who has full power to close contracts and whose interest and duty it is to get the full rate agreed on. A combination of one hundred papers in Ontario on this plan would be strong enough to command the situation by dealing honorably with each other and with the agent. Strict integrity between the parties and a rigid adherence to the plan in all its details, would bring about in the course of a year or two a far better state of affairs than now exists, and would be a good thing alike for the newspapers and the agent.

THE IMPRINT is willing to act as the general agent if a representative number of papers can be obtained in Ontario to go in. To be successful the leading journals in each county in the province should join in the plan, when its success will be assured.

Second Hand Printing Presses, Paper Cutters, Etc.

Below will be found a list of thoroughly overhauled machinery which will be sold at low prices for cash, or on reasonable terms. These machines are all guaranteed in good condition. Prices quoted upon application. Favorable exchanges made for other machinery when required.

CYLINDER PRESSES AND FOLDERS.

- 116.—Quadruple Demy Wharfedale. 4 rollers patent fly, will take 7-col. quarto.
 117.—36 x 46 Two-Color Payne Wharfedale.
 144.—31 x 43 Hoe Drum Cylinder, rack and screw distribution.
 145.—31 x 46 Campbell Intermediate, table distribution, will take 6-col. quarto.
 165.—31 x 46 Campbell Complete, table distribution.
 167.—31 x 46 Railway Hoe, rack and screw distribution.
 173.—Rockford L. S. Folder, with paster and trimmer, will take 7-col. quarto.
 178.—25 x 33 Drum Cyl. Hoe, rack and screw distribution.
 195.—Fronty Cylinder, 6 col. quarto.
 197.—31 x 46 Country Campbell, table distribution.
 921.—41 x 60 Four Roller—Two Revolution, Campbell Job and Book.
 902.—35 x 52 Four Roller, Two Revolution Cottrell, rack and cam distribution.
 9005.—35 x 55 Four Roller Cottrell, Two-Revolution, table distribution.
 9022.—33 x 46 Two Revolution Four Roller Cottrell, table distribution.
 9023.—42 x 60 Two Revolution, Two Roller Cottrell, rack and cam distribution.
 9025.—29 x 29 Payne Wharfedale with old style fly, four rollers.
 9026.—47 x 51 Reliance Wharfedale, four rollers, patent flyers.
 9011.—25 x 49 Cottrell & Backcock Drum Cylinder, two rollers, rack and cam distribution.
 9014.—25 x 35 Potter, extra heavy, drum cylinder, two rollers, rack and cam distribution.
 9015.—25 x 35 Potter Drum, two rollers, tapless delivery, rack and cam distribution, back up motion.
 9016.—36 x 52 Potter Drum, four rollers, rack, cam and table distribution, tapless delivery.
 9017.—33 x 45 Campbell Oscillator, four rollers, rack screw and table distribution.
 9018.—31 x 46 Country, Campbell, table distribution.
 9020.—33 x 45 Hoe Railway, rack and screw distribution.
 22.—31 x 45 Newberry—cheap country press.
 39.—30 x 31 Country Campbell, 4 rollers, springs.
 84.—35 x 54 Two-feeder Wharfedale (Payne).

JOB PRESSES

- 49.—9 x 13 Peerless, throw off and steam fixtures
 99.—7 x 11 O. S. Gordon.
 104A.—10 x 15 Liberty.
 104B.—7½ x 11 O. S. Gordon.
 114.—10 x 15 O. S. Gordon.
 127.—10 x 15 O. S. Gordon.
 147.—8 x 12 Eclipse Jobber.
 149.—10 x 15 O. S. Gordon.
 161.—13 x 18 Montreal Lever Jobber.
 163.—10 x 15 Old Style Gordon.
 160.—7 x 11 Old Style Gordon.
 171.—8 x 12 Eclipse Job Press
 176.—10 x 15 Standard Jobber.
 177.—7 x 10 Hand Lever Model.
 179.—7 x 11 Old Style Gordon.
 181.—10 x 15 Old Style Gordon.
 183.—10 x 15 Old Style Gordon.
 184.—8 x 12 W. & B. New Style Gordon.
 186.—10 x 15 W. & B. New Style Gordon.
 103.—9 x 13 American Gordon.
 108.—7 x 11 Old Style Gordon.
 199.—10 x 15 Old Style Gordon.
 201.—8 x 12 Eclipse Jobber.
 202.—14 x 18 Cincinnati Jobber.

HAND AND PROOF PRESSES.

- 66.—Adams Hand Cylinder, laid 25½ x 42½.
 113.—Hand Press, platen 13½ x 16½.
 162.—Washington Hand Press, platen 23½ x 43.
 194.—Washington Hand Press, platen 25 x 39.
 206.—Cincinnati Hand Press, platen 26½ x 42

BOOK BINDERS' MACHINERY.

- 107.—Lever Embossing Press.

PAPER AND CARD CUTTERS.

- 33.—28-inch Plow Cutter, wood frame.
 104C.—28-inch Plow Cutter, wood frame.
 143.—28-inch Sheridan Power Cutter.
 175.—Iron Frame Plow, 28 inch.
 187.—English Plow Cutter, 30 inch.
 191.—Wood Frame Paper Cutter, 28 inch.
 196.—English Plow Cutter, 30 inch.

ENGINES AND MOTORS.

- 192.—3 H. P. Engine and Boiler.

TORONTO TYPE FOUNDRY,

Ready Prints and Boiler Plate.

It is going on two years since Toronto Type Foundry entered into the business of furnishing ready printed papers and we are now supplying seventy of the most enterprising weekly papers in the country. There is still room for as many more without over taxing our facilities.

Recently we have gone into the Stereotype Plate business and have made our establishment a place where the printer can have all his wants supplied. Why keep accounts with three or four different houses, when you can obtain all your requirements from Toronto Type Foundry? The saving in postage and convenience in adjusting accounts are important arguments in favor of dealing with one establishment that can supply all your wants. Give Toronto Type Foundry a trial; you will find it will pay you.

Before Laying New Type.

ALWAYS examine new type before laying font in the case. If any sorts are thought to be missing take a proof of the whole font as it is in the original packages. Send this proof to us and any error will be promptly rectified.

ROBT. RAW & CO., Hamilton, have the hand-somest and most neatly furnished business office of any printing house in Canada. Mr. Raw says he spends more of his time in his office than anywhere else and therefore he wants comfortable surroundings there. He certainly has them.

PAPER AND INK is the title of Buntin, Reid & Co.'s trade monthly. The publication is well printed and contains valuable reading matter for users of stationery. It is a credit to the firm, and should prove a good advertisement for their wares.

TRY a package of solid oil, the new preparation for making ink work smoothly on the press. It is very clean, and the best article yet discovered for its purpose. See advertisement on page 43.

PRINTERS visiting the Industrial Exhibition are cordially invited to call at Toronto Type Foundry.

American Type Founders' Co.

BOSTON, 144-150 Congress St.
 NEW YORK, Rose and Duane Sts.
 PHILADELPHIA, 606-614 Sansom St.
 BALTIMORE, Frederick and Water Sts.
 BUFFALO, 83-85 Ellicott St.
 PITTSBURGH, 308 Wood St.

CLEVELAND, 239-241 St. Clair St.
 CINCINNATI, 7-17 Longworth St.
 CHICAGO, 139-141 Monroe St.
 MILWAUKEE, 89 Huron St.
 ST. LOUIS, Fourth and Elm Sts.
 MINNEAPOLIS, 113 First Avenue, South

ST. PAUL, 84-86 East Fifth St.
 KANSAS CITY, 533-535 Delaware St.
 OMAHA, 1118 Howard St.
 DENVER, 1616-1622 Blake St.
 PORTLAND, Second and Stark Sts.
 SAN FRANCISCO, 405-407 Sansome St.

Philadelphia Lining Gothic

48 POINT No 648

7 A 9a \$6 50

MOTHERLY Inspirations

36 POINT No 636

8 A 10a \$5 50

Cosmopolitan SQUADRON

30 POINT No 630

12 A 15a \$6 00

ENTHUSIASTIC Parliamentarians

24 POINT No 624

16 A 24a \$4 50

Fascinating Exterior ORNAMENTATIONS

18 POINT No 618

22 A 33a \$4 25

14 POINT No 614

30 A 42a \$4 00

CATECHUMEN
 Educational Supremacy

DELIBERATIONS
 Great and Eloquent Orator

12 POINT No 612

35 A 52a \$3 75

10 POINT No 610

45 A 60a \$3 50

BARTHOLDI STATUE
 Liberty Enlightening the World

PRINTERS DELIGHTED
 Astonishing Typographic Inventions

8 POINT No 608

52 A 70a \$3 25

6 POINT No 606

60 A 70a \$3 00

EQUINE SAGACITY OBSERVED
 Modern Feline Trainer Electrifying Audience
 1234567890

MAGNIFICENT BUILDING OPERATIONS
 Great Schemes Receive Liberal Public Opitulation
 1234567890

mmmmmmmmmm
 MMMMMMMMMMMM

American Type Founders' Co.

BOSTON, 144-150 Congress St.
 NEW YORK, Rose and Duane Sts.
 PHILADELPHIA, 606-614 Sansom St.
 BALTIMORE, Frederick and Water Sts.
 BUFFALO, 83-85 Ellicott St.
 PITTSBURGH, 308 Wood St.

CLEVELAND, 239-241 St. Clair St.
 CINCINNATI, 7-17 Longworth St.
 CHICAGO, 139-141 Monroe St.
 MILWAUKEE, 89 Huron St.
 ST. LOUIS, Fourth and Elm Sts.
 MINNEAPOLIS, 113 First Avenue, South

ST. PAUL, 86-86 East Fifth St.
 KANSAS CITY, 533-535 Delaware St.
 OMAHA, 1118 Howard St.
 DENVER, 1616-1622 Blake St.
 PORTLAND, Second and Stark Sts.
 SAN FRANCISCO, 405-407 Sansome St.

Philadelphia Lining Gothic

48 POINT No 1448

3A 5a \$11 25

NO Rain

36 POINT No 1436

5A 7a \$9 75

Mark VAT

30 POINT No 1430

6A 9a \$8 25

TAKE Pains

24 POINT No 1424

9A 12a \$7 00

Steam WATCH

18 POINT No 1418

12A 15a \$6 00

14 POINT No 1414

15A 22a \$5 50

**PAST
Fine Site**

**WORN
Gold Rope**

12 POINT No 1412

10A 20a \$5 00

10 POINT No 1410

23A 32a \$4 75

**DEPART
Slow Trains**

**PARDON
Honest People**

8 POINT No 1408

25A 40a \$4 50

6 POINT No 1406

28A 45a \$4 25

**DESIRABLE
Beautiful Designs
1234567**

**GUARDSMEN
Exhausted Regiment
12345678**

**NNNNNNNNNNNN
nnnnnnnnnnnn**

American Type Founders' Co.

BOSTON, 144-150 Congress St.
 NEW YORK, Rose and Duane Sts.
 PHILADELPHIA, 606-614 Sansom St.
 BALTIMORE, Frederick and Water Sts.
 BUFFALO, 83-85 Ellicott St.
 PITTSBURGH, 308 Wood St.

CLEVELAND, 239-241 St. Clair St.
 CINCINNATI, 7-17 Longworth St.
 CHICAGO, 139-141 Monroe St.
 MILWAUKEE, 89 Huron St.
 ST. LOUIS, Fourth and Elm Sts.
 MINNEAPOLIS, 113 First Avenue, South

ST. PAUL, 84-86 East Fifth St.
 KANSAS CITY, 533-535 Delaware St.
 OMAHA, 1118 Howard St.
 DENVER, 1616-1622 Blake St.
 PORTLAND, Second and Stark Sts.
 SAN FRANCISCO, 405-407 Sansome St.

Philadelphia Lining Gothic

48 POINT No 1248

4A 5a \$0 25

DIN Heard

36 POINT No 1236

5A 7a \$7 75

Noted MEN

30 POINT No 1230

6A 9a \$6 50

SHOE Marked

24 POINT No 1224

9A 12a \$5 50

Damaged BENCH

18 POINT No 1218

12A 15a \$5 00

14 POINT No 1214

14A 22a \$4 75

MATCH
 Burn Cord

MUSING
 Comic Song

12 POINT No 1212

18A 28a \$4 50

10 POINT No 1210

22A 35a \$4 25

NOISOME
 Martial Sound

REPORTS
 Sporting Writers

8 POINT No 1208

28A 42a \$4 00

6 POINT No 1206

30A 45a \$3 75

INSTRUCTIONS
 Educated Mechanics
 12345678

CONGREGATION
 Delighted with Sermons
 1234567890

NNNNNNNNNNNN
 nnnnnnnnnnn

American Type Founders' Co.

BOSTON, 144-150 Congress St.
 NEW YORK, Rose and Duane Sts.
 PHILADELPHIA, 606-614 Sansom St.
 BALTIMORE, Frederick and Water Sts.
 BUFFALO, 83-85 Ellcott St.
 PITTSBURGH, 308 Wood St.

CLEVELAND, 239-241 St. Clair St.
 CINCINNATI, 7-17 Longworth St.
 CHICAGO, 139-141 Monroe St.
 MILWAUKEE, 89 Huron St.
 ST. LOUIS, Fourth and Elm Sts.
 MINNEAPOLIS, 113 First Avenue, South

ST. PAUL, 84-86 East Fifth St.
 KANSAS CITY, 533-535 Delaware St.
 OMAHA, 1118 Howard St.
 DENVER, 1616-1622 Blake St.
 PORTLAND, Second and Stark Sts.
 SAN FRANCISCO, 405-407 Sansome St.

Philadelphia Lining Gothic

48 POINT No 1348

3 A 4a \$10 00

SIX Bats

36 POINT No 1338

4 A 6a \$8 50

New SITE

30 POINT No 1330

6 A 8a \$7 00

MAY Parties

24 POINT No 1324

7 A 12a \$6 00

Electric SHOCK

18 POINT No 1318

10 A 14a \$5 25

14 POINT No 1314

14 A 22a \$5 00

**GLIDE
Fast Tide**

**STRING
Lyric Poet**

12 POINT No 1312

18 A 26a \$4 75

10 POINT No 1310

20 A 35a \$4 50

**BALSAM
Doctor Right**

**PARKSIDE
Natural Scenes**

8 POINT No 1308

25 A 40a \$4 25

8 POINT No 1306

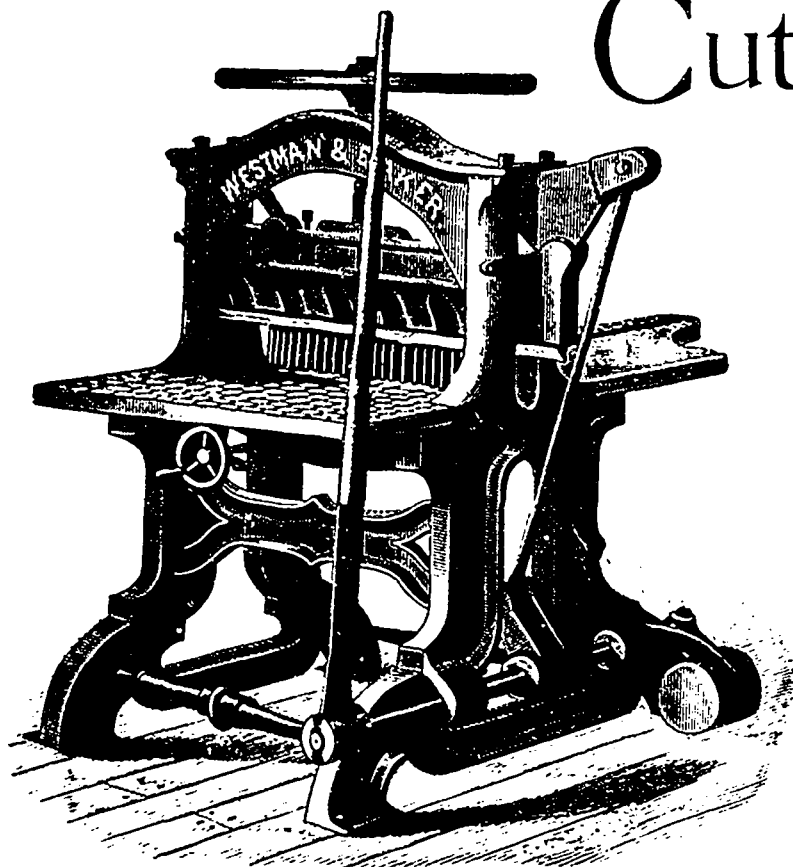
28 A 40a \$4 00

**BIOGRAPHER
Historical Writings
123456789**

**FASCINATION
Prodigious Magicians
123456789**

**NNNNNNNNNNNN
nnnnnnnnnnnn**

THE
✻ Beaver ✻ Paper
 Cutter



26 INCH, \$120.

30 INCH, \$175.

32 INCH FOR POWER, \$300.



THESE GUTTERS



ARE STRONG, WELL BUILT MACHINES
 AND WARRANTED IN EVERY PARTICULAR

They cannot be Beaten at any Price

Always on hand for Immediate Delivery

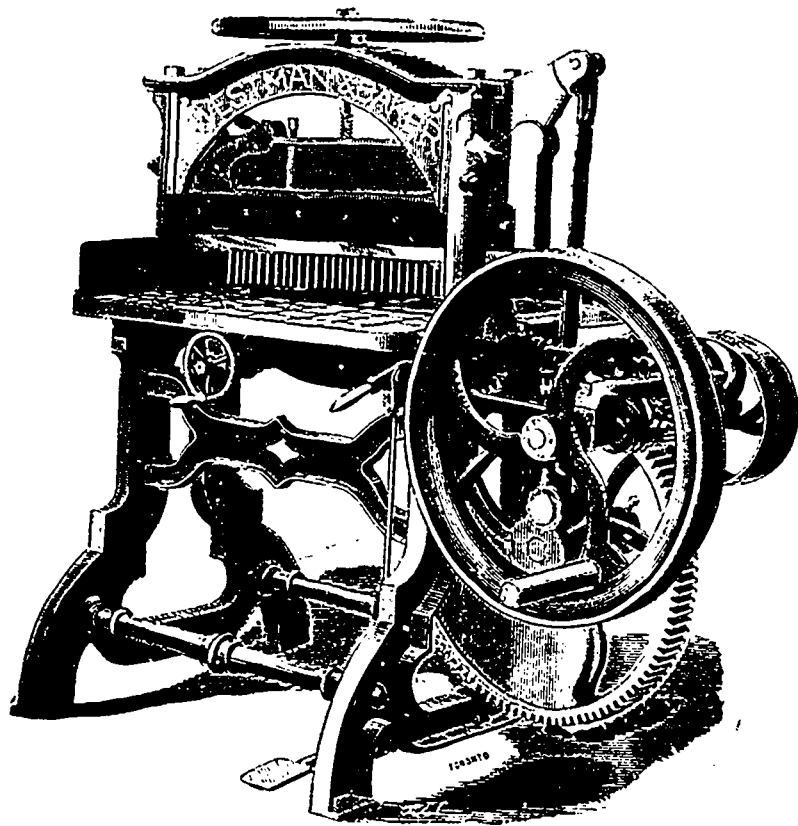



Toronto Type Foundry, Toronto and
 Winnipeg

Power Paper Cutter

32 INCHES WIDE

WEIGHT, 2,000 LBS.




THIS is an excellent low-priced power cutter. It possesses all the superior qualities of the Lever Cutter, with additional strength for heavy work. Having both hand and power attachments it can be worked either way, and is fitted with the finger gauge for cutting narrow strips, $5 \frac{1}{8}$ in. wide.

Toronto Type Foundry,  Toronto and Winnipeg

Canada Paper Co.

PAPER
and STATIONERY

WE manufacture all varieties
of paper, and deal in
every description of Printer's
stock.

We make a specialty of . . .
NEWS AND
FINE BOOK PAPERS

and will be pleased to send
samples and quote prices at any
time.

PROMPT SHIPMENT AND CAREFUL
ATTENTION TO ALL LETTER ORDERS



PAPER
MAKERS

AND

Wholesale

Stationers

TORONTO

AND

MONTREAL

CANADA PAPER CO., 15 FRONT STREET WEST, TORONTO
578 to 582 CRAIG STREET, MONTREAL



Paragon



AUTOMATIC NUMBERING MACHINE

CONSECUTIVE, DUPLICATE and
REPEATING OPERATION

Steel Figures, Perfect Printing
Absolutely Accurate Work

4 WHEELS NUMBERING FROM 1 TO 9,999	\$10.00
5 WHEELS NUMBERING FROM 1 TO 99,999	\$12.00
6 WHEELS NUMBERING FROM 1 TO 999,999	\$14.00
7 WHEELS NUMBERING FROM 1 TO 9,999,999	\$16.00

Toronto Type Foundry, Toronto and Winnipeg

PATENT SOLID OIL

Better than Inkoleum or any other preparation for softening Printing Ink.

ROLLERS WORK SMOOTHLY

and are preserved by Solid Oil; colored inks brightened by its use.

IT IS JUST THE THING

for the Pressroom, and every printer should have it. Put up in 5 and 10-lb. tins at 25c. a pound.

NOT HALF THE PRICE

of other compositions which are not half so good and which don't go half so far.

Embossing .

Composition .

For making Counter Dies
for Embossing on
ordinary Printing Presses



PUT UP IN SCREW-TOP GLASS JARS



Full directions sent with each lot. When used according to directions, a 1-lb. Jar contains sufficient for 20 or 30 ordinary jobs.



PRICE, \$1.00

For 1-lb. Jar

A THERMOMETER



with your advertisement printed upon it is a



Permanent Reminder

of your business, and one of the best standing advertisements ever invented.

These Instruments

are accurate, low-priced, and make a most popular advertisement, and

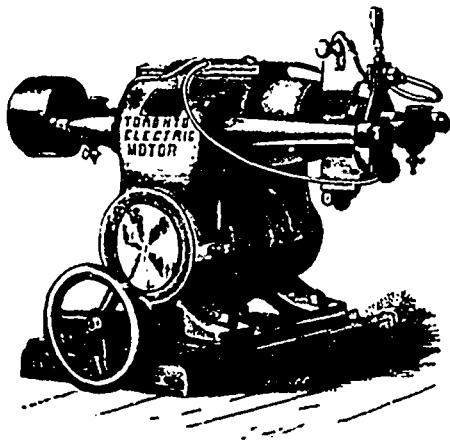
The Best Premium

ever given away to customers. They are always preserved and regularly consulted ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦

TORONTO TYPE FOUNDRY,



Toronto and Winnipeg



Electric Motors

—FOR—

PRINTING OFFICES

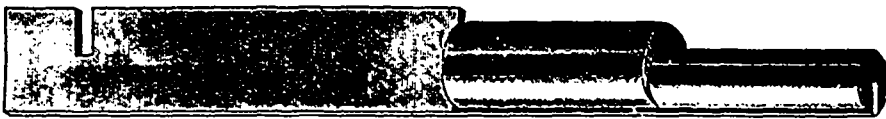
An Electric Motor is the ideal power. We offer Motors of the best class at lowest rates, ranging from \$60 for a Half Horse Power up to \$500 for Eleven Horse Power.

We have used Electric Motors in our Foundry for nearly three years, running constantly 55 hours per week, and have not expended \$5 for repairs.

Write for prices, stating power required, voltage of current to be used, and whether supplied by street car line or otherwise.

Toronto Type Foundry, * Toronto and Winnipeg

Elite Rule Bender



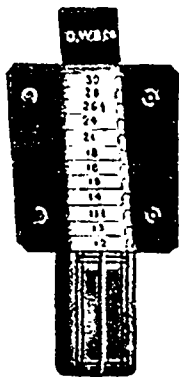
BY MAIL, \$2.00

These handy tools enable the artistic printer to make an unlimited variety of designs with brass rule. Sent post paid, with directions for use, on receipt of price.

POCKET RULE CASES

THREE STYLES. Price, \$2.00.

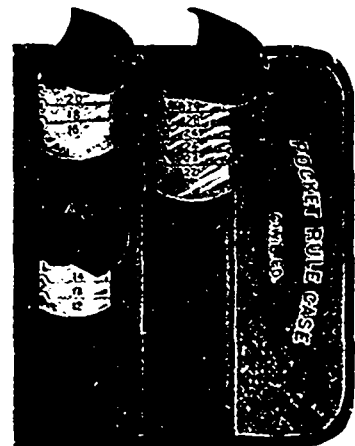
Each Case contains 12 Steel Rules, assorted from 12 to 30 ems, with number of ems stamped on each Rule.



STYLE No. 1

TORONTO TYPE FOUNDRY

TORONTO and WINNIPEG



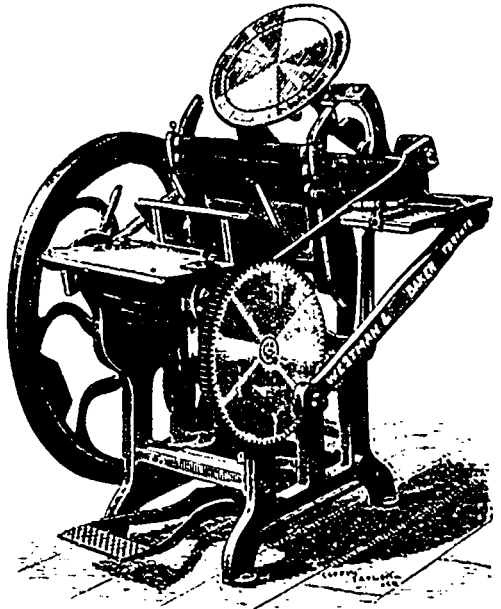
STYLE No. 2

AN OLD FAVORITE

New Style Gordon Press

 TWO SETS ROLLER STOCKS,
 ROLLER MOULD, THREE CHASES,
 INK BRAYER AND WRENCHES

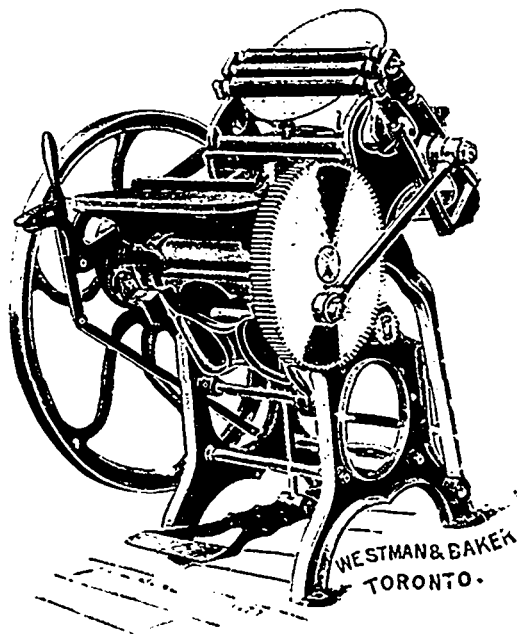
THE IMPROVED GORDON has the largest sale of any treadle press in Canada. It is strictly a first-class machine, well built and strong, easy running and practically noiseless. Every press guaranteed.



ALWAYS ON HAND READY FOR IMMEDIATE DELIVERY

Toronto Type Foundry, * Toronto and Winnipeg

Old Style Gordon Press



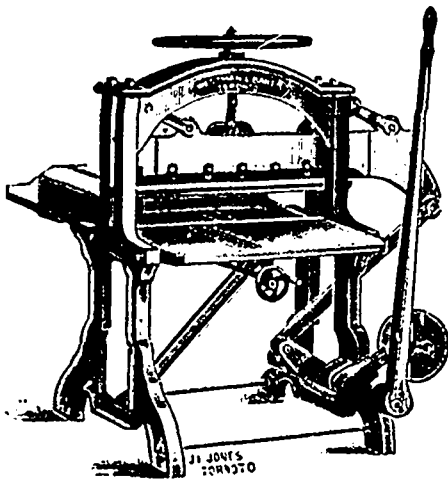
WITH
THROW-OFF



Three chases, 6 roller stocks, 1 roller mould, 1 impression wrench, 1 gripper wrench and brayer are shipped with each press



EQUAL in workmanship and finish to any Old Style Gordon in the market. Best material used. Most carefully finished. It is a very durable and hence a most economical machine for the printer.




Beaver

Paper
Cutter

SIZE :
 26 inches wide

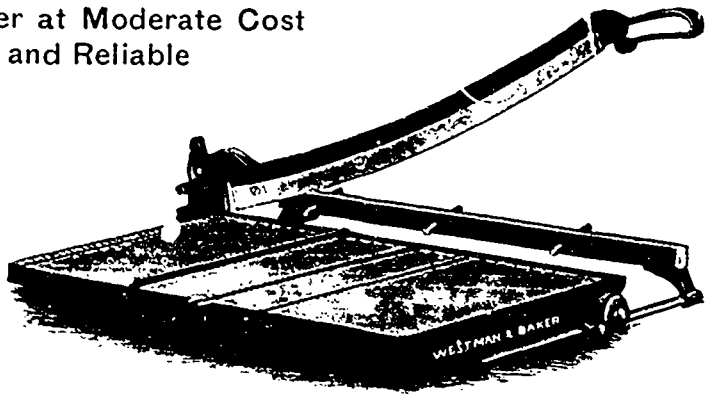
THIS MACHINE is well built, simple and easily operated. They cut card board and paper perfectly smooth. Have both back and side gauge to within a half-inch of the knife. The frame, table and stand are solid iron.

Boston Card Cutter.

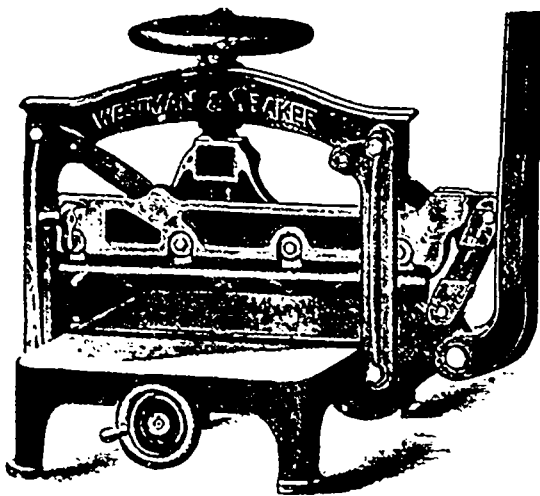
A First-Class Cutter at Moderate Cost
 The Gauge is Exact and Reliable



AN inexpensive but a thoroughly reliable machine. Has iron frame and polished hardwood table. Will cut a full sheet of card board, and is provide with side and reversible front gauges.



The table is slotted, so that the side gauge may be moved to accommodate any size work required to be cut. This is a very desirable cutter, and should be in every well regulated office.



Little : Giant Paper Cutter



THE accompanying cut illustrates the 19 inch Little Giant Paper Cutter. It is supplied with the improved finger gauge for cutting narrow strips.



TORONTO TYPE FOUNDRY
 TORONTO and WINNIPEG

Eclipse Perforator



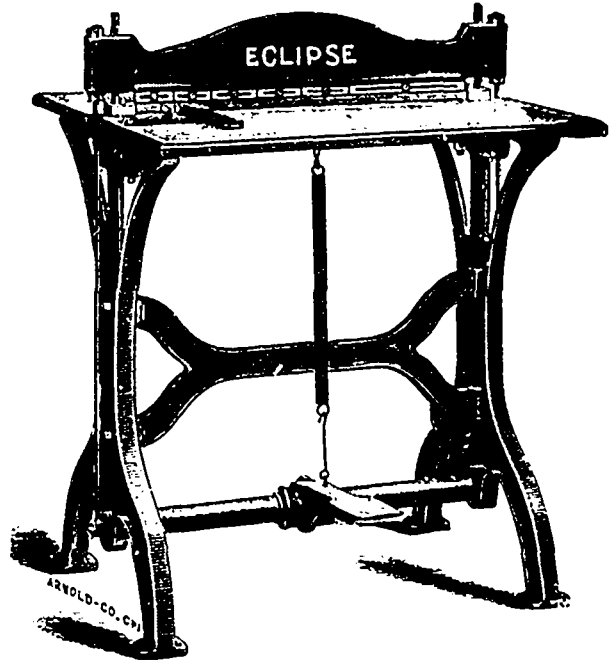
**BEST IN THE WORLD
AT ANY PRICE**



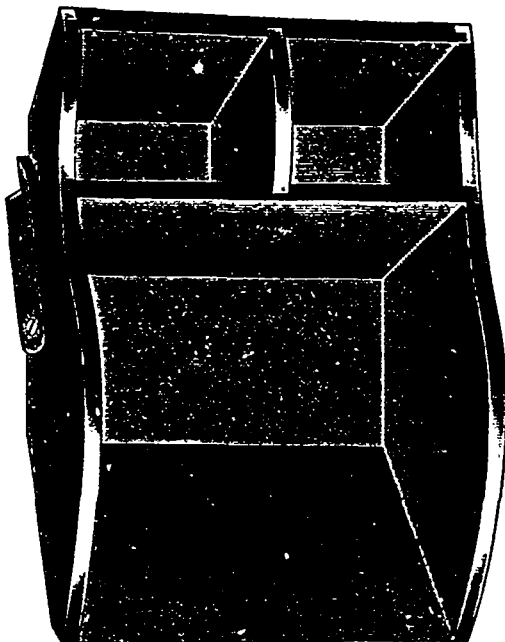
Perforates 20 inches, with
removable pins for stub
work

**A CHEAP AND RELIABLE
ROUND HOLE PERFORATOR**

Price, = \$75.00



Leader Box

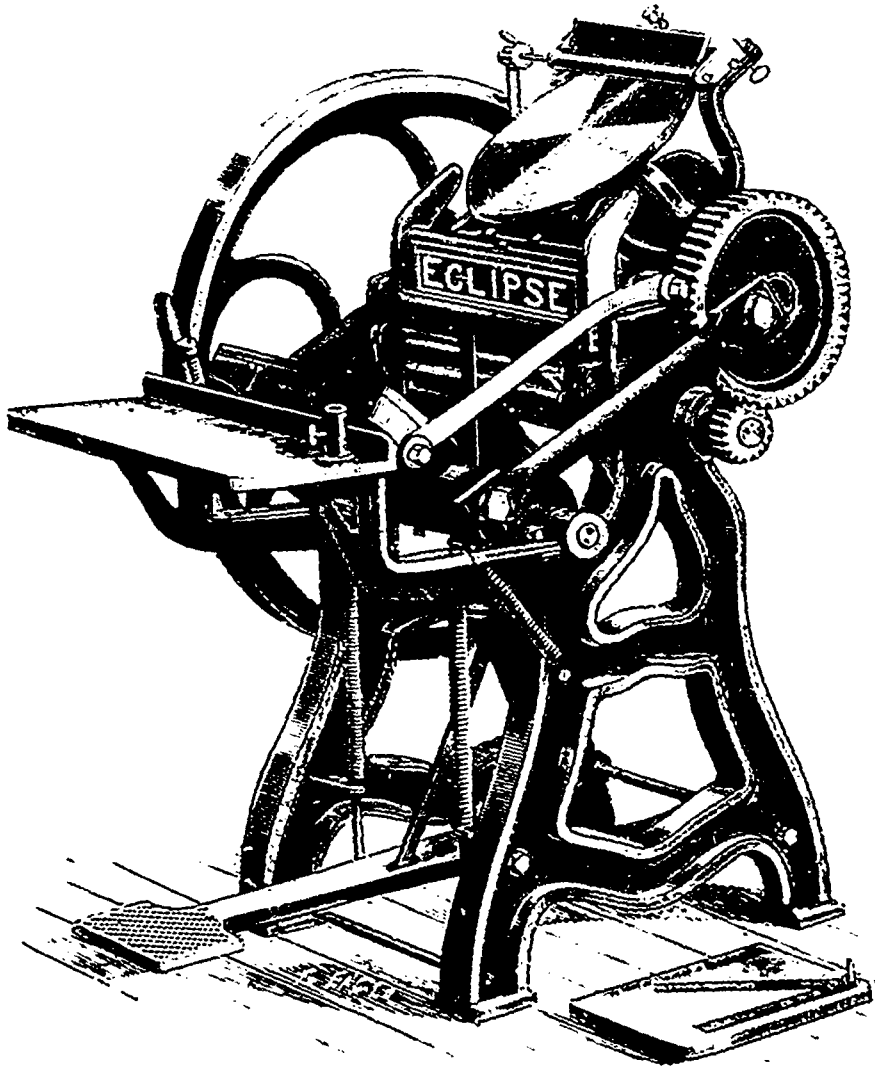


Dispense with the old
cigar box on your case.
This little tray will hold
en, em, 2 and 3 em leaders,
and is easily adjusted any-
where on the case most
convenient for work. Is
made of cherry, and when
in use does not disfigure
the case as the old cigar
box or tin box does.

PRICE 50 CENTS EACH

Toronto Type Foundry, Toronto and Winnipeg

THE ECLIPSE



STRONG



RELIABLE

Just the thing for Country Offices not requiring
the more expensive Gordon Press

Toronto Type Foundry, Toronto and Winnipeg