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THE CANADIAN PRINTER & PUBLISHER

Vol. IX.—No. 6

TORONTO, JUNE, 1900.

\$2.00 PER YEAR.

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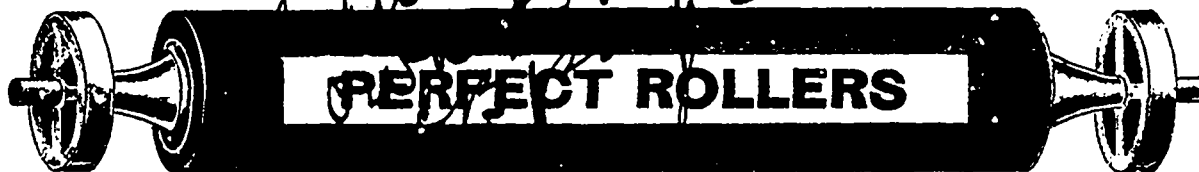
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THE MODEL LOCAL NEWSPAPER

By ANNIE BARTLETT TUHNS, Boston, Mass.

IT is reasonably safe to assume that no member of the newspaper fraternity places any profession in advance of his own, and it is almost a universally conceded fact that the newspaper wields a greater influence upon mankind than any other single medium. Hence the justice of our plea for enthusiasm.

What one reads influences character. Do we believe in the life and words of Wendell Phillips, one of the greatest enthusiasts the world has ever known? Listen: "Let me make the newspapers and I care not what is preached in the pulpit or what is enacted in Congress." "If I might control the literature of the household," said Bacon, "I would guarantee the well-being of the Church and State." And from the master mind of Heine we have these inspiring words: "In these times we fight for ideas and newspapers are our fortresses." In the face of our own belief in

our mission—in the face of what the world concedes—in the face of these thrilling words from men whose enthusiasm has created for them the admiration of more than one continent—in the face of the responsibility and the obligations we have imposed upon ourselves by our chosen career, as editors—can we be less than enthusiasts? Let us believe so deeply, so truly and so earnestly in the ideas that we have to put forth—in the messages we have to give—in the dignity and possibility of our position—that we shall by our very earnestness, by our love, by our enthusiasm, create for ourselves a constituency that shall also believe deeply in the messages we have to give to the world. Then our primary requisite for success must be an enthusiasm that is born of love for our profession. This acquired, we can give our best thought to our work. A man who gives himself wholly to an idea is certain to accomplish something, and if he have ability and common sense his success will be great. Nothing is so contagious as enthusiasm.

Next to enthusiasm let us place individuality. Our papers must stand for something. They must ever represent the individuality of the men behind them. And here comes that fine distinction between individuality and personality. Personality must be an unknown quantity to the successful newspaperman. He stands not as a person, but as an individual. He can have no prejudices, no fads, no friends, no foes. Absolute justice must be meted out to every man—whether it be according to his personal inclination or not. His individuality must shine resplendent through the pages of his paper, and that individuality must be so marked that it will be recognized always as being what the world wants—your best service.

The third requisite is tact. No small degree of success is due to tact. That faculty that enables one to meet every exigency with ease, with graciousness, with gentleness; that faculty that enables a man to hold to his individuality unswervingly, yet enables him to make necessary concessions. The tact that can defend a position without seeming bigoted; that can persuade without seeming to persuade; that can be tolerant with every whim of every whimsical one who invades the editorial sanctum, with fancied grievances and imaginary slights.

Enthusiasm, individuality and tact, though individual traits rather than composite parts of the model newspaper,

are the potentialities from which our model must rise. Enthusiasm, as we have said, is a belief in our power to accomplish what we wish. Assuming that that is the greatest good for the greatest number, our second requisite—individuality—is involved. As an outgrowth we have the basis or corner-stone of our structure—public spirit. Not in a general, but in a specific way. Whether it be the construction of a highway, the municipal control of some commodity, some question relating to schools; whatever it may be, it is for us to keep in touch with it. It falls upon us to study existing conditions, to make a careful survey from every standpoint, to seek for a general expression of opinion, to seek the solutions of corresponding conditions elsewhere and weigh our calculations mentally. When we have determined upon the attitude to take towards that issue, make that attitude known, with our reasons for so doing. This being done, we have only to stand by the individuality that marks our stand, always letting people feel, however, that, notwithstanding the enthusiasm that backs our own attitude, that the columns of the paper are at their disposal for the setting forth of different opinions if they so desire. Again, create public spirit. Don't wait for individuals to take a stand or until the town is stirred over some question. Be on the alert to create public spirit, but create it in such a way that enmity will not be aroused. Assailing evil is a matter of circumlocution. The more direct course—the more dignified course and unquestionably the best course—is to promote what seems for the best interests of the people whom a paper is to serve. Avoid gossipy details of every kind.

Educate through the columns of the home paper; promote culture, not by maligning any one individual or class of individuals, no matter what their deserts may seem, but through your own breadth of vision make others see that right dealing and right thinking leave no time for cruel censure, remembering always that not the one censured, alone, is hurt, but that others indirectly suffer. Injuries inflicted sooner cause reflex action.

Our next step brings us to tact, upon which we must rear the stones that are to appear in our model structure—the personal equation. When this department has to be put into the hands of some other than the editor, let it be, in so far as possible, a person who is not a mere machine—not a mere newsgatherer—but a person of refinement, of delicacy, who can put himself in another's place, who will not parade petty and, to the most refined, tiring details, but one who will make concise and simple statements of facts for those who object to prominence. In this way the more exclusive people are reached and their confidence gained, as it never can be when distasteful details are flaunted. For those who give their social doings more freely, give them more display if they wish it. But take the stand always that detail to a degree is a vulgarity, and herein lies another chance to educate.

Always verify. Better let a piece of news pass than take it on hearsay and so establish a reputation for being unreliable.

These are but suggestions. Innumerable combinations may be worked out, but let us remember that we want

always the best statement of the most commonplace fact, as our great sphere is to educate.

Following this comes the question of advertising—the business end. If our model paper that we have reared has proved in any way a model it will have readers, and a paper with readers will not want for advertisers. When practicable, let the proprietor solicit and keep in touch with his advertisers, showing them that he is not satisfied in having secured their ads, but he is anxious that their advertising should prove profitable to them. Let him consult with them often and show himself ready to aid them in every particular. Urge advertisers to change their ads often. New ads indicate prosperity; old ads, run week after week, show neither enterprise for the advertiser nor the paper. Impress upon them the advisability of having as little matter as possible in a given amount of space. It is not by any means the most matter that can be gotten into the space that attracts. And above all, for our model paper, let us have only the best class of advertising.

Now, a word about the make-up of our model. Bright, newsy papers are often made unattractive by the way they are put together. First, for the busy reader of to-day, sift and classify the matter as much as possible. Systematize, this will attract the men; men like system, they like to know where to look for a thing in their newspapers; therefore, classify. It is an unwritten law that women read the local papers. This is not due to any lack of interest on the part of the men, but as a matter of fact because they don't care to search for the things they want. Women do not object to system when it is arranged for them, so have a woman's department, not necessarily filled with out-of-date fashions in plate, but full of live matter relative to social or club life. Some reliable woman in every church and social society may be found who will contribute to the paper the work of her society, for the prestige it would bring, and there are few women to whom such a department would not be of interest; therefore we are the gainers by departmental or classified matter.

As its crowning feature, our model newspaper must move with the times. It must stand for progression—dignified and conservative progression; remembering that satisfaction is stagnation.

And now let us go back to our first premise and end as we began—with enthusiasm. Let every effort we make for our readers be vitalized with an enthusiasm that knows no doubt or hesitation. If your model is worth working for at all, it is of moment enough to challenge any effort.—National Printer-Journalist.

REDUCTION OF THE POSTAL RATE.

It is generally understood (June 15) that the Postmaster-General will at once introduce a measure in Parliament reducing the postage rate on newspapers $\frac{1}{4}$ c. per lb. to $\frac{1}{6}$ c. per lb. within the limits of the Province in which each paper is published. This very considerable reduction in postage is the promised relief which the Government were to give the newspaper interest in return for the exceptionally high price of paper.

THE ETHICS OF JOURNALISM.

THE following extracts from an address delivered by Bishop Chas. B. Galloway before the National Editorial Association of the United States are well worth considering: "Let us consider journalism in its relation to language and literature. We owe something to our mother tongue. An influential journal is more or less the guardian of our Anglo-Saxon language, and, in a certain sense, is an instructor in its ready and skillful use. Upon it, in large measure, rests the responsibility of right education in a pure style of expression. It is related of the elder Bennett, the founder of *The New York Herald*, that he thus addressed an aspiring young journalist just entering the profession: 'Young man, you seem to think that the province of the newspaper is to instruct and improve. You are mistaken; it is to astonish and amuse.' And in that dictum he has been followed by a numerous generation. They eagerly seized upon it and emblazoned it as the lofty motto of their journalistic career. But, in the face of a history so remarkable and an enterprise so successful, I must admit that his declaration cheapens and degrades the high mission of the press. Nor does his own mighty and mammoth *Herald* sustain the assertion. What other columns so teem with news from all lands and climes? What other metropolitan commands the varied gifts and learning of so many cultivated writers? What other leaders so signally display the classic grace of Addison, with the epigrammatic freshness of Prentice and the sturdy strength of Carlyle, that master of letters, who has been facetiously denominated 'a trip-hammer with an Æolian attachment!'

"And yet there are editors who consider the ready use of a mongrel vocabulary the sure evidence of journalistic genius. I know some papers that seem to be called and commissioned to teach slang and swagger. Now, mark you, I do not advise a staid stiffness and somnolent dullness of style that merit and prophesy a speedy funeral and a place in the cemetery of newspaperdom already crowded with the tombs of ill-fated enterprises. There must be vivacity, vividness and vigor—the sparkle and freshness of striking expression—to command readers and achieve success. Prosaic precision is an enemy to stirring effect and 'penetrative energy.' But, on the contrary, coarseness and slang, slovenly by-words and impure expletives, are to be avoided as degrading to the dignity of the profession and corrupting to our pure idiomatic English.

"In the grasp and sweep of peerless enterprise, so characteristic of the modern press, there is too little discrimination as to the quality of news served up for eager readers. Indeed, scandal and crime seem to have the preference with an industrious, wide-awake newsgatherer. I would not restrain the imperial spirit of enterprise, or lay a repressing hand upon its glorious courage, but an improvement in the manner of displaying the immoral is the demand of sensitive virtue and public morality. If criminal news is given, it should not be portrayed in humorous phrase or emblazoned with flaming headlines. This only feeds a vicious sentiment, and becomes a very curse to purity and young ambition.

"For the honor of our noble profession, we ought to frown down that muck-rake journalism that feeds its readers

on garbage and the malodorous decoctions of misery, vulgarity, vice and crime. I do not ask that every journalist should become a homilist or a moral censor, but I do plead for a lofty sense of public responsibility, founded upon and inspired by the purest moral philosophy. On every page of his paper should be reflected the expression of a true manhood, and every damp sheet, fresh from the press, should enfold the aroma of a pure and generous patriotism."

PULPIT FREE ADS.

The following, from one of the first issues of *The Wroxeter, Ont., Star*, is timely and sensible: "It appears to be quite a common practice in this locality for the Rev. gentlemen to advertise various kinds of lectures, etc., from the pulpit on Sunday during Divine service. Of course necessity is the mother of invention, but, as there is now a weekly newspaper here, we would just suggest that advertising of purely secular affairs for making money be done in the proper place. Where meetings or lectures are free and for the public good we will always give a free notice, but where the object is to make money for the individual or society, we shall expect to be paid for the advertising of such. However, we would rather give a free local for a lecture on South Africa or the Klondyke, than to sit and listen to a 10-minute description from the pulpit, which, to say the least of it, seems a little out of place, and below the dignity of the profession."

A PLEA FOR THE HOME PAPER.

Southampton Beacon.

During the past few days a couple of gentlemen have been in town soliciting orders for job work. There is no necessity for any printing being done out of town. We can do your billheads, letterheads, envelopes, statements, noteheads, etc., just as well as anybody else and our prices are no higher. When one of these outsiders approaches you, business man, just ask yourself whether he or *The Beacon* has the most right to get your order. Does the stranger ever publish your name when you or any member of your family go away on a visit or you have visitors come to see you; does the stranger let the world know that you have built a new house, bought a house, sold a house, or made any other business deal; does the stranger advocate any needed local improvements to the town; does the stranger tell you how your child stands in his or her class at school? These are little favors we perform for you amongst a myriad of others, and for which we deserve your thoughtfulness when the stranger comes around and asks you for that which enables us to carry on business if we get it and which would soon oblige us to pull up stakes if we didn't get it.

The graduating class this year at Toronto University have issued a handsome volume of letter press and illustrations, in oblong album size. The editing and general supervision were entrusted to Ernest H. Cooper, B.A., who has done the work well. The half-tones and press-work were entrusted to the Salvation Army printing house.

THE PRINTING DEPARTMENT.

CONDUCTED BY IRA ENOS.

Readers of this department are invited to make use of these columns for the expression of opinion, or by making inquiries regarding any topic having relation to the printing department. All opinions will be gladly welcomed, and all inquiries will be answered as fully and carefully as possible. Any criticisms of what appears in this department will also be welcomed. Communications should be addressed to IRA ENOS, "Printer and Publisher," Toronto.

THERE IS PROFIT IN FIRST-CLASS WORK.

EVERY difficulty is accompanied by its own compensations. It is a comparatively easy matter to make a living in the printing business. A man may go to a small town or a village, and, by virtue of the fact that he has no local competitors, secure enough work to pay the running expenses of his plant, himself, and (if he possesses one) his family. It is not essential that he be a first-class printer, or even that he be a printer. He can secure a foreman (?) for \$6 or \$7 a week, who will "turn out" with ease and rapidity every job offered, and, as a rule, his work will be received with a certain measure of satisfaction. But the chances of the proprietor of such a business ever becoming rich and retiring with a competence are indeed slight.

In the large centres the man who engages in the printing business must know at the start, or he will speedily learn, that he has entered on a struggle in which he must fight hard, long and continuously. But if he is shrewd he soon learns that his difficulties bring the compensations of not only success in securing a livelihood but the possibility of a competence, if not a fortune.

The very keenness of competition in the large cities develops in the shrewdest workers an ability to design and to execute which gives to the output of the shop an individuality, a quality which not only holds customers, but attracts new ones.

After a careful study of the conditions, one is forced to the conclusion that here is the factor that has made some printers successful where many fail. The printer who makes "quality" his watchword, and who is ever on the alert to adopt new ideas, to make necessary or wise expenditures for new stock, machinery or type, and has the courage to put a value on his work according to his own judgment, has not the easy walk through life that falls to the lot of his brother who does all the printing in a small town or village, but there is open to him possibilities well worthy of the struggle entailed.

There is a class of printers in every large centre, however, who face the struggle in a manner that brings to them little of the compensation. Their experience is well described by an extract from the experience of "A Proprietor" in an exchange, who writes as follows: "One month, some years ago, I did a business of over \$700, and I thought that I made \$300 for myself, or about \$200 more than I could earn as wages. The next month I only did \$187 worth of printing, and I made about—nothing. This

set me to studying, and I decided that the thing to do was to keep the place filled up with work; so I sent out a canvasser, who brought in some business, but whose expenses were about a third of what he brought in. Then I tried advertising, and offering to do work at low prices, and sending in bids to large concerns within a 50-mile radius. This did the business, and I was soon loaded up with work, and had \$700 a month again, which was all I could turn out with my pony cylinder and two jobbers. Then I thought that I was going to get rich quickly, and had a sure thing on making at least \$250 every month. But I soon found that I required a larger cylinder press, and so bought a second-hand one at \$1,200 on easy terms, and took in more work by cutting prices. I worked early and I worked late, and after a little it began to dawn upon me that I was injuring my health. My wife said that I ought to take a vacation, and I told her that I could not afford it

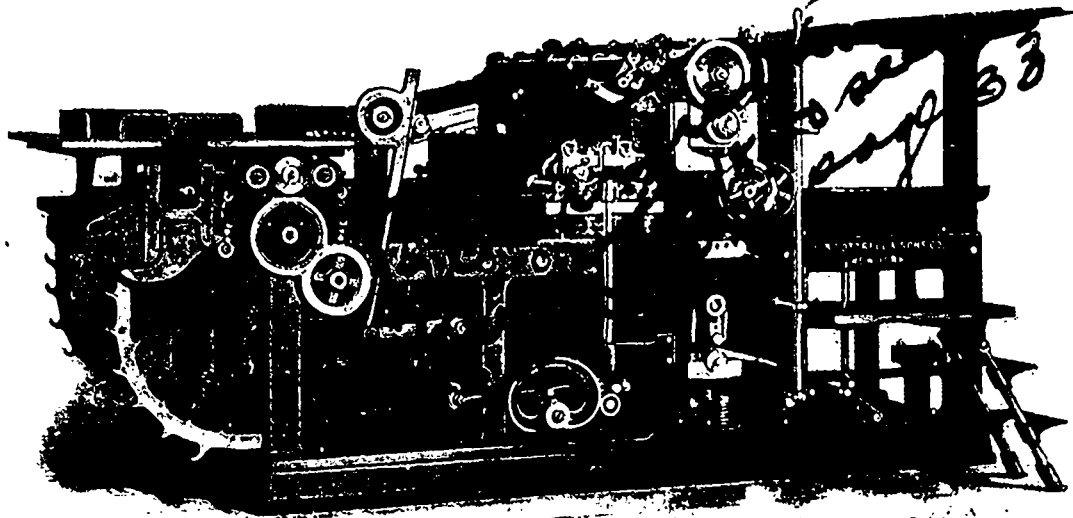
" 'Why, I thought that you were making so much money now,' she said.

" 'Well, I am; but I have to pay \$100 a month on the press, and next week I have a big paper bill to meet, and then you know the type bill is bigger than it was, and the help must be paid Saturdays, and I have to get the money in. If I hired a foreman and laid off, things would not go right.'

" 'I don't see where you are making money, if you have to pay it all out for presses and paper,' she said."

Here the experience of the class I refer to and this particular proprietor differ. His wife's remark set him thinking. And after looking thoroughly into the matter he decided that he would get better prices for his work. The experience, consequent to his raising prices, he describes thus: "Inside of two months my cheap work had all flown, but I had had time to issue some very attractive booklets to possible customers. These caught the fancy of the biggest advertiser in town, and he came in and ordered \$100 worth. That was just the way he put it—didn't say how many he expected for the money—just 'get me out \$100 worth of those, and if they take I'll order a whole lot more.' They did take, and that man's printing during the next year averaged over \$100 a month, and he brought me two other steady customers. I kept on looking for high-grade work, and now I am again doing a business of \$700 a month and over, but I do not seem to do more than half as much work as formerly to get in that much money. I have the leisure to do the work as it should be done, and put a little thinking into it."

There are many printers who, if they possessed the courage to raise their prices 25 per cent. or so, would find, possibly to their surprise, that they have the facilities and the ability to do high-class printing and get first-class prices in competition with the best houses in their town. And it



REED'S AUTOMATIC TALKER.

You remember Speaker Reed once said of a well-known Congressman that he was the only man of his acquaintance who could set his mouth to work and go off and leave it. The automatic talker may be hard on Congress, but it's profitable to be able to go off and leave things working. It makes two men out of one.

How much extra could that man who runs your press do for you, if he could set it to work and go off and leave it? Now you can do that with a Cottrell Two Revolution! The New Series Cottrell Press is as nearly automatic as a press can be. You set it to work and go off and leave it. It does better work than the machine you watch and work over, because it makes no mistakes, never gets tired, and never goes to sleep.

It emphasizes the pressman's convenience! It saves his time. It is cheaper than other presses because of this fact. Take the modern inventions which save the pressman's time and multiply his convenience, and you will find that the great majority of them originated with the Cottrell Press.

C. B. COTTRELL & SONS CO.,

41 Park Row, New York.

279 Dearborn St., Chicago, Ill.

TORONTO TYPE FOUNDRY CO., Limited

General Agents for Canada.

is a safe assertion that the houses now getting the bulk of the high-class work would welcome the competition in quality rather than have the market flooded with cheap work.

TO AVOID LOSS THROUGH NON-PAYMENT.

Though Canadian printers do not have as much nor as hard experience with dead-beats as seems to be the case in New York, where it was recently estimated in an address delivered by a member of one of the soundest houses that the loss through non-payment averaged fully 3 per cent., there is enough difficulty in securing the payment of many bills for printing to warrant the adoption of stringent measures to prevent such loss.

Chas. H. Cochrane suggests in *The American Printer*, the following rules which might be adopted by Canadian printers :

"Never give credit to anybody for more than a definite amount, say, in a large office, \$1,000. Write your contracts so that when the work in hand exceeds that amount it shall stop until more cash is received.

"Never buy paper for a customer in excess of a certain amount, say \$500 for a large office, without an advance check to cover the outlay.

"Never give credit to anybody who has not a rating, or at least two references of which you have made definite and full inquiry.

"Require of all customers of little means, who desire credit, that they make written statements of the basis of

credit, and have such statements repeated in writing at short intervals, so that you can hold them for obtaining goods under false pretences if such a case result.

"Demand a deposit of all people as to whom the least uncertainty exists, and do not deliver any part of the work until all the money is in hand or secured beyond a doubt."

A rigid adherence to these rules will turn away considerable work in this country, as in New York, but the amount saved will more than compensate for all the profit that is lost on printing turned away by adherence to such rules, as the majority of business men are willing to do business on a fair and legitimate basis.

A TRADE OR AN ART?

There is sound sense in the following remarks from *The American Printer*: "Every once in a while some orator or writer comes to the front in a poetical way and reminds the printer that he practises an art, and that he should not allow himself to be influenced by sordid motives, or to fall to the level of believing that it is only a trade. Ten to one the fellow who talks this way shops for his own printing, and takes it to some poor printer on a back street who is afraid to charge what it is worth. While there is considerable art in some classes of printing, there is very much more trade about the business—quite as much as in house-building, or manufacturing shoes, or building bridges. What has art got to do with turning out an order for 5,000 billheads, on assorted sizes of stock? or with printing 1,000,000 telegraph blanks? or with 19 jobs out of 20 that

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

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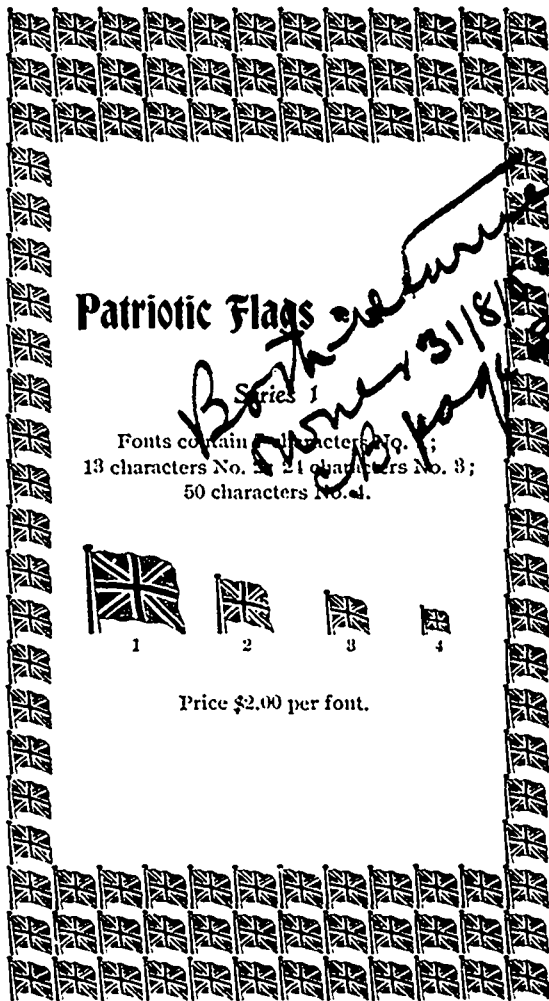
26 Front Street West, TORONTO.
Telephone 2148.

come to the average printery? Printing a weekly periodical is not an art, even though the work be exceptionally well done. It is trade work, and must be done under trade conditions. The printer who performs such work cannot revel in colors, or half-tones, or vignettes, to suit his fancy, as can an artist over the canvas. The former is expected to produce just such a thing in a commercial way, and there may be a dozen firms in his neighborhood who can do it just as well as he can. Only a few printers can be artists, those few who cater to a class of customers desiring odd and unique effects, and who are willing to pay for them. These printers are a class by themselves, and do not cut a figure in the commercial world of printing."

A CATALOGUE PRINTERS SHOULD HAVE.

The printer who would keep thoroughly up to the times should make it a policy to secure and to read thoroughly all literature issued by houses who claim to be able to sell him goods to his advantage. W. J. Gage & Co., Limited, Toronto, have recently issued their catalogue No. 7, which is devoted exclusively to printers' supplies. This gives full information regarding the great range of printing, book, bond, linen, cover and blotting paper, bristol boards, cut cards, envelopes, ruled goods, visiting cards, etc., which they carry in stock. As this house is recognized as thoroughly up-to-date in its manufactures, this catalogue should be carefully read by all printers.

Now Show Your Colors!



Patriotic Flags

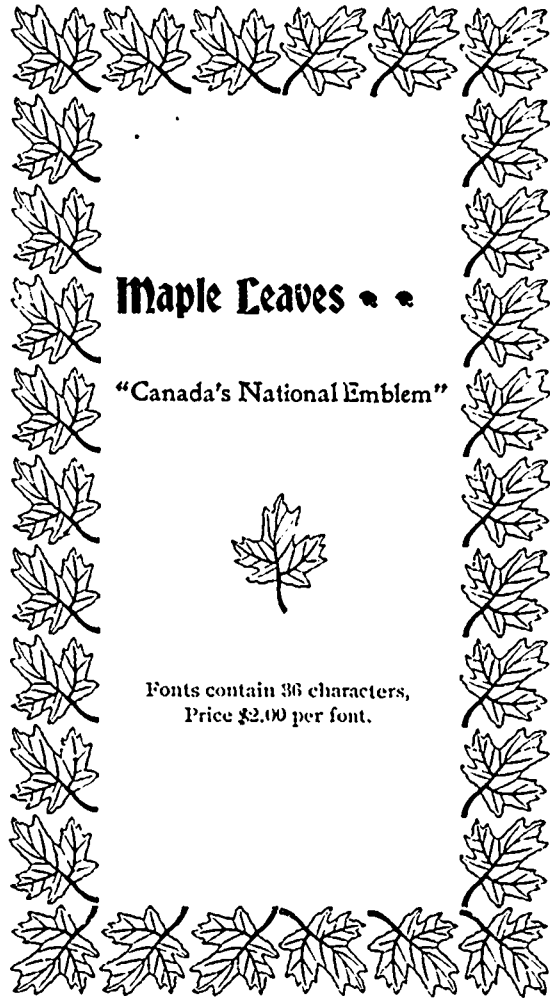
Series 1

Fonts contain 13 characters No. 1;
19 characters No. 2; 21 characters No. 3;
50 characters No. 4.



Price \$2.00 per font.

*Both returned to
owner 3/18/88
see page 188*



Maple Leaves

"Canada's National Emblem"



Fonts contain 36 characters,
Price \$2.00 per font.

Your customers want them. Better order to-day and be prepared.

ADDRESS

TORONTO TYPE FOUNDRY CO., Limited,

OR BRANCHES:

146 Lower Water St., Halifax.
787 Craig St., Montreal.

175 Owen St., Winnipeg.
116 Columbia Ave., Vancouver.

70 York Street, TORONTO.

THE ADVERTISING ARENA

Conducted for PRINTER AND PUBLISHER by the Ad. Scribe.

EDITING COPY.

WITH big city papers it would not be surprising if an "editor of advertising matter" were ultimately appointed. The chief of the advertising staff is supposed to do this work now, but there are a great many points which are apt to be overlooked. There is, for instance, the insertion of libelous matter in advertisements, which is a very serious affair, as the publisher is just as liable for objectionable matter in the advertising columns as in the reading columns. Then, some advertisements may be objectionable without being libelous and where the business over the counter is very heavy this has to be checked with a good deal of care. Then, in the matter of reading notices the city editor usually controls the wording of these. But they are not always well done and might easily be improved upon. Some reading notices are as good news as any in the paper, but, being clumsily expressed, they look like what they are—a free ad. Then, the theatres and amusements get a great deal of free reading matter and it is doubtful whether there is sufficient check kept of the proportion between their display ads and the reading notice. I think an editor of advertising a necessary feature in most newspaper offices in the large cities. The work now is done very perfunctorily.

CHURCH NOTICES.

One city paper in Canada, and perhaps more, only notices those churches which advertise with them. They find this works well. They rope in a lot of small contracts regarding Sunday services and are not asked to give very much reading matter with them. This is an interesting experience because churches usually are the greatest dead-heads in the community, as far as the press are concerned. But church news is good news, and it is not always possible to get a yearly contract for church services out of many religious organizations.

MR. GLEDHILL'S BERTH.

Mr. Edward Gledhill, has been appointed advertising representative of The Montreal Herald, in Toronto. Mr. Gledhill has had a long experience, having been one of the most successful city canvassers, then advertising manager of the old Empire for several years, and has latterly been traveling representative of The Mail and Empire. Anything he does not know concerning the Western Canadian advertising field is not worth knowing, and he ought to be able to rake in business for The Herald.

AUSTRALIAN BUSINESS.

Mr. Alfred Lawrence, proprietor of The Australian Brewers' Journal and Wine Trade Review, spent a day in Toronto recently on his way to England. Mr. Lawrence, in a conversation I had with him on advertising matters,

said that advertising rates were good in Australia, and that trade journals like his had no reason to complain of the patronage they got. He pointed to two words in bold type on the front-page cover of his paper, advertising a certain brand of mineral water, and said that the rate for 12 insertions was £100. He said that from the few inquiries he made he judged the Australian papers kept up subscription rates better than the Canadian papers. Certainly this was true as regards trade papers.

LOCALITY IN ADVERTISING.

Reading the advertising columns of newspapers from all parts of the United States, one is struck with the difference in the style of advertising in different sections of the country. In one sense newspaper advertising is cosmopolitan; everyone uses it, but influenced by local conditions, the merchant in each section of the country follows a style of his own. The ads. of the big department stores in all parts of the country show a greater similarity than those of the smaller advertisers, probably because their advertising deals largely with price inducements.

Often the advertising in some particular paper in a city will be more attractive and better, not only in quantity, but in quality than in other papers. Though the east is supposed to lead the van in advertising and though most of the advertising papers are published in that part of the country, the breezy west can give some of the eastern advertisers points on style and display. Spokane, Wash., merchants have learned the secret of good advertising. The ads. in the Spokane papers are catchy and attractive and are not limited to a few progressive merchants; advertising in Spokane seems to be general. Los Angeles, Cal., advertisers know their business pretty well.

Detroit, Mich., is one of the best advertising points in the country, but, while the western advertisers show a tendency to confine themselves to catchy ads. and only moderate sized space, in the northwest and as one travels further east, the smaller spaces give place to large display and the advertiser enters into detail of prices and description of stock that his western brother seldom indulges in. The page ads. of Wanamaker's in The Philadelphia Record are undoubtedly the best advertising matter appearing in the columns of any paper in the United States. Perhaps the paper carrying the best advertising, as a whole, outside of some of the large city dailies, is The Kenton, Ohio, News-Republican; but the advertising matter of this paper is prepared by one man, a bright and up-to-date ad-writer, and does not represent different individualities as do some others.

Of course, New York, drawing into the busy whirl of her cosmopolitan citizenship, the best and brainiest men of every trade, draws many of the leading lights in advertising

... BARGAINS IN ...

PRINTING PRESSES, ETC.

A FEW WORDS TO THE PRINTER:

A Second-Hand Press is not a bargain to the purchaser if it is not in condition to do satisfactory work. No matter how cheap it is bought, it becomes a costly adjunct to the business, unless it is capable of performing the right kind of service. Try he ever so hard it is not every machinist who can put a Printing Press in first-class order. It requires men who understand thoroughly the requirements of the printing business, who have been trained in this particular class of work, and who are conversant with the importance of accurate fitting and close adjustments.

A FEW WORDS ABOUT OURSELVES:

We make a specialty of buying and selling Second-Hand Printers' machinery. We have a machine shop filled with appliances adapted for doing this kind of work. We employ none but the best skilled mechanics who have had a life-long training in overhauling and rebuilding Printing Presses. We are able to give a guarantee with every machine we sell, and we never ask a price for a machine not consistent with its proper value.

A FEW WORDS ABOUT PRICES:

You can rely on this, that no concern in the country gives more value for less money than we do. We can deliver all complete, ready for work, a good Job Press for Seventy-five Dollars, or a reliable Cylinder Press for Five Hundred Dollars. Write when you need any kind of machinery for the Press Room or Bindery

Web Presses

Cox Duplex O. O. Machine in first-class order, only used four years. This press has two fountains, and will run at a speed of 4,500 per hour, and print and fold either 4, 6 or 8-page papers. Price on application.

Goss Stereo. Web Perfecting Press and Folder. Complete outfit. Prints 4 and 8-page papers; speed 10,000. Price on application.

Two Revolution Cylinders.

Campbell. Four roller; bed 37½ x 57; front delivery; good condition.

Campbell. Four roller; bed 37 x 57; tapeless delivery; very good condition.

Campbell Two roller; bed 37 x 57. Tapeless delivery; prints 7-column quarto sheet; very good order.

Potter. Two rollers; bed 41 x 54. Tapeless delivery

Drum Cylinders.

Babcock Standard. Bed 16 x 24; rack and cam distribution; air springs; tapeless delivery.

Campbell Country. Bed 24 x 28; table distribution.

Campbell Country. Bed 31 x 46, table distribution, tapeless delivery. At Montreal branch.

Campbell Complete. Bed 26½ x 41; rack and screw and table distribution; tapeless delivery; will do fine printing.

Campbell Complete. Bed 32 x 49½; rack and screw and table distribution.

Cottrell & Babcock. Bed 34 x 52. Air springs; will take 7-column quarto.

Cottrell Country
Bed 33 x 47; rack and cam distribution, tapeless delivery.

Cranston Drum Pony
Bed 21 x 27; rack and cam distribution; wire springs; tapeless delivery.

Cranston Drum Pony
Bed 21 x 28; rack and cam distribution; air springs; tapeless delivery; splendid order

Cranston Drum Pony
Bed 24 x 30; tapeless delivery; excellent condition.

Falrhaven
Bed 31½ x 46½. Handy press for country newspaper.

HOC. Bed 31 x 44; prints 8-column folio.

HOC. Bed 32 x 47; tape delivery; rack and cam distribution.

HOC PONY. Bed 16 x 21½; rack and screw distribution; tape delivery.

HOC PONY. Bed 21½ x 28½; rack and screw distribution; tapeless delivery.

Potter. Bed 29 x 42; rack and cam distribution; tape delivery

Potter

Bed 31½ x 46; rack and cam distribution, tapeless delivery.

Potter. Bed 31½ x 46; tape delivery; rack and cam distribution. At Montreal branch

Potter

Four roller; size of bed 36½ x 52 in.; table and rack and cam distribution; tapeless delivery. Good register. Will print a 7-column quarto. Good as new

Taylor. (O. Iowa Make). Bed 30 x 46; tape delivery; rack, screw and table distribution.

Lithographic Presses, Etc.

One Double Crown Furnival Litho. Cylinder Press
In very fair order. \$550.

One Steam Copper Plate Press
This machine is new. \$125

Folding Machines.

One 8-column Quarto Brown Newspaper Folding Machine
Splendid order. \$100

One 6-column Quarto Stonemetz Folder. \$100. Montreal branch.

7-column Quarto Dexter Folder.

One 7-column Quarto Stonemetz Folder. \$175.

Chambers' Book Folder, 24 x 36.
Three and four fold.

Hand Presses and Paper Cutters.

Ideal Hand Cylinder. 6-column quarto; almost new.

Washington Press. 7-column, \$150.

8-column Washington Hand Press. \$180.

6-column Quarto, Washington Hand Press. \$200.

30-Inch Gem Paper Cutter. \$125.

30-Inch Sheridan Power Cutter
Price, \$100.

32-Inch W. & B. Power Paper Cutter. \$225.

30-in. Thorpe Card Cutter.

Eagle Card Cutter. Price \$10.

28-Inch Ruggies Card Cutter. \$25

28-Inch Plow Paper Cutter.

32-Inch Plow Paper Cutter.

Job Presses.

Empire, 8 x 12. 75.

Old Style Gordon, 7 x 11. \$75.

Old Style Gordon, (Am) 8 x 12. \$65

Old Style Gordon, 10 x 15. \$115

Peerless, 13 x 19. \$150.

Hoc Ticker and Numbering Press \$200.

Wharfedales.

Fieldhouse. Bed 40½ x 54.

Payne.

Good as new; bed 47 x 57; four rollers; patent fly; extra distribution; double gears; thin fountain blade—a very fine press. \$600.

Dawson. Bed 29 x 31½.

Dawson. Bed 27 x 31½.

Miller & Richard Quad Royal

Bed 43½ x 55; prints 8-column quarto; fine press. Price \$1200.

M. & R. Bed 39 x 51; patent fly. fine condition. \$500.

M. & R. Bed 41½ x 52½.

M. & R. Bed 41 x 47½; patent fly etc.

Hughes & Kimber. 41½ x 46. Four rollers; patent fly.

Anglo-American. Bed 47 x 54.

Box Machinery.

Brehmer Corner Wire Sticher.

Scoring Machine. 28 Inch.

Miscellaneous.

Hickok Standing Press. Plates 16 x 24

Clamp Pad Pr. 55.

Hercules Wire Staple Binder.
Price \$8.

Acme Staple Binder No. 4.
Almost new. \$25.

Yarger Improved Staple Binder
No. 9. Almost New \$15

Milton Thorne Type Setting Machine. \$1,200

25-Inch Bronzing Machine.

By Sargent \$250.

15 H.P. Oil Gas Engine.

Latest style—good as new. \$500.

Thompson Power Wire Sticher

½ inch. Price \$75.

Simple Book Trimmer. \$60.

No. 0 Field Blower. \$15

Stereo Shaving Machine. \$25.

Seal Stamper

Sanborn Book Sawing Machine.

8 H.P. Electric Motor.

500 volts; guaranteed as good as new.

Hughes & Kimber Paging Machine.

6 head.

Hoc Paging Machine

3 wheel. Price \$75.

Hickok Head Compressor. \$75.

Sanborn Foot Strabbling Machine.

27-Inch Rotary Perforator.

Royle Radial Arm Routing Machine.

Royle Routing Machine. No. 2. \$100.

Surgy Stereo. Outfit. 3½ x 14.

TORONTO TYPE FOUNDRY CO., Limited,

BRANCHES: Montreal, Vancouver, Winnipeg, Halifax.

70 York Street, TORONTO, ONT.

and her advertising should, and does, stand as representative.

The Montana merchants are good advertisers, Butte, being especially up-to-date. One noticeable fact with regard to Butte advertising is that a large part of it is placed in The Anaconda Standard. Anaconda is 27 miles from Butte and has only about a third as large a population as the latter city; yet Anaconda has two daily papers, a morning and an evening, and it is in the morning paper, The Standard, that most of Butte's advertising appears. Considering the surroundings, The Standard is one of the greatest papers published in the west, if not in the entire country.

Out in Tacoma, Wash., they know how to advertise, though some of the ads. in the Tacoma papers would carry no meaning for readers in any other section of country.

An ad. that appeared in The Evening News during January and February and that would have been more difficult of solution to an easterner than would a Chinese puzzle, was as follows:

THE JUICE IS HERE.

Over the hills and through the forests,
from Snoqualmie. Hitch on early
and avoid the rush.

Tacoma Contract Co.

The merchants of the twin cities, Minneapolis and St. Paul, advertise heavily. Missouri advertisers are among the best. St. Louis, Kansas City and St. Joseph papers all carry a good lot of first-class ads. excellent in word matter and surpassed by none in display. Perhaps the South is further behind in the matter of advertising than any other section of the country. Some points, however, serve as bright exceptions to this general rule. Atlanta, Ga., is one of the best advertising centres, while Baltimore does her share.

Every section of the country is more prosperous for a liberal patronage of the advertising columns of the newspapers, and in nearly every instance where a community fails to advertise the failure may be traced to lack of education on the advantages of an ad.—St. Louis Ad-Writer.

AN OLD CRY DISPOSED OF.

There was a snappy paragraph on advertising in The Victoria Colonist the other day. It began in this way: "Some people say that there is no point in advertising in Victoria. 'What's the use?' they ask. 'Everyone knows we are here.' It is not often that Victoria business houses depart far enough from the ordinary routine to enable anyone to say definitely what liberal and judicious advertising accomplishes. But we have had two cases very recently. B. Williams & Co. advertised a sale of clothing, and the first day they filled 4,000 orders. The managers of the Yates street shoe sale had to close their doors several times yesterday until the waiting customers could be served. These two houses advertised in a liberal fashion and the results more than equalled their most sanguine expectations. With two such demonstrations right before their eyes, we feel justified in again appealing to the merchants

of Victoria to emulate the example of their fellows in other cities and make a more liberal use of printers' ink," all of which sound doctrine doubtless did good in Victoria.

A WESTERN MAN'S VIEWS.

I had a talk a few days ago with Mr. Edward Brown, a wide-awake merchant of Portage la Prairie, who thoroughly believes in advertising. He said that some years ago it was difficult to get a good medium in his district for store advertising. At that time lots of farmers around about the town did not take the local papers. In order to reach all possible consumers, he made an arrangement with a Winnipeg weekly, independent in politics. They were to send a copy to every farmer in the district named by him for one year, and he leased two pages of the paper each week. This cost him \$3,000. It was continued for two years and it paid him well. At the present time, of course, the newspaper circulates better amongst the farmers. He does not believe in any other than newspaper advertising. In consequence, his business is a success.

VALUE OF EXPERT WORK.

"It is a noteworthy fact," said a Toronto advertising agent and writer the other day, "that business men, particularly wholesale merchants, are awakening to the importance of having their advertising carefully prepared. The trouble and time involved in preparing advertising so that it will attract and hold is great, yet, unless this time and trouble are given to the preparation, the results are seldom satisfactory. Business men are beginning to realize this, and to see that the proper person to write their advertising is one who has had experience in the work and is able to take the necessary time and trouble. I have never had so many inquiries nor have I had so much of this work to do as during the past few months.

"This is, too, a good thing for the publishers, especially of trade papers, as in all my experience I have never known an advertiser who was sufficiently alive to the importance and value of advertising to pay an expert to do it for him to stop advertising or to materially decrease the amount he did, and I know of many instances where they have doubled or trebled their appropriations. It is a fact that when advertising is properly prepared the results are bound to be satisfactory to the publisher, because they are satisfactory to the advertiser."

AN ENGLISH TRIP.

Mr. T. H. Best, manager of The Canadian Magazine, returned from his trip to England on June 16. Mr. Best has no reason to complain of the business placed during his two months' trip, but he speaks with caution of the outlook for advertising in England. The English advertiser contends that if he spends £500 in South Africa or Australia the results are greater than from the same amount of money spent in Canada. There is also an impression that the Canadian tariff, notwithstanding the one-third preference, is unfavorable to the growth of English trade with us. Another obstacle is that some English advertisers are not represented by agencies here, and the consequence is that

ELK



This is a Sample of

ELK BOND

19 x 24.—24 lb. Cream White.

At 8c. per lb.

.....

It is the best value of any low priced bond made.



We have the following sizes and weights in stock—

17 x 22 — 14 lb.	} Cream Shade White
17 x 22 — 18 lb.	
17 x 22 — 20 lb.	
17 x 28 — 18 lb.	
17 x 28 — 20 lb.	
17 x 28 — 24 lb.	
19 x 24 — 24 lb.	

17 x 22 — 16 lb.	} Blue Shade White
22 x 34 — 40 lb.	
19 x 24 — 16 lb.	

17 x 22 — 16 lb. — Azure

.....

W. J. GAGE & CO. Limited

Wholesale and Manufacturing Stationers,

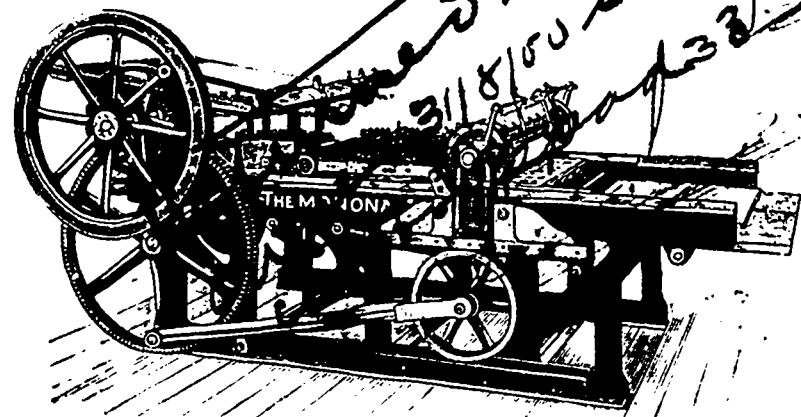
Toronto, Ont. _____

.. THE ..

CANADIAN LEVERLESS MONONA

**News and
Job
Printing
Press**

PRINTS 6 COL.
QUARTO SHEET.
RUNS EASILY BY
HAND POWER.



3118/100 see set up 13

THE MONONA

BED 32 1/2 X 47

THE BEST PRESS EVER OFFERED TO CANADIAN COUNTRY PRINTERS.

TESTIMONIALS

THE DUFFERIN LEADER.

Toronto Type Foundry, Winnipeg Branch:

Carman, Man., January 17th, 1900.

Gentlemen,—In reply to your inquiry as to how I like the Canadian Leverless Monona Press recently purchased from you, I am pleased to state that it fills all the requirements I asked for and has more than exceeded your recommendation of it as a country news and job press.

Its simplicity of construction is, I consider, a strong point in its favor, while every part is duly considered as to strength, rigidity, and a minimum amount of friction of the bearing parts. We had no difficulty in setting it up, although we had to engage a machinist in town who had never worked on the press before, on account of our staff being rushed with holiday work. After being set up, every part worked with the nicety of a watch movement. We also find the adjustment perfect and easily worked, and with ours very little adjustment was needed; in fact, our first issue on it was run without any adjustment other than it had when set up, and turned out a sheet that will compare favorably with any of the country papers in the Province, as you will find by referring to the sample copy we sent you.

My press-man, who has been in the business fifteen years, and has had large experience on cylinder presses in St. Catharines and Toronto, and never worked on a hand press until entering my office, says it works to his entire satisfaction, and he has no hesitation in saying he can turn out work by it equal to that of any press costing twice the money. He also says that it has by far the largest distribution table of any press he has had to use. This, with the geared form rollers and three distribution rollers, gives a very perfect inking apparatus. The absence of tapes in the delivery is a commendable feature. We also find we can pull proofs on it from the galleys, which cannot be done on any other form of cylinder press, doing away with a proof press and allowing the space it would occupy to be used for something else.

In short, it fills the bill completely, while there is positively nothing about it that can get out of order. I can conscientiously recommend it to any country printer or publisher wanting a perfect press at a reasonable price.

I am, yours sincerely,
I. W. JAMESON

THE EASTERN ONTARIO REVIEW.

Vankleek Hill, Ont., May 30th, 1900.

Toronto Type Foundry, Toronto, Ontario.

Gentlemen,—It has been my intention for some weeks back to write you and let you know what satisfaction I have had with the new Monona Press you placed in my office some two months ago.

In a word, I am well satisfied. The press does all you claim for it. It turns out a well printed paper in every particular. It runs much easier than any other cylinder press I have ever seen used. There is practically no intricate machinery about it to be getting out of order.

To Canadian country publishers who have but little office room, and want a first-class press to do all work, and desire a press that is inexpensive, I can heartily recommend the Monona.

Yours, very truly,
H. CARL JONES,
Editor and Proprietor Eastern Ontario Review.

We Have Many Other Pleased Customers. Write for our Liberal Proposition.

This Press can be seen at any of our Branches:

- HALIFAX—146 Lower Water St.
- MONTREAL—787 Craig St.
- WINNIPEG—175 Owen St.
- VANCOUVER—116 Columbia St.

Toronto Type Foundry Co.,

70 YORK ST., TORONTO, ONT.

their business does not increase as it would if someone was interested in making sales for them in Canada. The feeling in England towards Canada, Mr. Best reports, is friendly. The experience of a visitor who makes a short trip to English trade centres, on advertising business, is that not very much can be done in a short time, because distances are great and much time is expended in getting about, and one has to work very hard to effect results. Mr. Best went to Paris, where he says the rates are high and the chance visitor is apt to be "salted" a good deal if he is not on his guard.

PORTFOLIOS AND CIRCULATION.

A Chicago firm is getting out a series of portfolios illustrating the South-African War. The publishers say that The Winnipeg Free Press and The London Free Press have gone in for them. This idea, some years ago, had a very great effect on city circulation for a time, but the demand for them completely died out. It remains to be seen whether or not it can be revived.

FISHING EXCURSION FOR PRESS MEMBERS.

W. Ireland, of The Parry Sound Star, is interesting himself in the proposed excursion of members of the Press Association to his district on a fishing and camping outing. It is proposed to go to Penetang by train from Toronto, then by the steamer City of Toronto, up to Parry Sound, and from there overland by train to a chain of small lakes. The fishing facilities of this region are said to be so good that the fish follow the bait out of the water into the woods in their eagerness to bite at it. A camp of several days' duration is proposed on the shore of one of these lakes. If time and inclination permit, members can take a trip over The Canada Atlantic Railway to Ottawa, returning to Toronto by Canadian Pacific Railway. The two trips, the shorter and the more extended one, would cost approximately about \$15 and \$25. Members who wish to go are requested to send in their names promptly to the secretary of the Association, Mr. John A. Cooper. Several acceptances have already been received.

MR. DE VINNE'S NEW BOOK.

"Plain Printing Types" is the first of a series of treatises on the practice of typography by the founder of The De Vinne Press, and has just been issued by The Century Press. It contains an illustrated description of the tools, processes, and systems of type-making, the names and descriptions of all sizes of book types, with specimens of each; numerous exhibits of the more important styles of roman, italic, black, and display-letter, including recent quaint styles designed for book printing, with tables of prices of types here and abroad, etc. It is a book which will be needed in every printing and publishing office, for it contains information not to be found in the ordinary grammars of printing nor to be gleaned from the specimen books of type foundries. As printer of The Century Magazine, "The Century Dictionary," the publications of the Grolier Club, and other handsome works, Mr. De Vinne holds the foremost place among American printers, of whom he is the dean.

We are
acting fairly,
buying to the best possible
advantage from manufacturers
willing to supply us
at a fair mill profit over
cost of productions,
and selling on our usual
margin.
We are not demanding
from our customers any
exorbitant prices, such
as the scarcity of paper
might permit, and, in
appreciation of the
valued patronage with
which we have been favored for
the past fifty-two years,
we propose to continue on the principle
of "Live and let live."



BUNTIN, GILLIES & CO.

HAMILTON.

EASTERN OFFICE—

21 Mechanics' Bldg.,
St. James St.,
Montreal.

ALL YOUR CUSTOMER SEES

is the paper with the printing on it.

He selects the paper when he orders the work.

Whether he is pleased or displeased when the job is delivered hinges upon how the ink looks upon the paper.

And that depends partly upon the style of composition but mostly upon the quality of the ink.

With Ault & Wiborg ink you get a rich, smooth color and sharp print.

And that is what your customer wants.

He doesn't care what kind of power you use nor how conveniently your office is arranged.

He doesn't care whether your press is covered with tickel, or grease, or a mortgage, nor whether it was made in 1900 or in Kalamazoo.

He simply wants the right kind of work at the right price. And the better he likes the work the less he will say about the price.

High-quality ink is more important than high-quality in any other one thing you use.

You can overcome defects in cuts with overlays.

You can pull leads and letters when you overtax your supplies.

You can get along with a slow press by running overtime.

You can double-roll a form for the want of a larger press.

You can cope with a great variety of difficulties without letting your customer know that your path isn't strewn with roses.

But you can't maintain a gilt-edged reputation if you use the bargain-counter, fire-sale kind of inks.

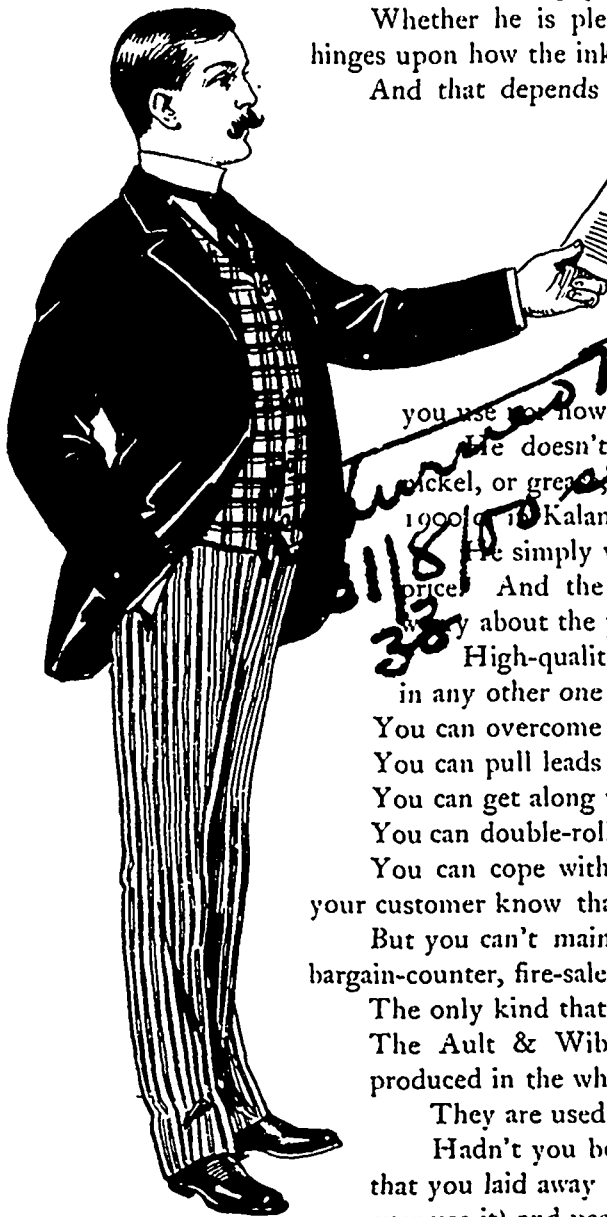
The only kind that you can afford to use is the best kind.

The Ault & Wiborg inks are the best that have ever been produced in the whole world.

They are used in more printing offices than any other kind.

Hadn't you better hunt up that Ault & Wiborg catalogue that you laid away "for future reference" (without expecting to ever use it) and use it?

If you can't find it we'll send you another.



The Ault & Wiborg Co.

CINCINNATI

NEW YORK

CHICAGO

ST. LOUIS

TORONTO TYPE FOUNDRY CO., Limited,
Toronto, Halifax, Montreal, Winnipeg, Vancouver.

Selling Agents for Canada.
Complete Stock at Toronto and all branches.

THE GLOBE'S SOUTH-AFRICAN SCOOP.

THERE has probably not been what newspapermen called a bigger scoop in Canadian journalism during the past 20 years than Mr. Hamilton's despatch to The Toronto Globe, giving the names of the Canadians killed and wounded at the battle of Paardeberg. It is interesting to know how this scoop was obtained. The fight took place on a Sunday, and, as all correspondents have to submit their cable messages and letters to be censored before despatching them, Mr. Hamilton had to go through this procedure. It appears that he succeeded in getting his despatch through the censor's hands late on Monday night, and at noon on Tuesday, February 20, he sent his negro servant to the telegraph office, 40 miles away. The negro made good time, doing the distance in six hours, and the telegraph authorities did theirs. It reached Canada, and the sensation it created and the magnificent triumph it was, both for the correspondent and his paper, will not soon be forgotten. It is related that The Globe people were so pleased with Mr. Hamilton's success that they cabled him their congratulations. When the message reached the correspondent, he, with the modesty of the genuine newspaperman, thought the congratulations were intended for the regiment. He promptly handed them over to the lieutenant-colonel, and they appeared in the orders of the day as the congratulations of The Globe to the Canadian soldiers. It was many weeks before Mr. Hamilton knew what a splendid scoop he had furnished his paper with. When the two Globe correspondents, Mr. John A. Ewan and Mr. Hamilton met, it was at Bloemfontein, shortly after the entry of the British troops. Mr. Ewan writes home to a friend that he considers the meeting "scarcely inferior to that of Livingstone and Stanley or Nansen and Jackson."

ADVERTISING "WHEN YOU LIKE."

An action was brought by Ashley & Smith, Limited, Fleet street, London, lately, to recover \$20 for advertisements inserted in Bat, Ball and Wheel to the order of the defendant, Mr. A. J. Fietkau, 25 Temple Chambers. It seemed that the defendant gave an order for a certain advertisement to be inserted in the plaintiff's paper "when I like." That had been done, and the defendant had had the benefit of about 30 advertisements. The defendant said that the plaintiffs had inserted the advertisements when they liked, and not when he liked. Judge Snagge of the City of London Court, said the defendant had had the benefit of the advertisements, which could only be inserted at considerable expense. There must be judgment for the plaintiffs.

A NEWSPAPER'S DIFFICULTIES.

A voluntary winding-up order was granted at Toronto to A. R. Fawcett, the managing director of The York Leader and Recorder Publishing Co., who placed the liabilities of the company at \$11,000, and who contended on a forced sale the assets would not bring more than \$10,000. R. C. Jennings, manager of the Toronto Junction branch of the Bank of Commerce, was appointed the provisional liquidator, and the order was made so that

while the other business of the company would be wound up, the paper would continue to publish. Later on Buntin, Reid & Co., creditors to the extent of \$1,022, appeared in court and asked for an investigation of the affairs of the company, and liquidation proceedings by others than those concerned in the company. The capital stock was given out as \$40,000, with the following directors: A. R. Fawcett, J. H. Field, W. J. Conron, J. W. Field and E. B. Wright. Buntin, Reid & Co. would like some particulars about the payment of shares, and other business of the company. Mr. Justice Rose adjourned the case for a week, the publication of the paper to continue in the meantime.

Referring to the financial difficulties of the paper The Orillia Packet says: "After two or three attempts to run a 50c. paper, the publishers of The Leader and Recorder, a weekly issued from Toronto and purporting to represent nearly every hamlet in County York, find themselves in financial difficulties. The price of The Leader and Recorder is to be raised to \$1 a year, payable strictly in advance, and its publication will be continued. Even at \$1 a year no money can be made out of a paper the size of The Leader and Recorder, owing to the increased price of white paper and labor."

TRIBUTE FROM AN OPPONENT.

S. A. McVicar, editor of The Sarnia Canadian, is dead. The editor of The Observer pays this tribute to his deceased contemporary: "While it is impossible for anyone engaged in the management of a political journal to discharge his duties for a long series of years without occasionally ruffling the feelings of his fellow-citizens, and in some instances even incurring their enmity, deceased incurred as few of these animosities as could fall to the lot of one who occupied the editorial chair for as long a term as he had served in that capacity. For more than 20 years past the relations between the two offices, Canadian and Observer, and their staffs, have been of the pleasantest and most friendly character, and none regret the demise of the venerable chief of The Canadian more sincerely than the editor and staff of The Observer, whose sympathies are extended to the bereaved family in the great loss they have sustained."

A QUESTION OF REMUNERATION.

A question of much interest to the publishers and writers was the subject of an arbitration before Judge McDougall, in Toronto, a few days ago. Mr. S. C. Simonski went to South Africa as a correspondent for The Montreal Herald. He lost his certificate as newspaper correspondent, owing to having mailed a letter without submitting it to the censor. Mr. Simonski returned to Canada and a dispute arose as to the amount of remuneration due him. He claimed that he was entitled, after returning, to about \$500 for salary and expenses. Evidence was heard, and, finally, a settlement was made for an amount less than that claimed as it was contended that Mr. Simonski, not being able to go to the front with the Canadian contingent at Belmont, had, without definite instructions from The Herald, taken a trip to Natal.

**NEWSPAPER
HALF-TONES**



**A NEW IDEA FROM THE
LARGEST AND BEST
EQUIPPED ENGRAVING ES-
TABLISHMENT IN CANADA**

It will **Pay**
you to use
these plates.
They have stood
the test in
many papers.

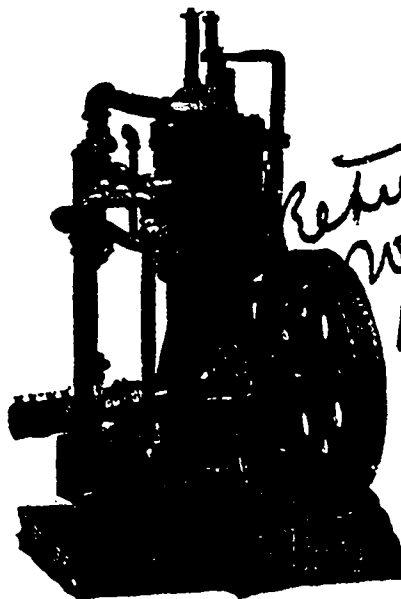
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PRINTERS' GASOLINE ENGINE

WILL DRIVE A CYLINDER PRESS, TWO OR
THREE GORDONS AND PAPER CUTTER AT
AN EXPENSE OF TWO PINTS OF GASOLINE
PER HOUR



*Return 3/16 to see
none of them*

They are easily started, and it takes but a minute or less to get them under way. When the fuel is at hand they are always ready. No mechanical skill is required of the operator. A few simple instructions are enough to enable one of average intelligence to run the engine. Once started it takes care of itself, using fuel in proportion to its load. No other attention is necessary than starting, stopping and oiling.

Best insurance, danger of boiler explosions, and knowledge of the state of the water gauge and safety-valve, with many other necessary operations are put up on the shelf, and a compact machine with an economy scarcely dreamed of, takes their place.



PRICE, \$150.

The Simplest and Best Printing Office Power.

SOLD AND GUARANTEED BY

TORONTO TYPE FOUNDRY CO.

70 York St., TORONTO.

... LIMITED

BRANCHES—Halifax, Montreal, Winnipeg, Vancouver.

NEWS OF THE MONTH IN BRIEF.

PERSONAL.

ALFRÉD MARCHAND, of La Patrie staff, was married to Mrs. M. J. Chapleau, widow of the late N. Chapleau, at Montreal, June 11. His confreres of the city press gave him a reception on the Saturday before the wedding.

F. W. Fox, of The Montreal Witness, has gone to England to be married.

Z. M. Hamilton, of The Regina West, has assumed charge of The MacLeod Gazette.

Walter Scott, editor of The Regina Leader, will contest Assiniboia with Nicholas Flood Davin.

Everett Riddell, reporter of The Toronto Mail, has gone to Calgary to enter the ranching business.

The Vidette Printing and Publishing Company, Indian Head, is dissolved. James McAra takes over the business.

E. T. D. Chambers, Quebec, is editing a new monthly called North American Notes and Queries. Raoul Renault is publisher.

J. D. Reid, of The Burk's Falls Arrow, has sold out to his father-in-law, Rev. J. Sievwright, who will conduct the paper in future.

R. P. Laurie, business manager of The Keewatin Enterprise, has resigned to take over the management of The Rainy Lake Herald.

J. W. Green, editor and proprietor of The Tavistock Gazette, has sold his interest to Mr. Lester, of Bruce county, school teacher.

Lawrence Miall, formerly of The Leeds, Eng., Mercury, is on a visit to Canada, and intends spending some time in journalistic work in Canada.

C. H. Gibbons, for 11 years connected with the editorial staff of The Victoria Colonist, has joined the staff of The Vancouver Province.

Louis Angevine, of The Montreal Star, was presented with a diamond pin on leaving that paper to become press representative for Her Majesty's Theatre.

The death of Bert Biggings, son of the editor of The Algoma Pioneer, and a member of its staff, has called for sincere expressions of sympathy for the bereaved family.

W. H. Dickson has been appointed to the Ottawa staff of The Globe for the session in succession to Roden Kingsmill, who is said to be leaving journalism for railway work.

The Palmerston Reporter has been sold by Mr. Croll, the late editor and proprietor, to Percy Smith, son of Rev. J. T. Smith, of Strathallen. Mr. Percy Smith has been in the office of The Woodstock Sentinel-Review for some time. Mr. Croll goes to Manitoba.

J. S. Willison, managing editor of The Toronto Globe, has been elected a Fellow of the Royal Society of Canada. The President of the society (Louis Frechette) is an old journalist, and several journalists, including John Reade, Montreal Gazette; George Stewart, Quebec, and others, are distinguished members of it. The society, which was founded about 20 years ago by the Marquis of Lorne, has

become more active in recent years, and its publications are exceedingly valuable. Mr. Willison will be an important addition to its ranks, both on account of his ability and his influence.

C. Cliffe, editor of The Sandon, B.C., Mining Review, lost the plant of his paper in the recent fire and has lost altogether \$9,000. He had two stores and a printing office, and they were completely destroyed by the conflagration. This is the third time that Mr. Cliffe has been made the victim of fire. He had lost his business in Kincardine, Ont., through a fire. He met with a similar misfortune in Brandon, Manitoba, and now he loses his all in the Sandon fire. He declares that he has been working all his life for the purpose of accumulating property for the fire to burn. He will buy a new plant.

NEW PUBLICATIONS.

W. F. Young, formerly of The Kingston Whig, is starting a new paper at Elgin, Manitoba.

J. T. Bethune, formerly of Victoria, B.C., is to start a newspaper at White Horse with the plant of The Atlin Globe.

A new publication to be called The University of Toronto Monthly is about to be issued in Toronto. The first issue is now in the press. It is in 32-page magazine size.

The Hamilton Morning Post made its first appearance June 11. It is a four-page paper. The editorials are well written, and the news tolerably well arranged and condensed. At a meeting of shareholders the following were elected directors: Messrs. Geo. Hope, Major J. S. Hendrie, Hugh C. Baker, J. J. Scott, Q.C., and James A. Livingstone. At a meeting of directors Mr. J. J. Scott, Q.C., was elected president; Mr. Geo. Hope, vice-president; Jas. A. Livingstone, secretary and manager. The editor is Mr. B. K. Sandwell, B.A.

THE LIBEL LAW.

The Ottawa Journal is allowed a new trial in the suit against it by the Metropolitan Electric Co. Judge Rose, however, held the view that an incorporated company could not be hurt by the attack.

In the suit of Lindsay vs. Ottawa Citizen the court has ordered the plaintiff to deliver a new statement of claim and the defendants may put in a new defence. The case arises from The Citizen's article criticizing the city accountant of Ottawa.

The second trial of the charge of libel preferred by Messrs. Turner and Pooley against Editor Nicholls, of The Vancouver Province, has resulted in another disagreement. The jury were out nearly seven hours and were discharged on the foreman's announcement that there was no prospect of a verdict.

There is a rumor (not authenticated) that The Toronto World, which has gone in for phonetic spelling of certain words, lately received a post card from an old subscriber in the country, which read as follows: "I hev tuk your paper for leven years, but if you kant spell enny better than you have been doin fur the las to months you may jes stoppit."

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 unequaled.

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.

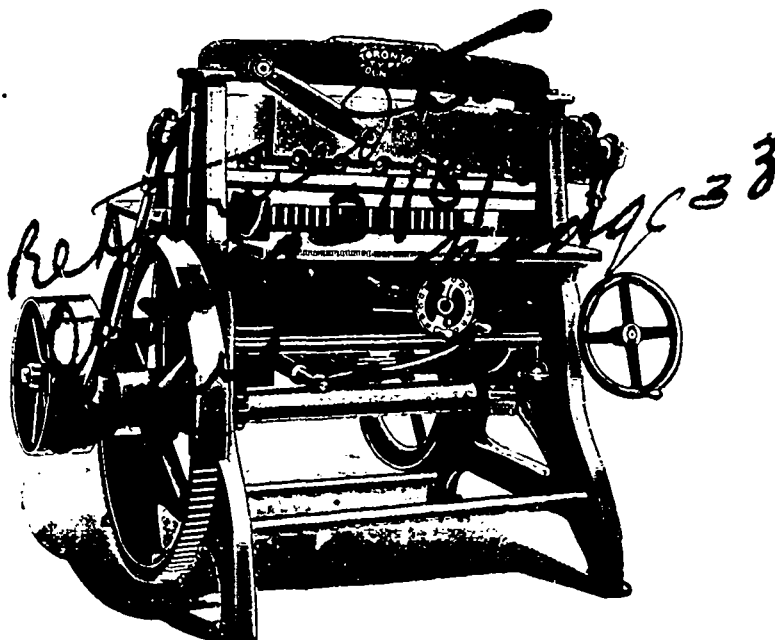
Screw and wheel divided to sixteenths for moving back gauge.

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.



A 50-INCH MACHINE has been sold to Messrs. Warwick Bro's & Rutter, Toronto, where it can be seen.

SPECIFICATIONS.

SIZE OF MACHINE.	APPROXIMATE SHIPPING WEIGHTS.	PULLEY, DIAM.	BELT WIDTH.	SPEED OF PULLEY.	FLOOR SPACE.		PRICE OF KNIVES.
					WIDTH.	DEPTH.	
38"	3,400 lbs.	20"	3"	190	5' 8"	6'	On application
50"	4,700 "	24"	4"	175	6' 8"	7'	On application

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, - - Toronto, Ont.

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

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

THE WESTERN CANADA PRESS ASSOCIATION.

The Excursion to Ontario and Quebec.

THE Western Canada Press Association has paid its visit to Ontario and Quebec, has received a hearty welcome at various points on the route, and has left behind it a very pleasant impression as the result of closer acquaintance with its members.

The party entered Eastern Canada at Niagara Falls, and were met at Queenston, on the Niagara River, by the local committee from Toronto, who went over on the boat for that purpose. The local committee consisted of Mr. J. S. Willison, president of The Canadian Press Association; Mr. John A. Copper, secretary; Mr. J. T. Clark; Mr. Fred. Campbell, of The Canada Paper Company; Mr. J. T. Johnson, of The Toronto Type Foundry Company; Mr. A. F. Pirie, J. H. L. Patterson, and other local representatives. The Mayor of Toronto and several aldermen also welcomed the party, and a supper was given on board, at which Mr. Willison, Mr. Pirie, and other members gave addresses of welcome, and Messrs. Wilson, of Brandon, and McIntyre, of Winnipeg, made responses.

On arriving in Toronto about 8.30 in the evening of Tuesday, June 5, the party were taken on the electric cars to Munro Park, where light refreshments were served. The next day there was a reception in the City Hall, a drive about the city, and, in the afternoon, a visit to the new Telegram office. Later on, Mr. J. T. Johnston entertained the members to a most enjoyable reception at the Royal Canadian Yacht Club at Toronto Island. Here, the whole party, with a large number of Toronto newspapermen, enjoyed themselves thoroughly and greatly appreciated Mr. Johnston's hospitality.

The next day, Thursday, the party made a visit to The Massey-Harris Company's works, and at 2 p.m. left on the steamer Toronto for a trip down Lake Ontario and the River St. Lawrence. Owing to an accident to the boat that was to meet the party at Brockville, the descent of the rapids on the St. Lawrence was missed, somewhat to the disappointment of the party, and they went on to Montreal by train. Shortly before the train reached the city, a deputa- tion from the Press Association of Quebec Province, consisting of Mr. C. Gordonsmith, president, and Mr. G. H. Porteous, vice-president, met the train, and those who were not too tired were driven about the city in a special car. The same night the party went through to the city of Quebec, where they arrived on Saturday morning, June 9, stopping at the Hotel Frontenac.

At the Ancient Capital they were treated with great civility and cordiality, as might be expected from the proverbial kindness and courtesy of a French-Canadian city. The day's programme began with a street car ride, the visitors being received at the Parliament buildings by the Lieutenant-Governor, who made a very nice address of welcome. A note was also read from the Premier, Hon. Mr. Marchand, regretting that illness prevented him from

being present, and bidding them hearty welcome to the Province. President Wilson replied, as did also Mr. McIntyre, and Mr. R. L. Richardson, M.P., who had joined his Western colleagues at Brockville.

The sights of Quebec were greatly enjoyed by the party. After visits to the Plains of Abraham and other points of interest and luncheon at the hotel, the Government steamer *Druid* took the visitors for a trip on the river, and they also inspected one of the steamships in port. A view of the Falls of Montmorency was also given. In the evening a promenade concert was given, and Father Paquet invited them to visit the Franciscan chapel, where some fine music was rendered.

Returning to Montreal, the visitors put up at the Queen's Hotel, and were officially welcomed at the City Hall by Mayor Prefontaine. The civic authorities then drove them about the city, winding up in the park on the top of the mountain, where a pleasant luncheon was served and the usual speeches made. A reception by the Harbor Commissioners followed after luncheon, the whole length of the harbor being inspected, and the improvements and extension of the works being explained. The blasting and dredging operations came in for a thorough inspection and the projected wharves to be built by the Government below the St. Mary's Current were fully described. A theatre party in the evening wound up the Montreal visit, and the Imperial Limited Express on the C.P.R. was boarded for the visit to Ottawa. Before leaving Montreal each lady member of the party was presented, by the Quebec Province Association, with a handsome enameled brooch bearing the coat of arms of the city of Montreal.

On Monday morning, June 11, the Ottawa programme was begun. Here, a reception was given by the mayor and civic authorities as elsewhere, and speeches were made by Mr. Wilson, Mr. Walter Scott, and other members from the West. Again a trip over the electric railway system was taken, including a ride out to Britannia, the pretty little watering place of Ottawa, on the south shore of Deschenes lake. Later on, the Prime Minister, Sir Wilfrid Laurier, received the visitors in the Railway Committee Room of the Parliament Buildings, they being introduced by Dr. Rutherford, M.P. Sir Wilfrid made one of his usual happy little speeches, and afterwards visits to the Chaudiere Falls and the burned district of the city were made by some of the party. In the evening the galleries of the House of Commons were crowded by the members to hear the debates and proceedings of the House. Next morning a trip out to Aylmer was taken, and farewells were said to the capital at noon, when the train for Winnipeg was boarded. Mr. A. F. Pirie accompanied the party throughout their Ontario and Quebec sojournings, and his presence was appreciated by all.

Mr. L. J. Demers, of Quebec, received and suitably acknowledged the following telegram from Mr. J. C. Crome, representing the excursionists:

Ottawa, June 13, 1900.

Mr. L. J. Demers, President, Press Association, Quebec:

Party all well; leave for home to-day. All send greetings to yourself and Quebec friends.

J. C. CROME,
Western Canada Press Association.

The following took part in the excursion:

NAME.	PAPER.	RESIDENCE.	NAME.	PAPER.	RESIDENCE.
Achley, W. H.	Globe	Boissevain, Man.	Shultz, W. A.	Age	Gladstone, Man.
Balfantyne, W. B.	Journal	Emerson, Man.	Skinner, J. D.	Advertiser	Lacombe, Alta.
Burns, E. L.	Graphic	Portage la Prairie, Man.	Smith, E. P.	Free Lance	Innisfail, Alta.
Burns, Mrs. E. L.	Graphic	Portage la Prairie, Man.	Stewart, A.	Advocate	Prince Albert, Sask.
Conklin, J. J.	Free Press	Winnipeg, Man.	Stovel, C. D.	Nor'-West Farmer	Winnipeg, Man.
Campbell, Miss Ida.	Official Stenographer	Winnipeg, Man.	Stovel, J. W.	Nor' West Farmer	Winnipeg, Man.
Crome, J. C.	Newspaper Union	Winnipeg, Man.	Tomlinson, J. H.	Herald	Calgary, Alta.
Crome, Mrs. J. C.	Newspaper Union	Winnipeg, Man.	Tomlinson, Miss	Herald	Calgary, Alta.
Charleston, Miss B.	Sun	Brandon, Man.	Villeneuve, E.	L'Echo	Edmonton, Alta.
Clay, H. C.	Reporter	Rapid City, Man.	Walker, Irvine	Times	Brandon, Man.
Clay, Mrs. H. C.	Reporter	Rapid City, Man.	Weiss, C. M.	Telegram	Winnipeg, Man.
Cope, Mrs. L.	Express	Carberry, Man.	Wilson, G. D.	Sun	Brandon, Man.
Downing, E.	Age	Gladstone, Man.	Woodhull, Dr.	Star	Hartney, Man.
Forster, F. J.	News	Medicine Hat, Assa.	Woodhull, E.	Free Press	Winnipeg, Man.
Forster, Mrs. F. J.	News	Medicine Hat, Assa.	Wood, C. E. D.	Gazette	Macleod, Alta.
Galbraith, J. E.	Chronicle	Morden, Man.	Wood, Mrs. C. E. D.	Gazette	Macleod, Alta.
Galbraith, Misses.	Chronicle	Morden, Man.	Young, J. J.	Herald	Calgary, Alta.
Graham, J. B.	Enterprise	Mellita, Man.	Young, Mrs. J. J.	Herald	Calgary, Alta.
Graham, Mrs. J. B.	Enterprise	Mellita, Man.	Zingg, E. S.	Post	Wapella, Assa.
Harper, Geo.	Standard	Carman, Man.	Zingg, Mrs. E. S.	Post	Wapella, Assa.
Hobson, S. R.	Albertan	Calgary, Alta.			
Hooper, Mrs. Jot.	Manitoba Gazette	Winnipeg, Man.			
Hooper, Miss.	Manitoba Gazette	Winnipeg, Man.			
Huckell, Thos.	Express	Carberry, Man.			
Huckell, Mrs. J.	Express	Carberry, Man.			
Ives, Miss Nellie.	Record	Carleton, Alta.			
Koersman, Gus.	Der Nordwesten	Winnipeg, Man.			
Law, E. E.	Progress	Qu'Appelle, Assa.			
Law, Mrs. E. E.	Progress	Qu'Appelle, Assa.			
Maveety, J. D.	Times	Prince Albert, Sask.			
McInnis, B.	Standard	Regina, Assa.			
McIntosh, Miss K.	Standard	Regina, Assa.			
McIntyre, D. L.	Tribune	Winnipeg, Man.			
McIntyre, Mrs. D. L.	Tribune	Winnipeg, Man.			
McIntyre, W. A.	Educational Journal	Brandon, Man.			
McIntyre, Mrs. W. A.	Educational Journal	Brandon, Man.			
McIntyre, J. F.	N. W. Baptist	Winnipeg, Man.			
McIntyre, Mrs. J. F.	N. W. Baptist	Winnipeg, Man.			
McPherson, C. D.	Liberal	Portage la Prairie, Man.			
McKenzie, W. J.	North Star	Wetaskiwin, Alta.			
Miller, Thos.	Times	Moose Jaw, Assa.			
Nicholl, John	Sun	Grenfell, Assa.			
Nicholl, Mrs. John	Sun	Grenfell, Assa.			
Patterson, George	Times	Deloraine, Man.			
Patterson, Mrs. Geo. A.	Times	Deloraine, Man.			
Reekie, Miss M. J.	N. W. Baptist	Winnipeg, Man.			
Ridlington, J.	News	Carberry, Man.			
Ridlington Mrs. J.	News	Carberry, Man.			
Richardson, Mrs. R. L.	Tribune	Winnipeg, Man.			
Saults, G. A.	Free Press	Winnipeg, Man.			
Saults, Mrs. G. A.	Free Press	Winnipeg, Man.			
Saunders, E. T.	News	Lethbridge, Alta.			
Saunders, Mrs. E. T.	News	Lethbridge, Alta.			
Scott, Walter	Leader	Regina, Assa.			
Scott, Mrs. W.	Leader	Regina, Assa.			
Shipley, E. T.	Gazette	Glenboro', Man.			

REMOVALS TO NEW OFFICES.

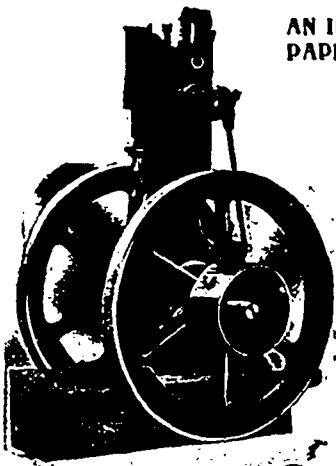
The editorial and news departments of The Winnipeg Free Press have been removed to their new quarters, corner McDermott avenue and Albert street. The Free Press has been 18 years in its late office. The new premises give greater room and increased facilities for the working staff.

The publishing office of The Quebec Chronicle, which has been for many years located at the foot of Mountain Hill, has been removed to more spacious premises on Buade street. The old building just vacated by The Chronicle was formerly the Neptune Inn, and had a history before the newspaper took up quarters there in 1862.

Roy W. Brown, of the Vancouver News-Advertiser, has joined The World as city editor.

D E. Stevens, of Montreal, representing Le Moniteur du Commerce, died in a cab while on his way to the Western Hospital, Toronto, June 17. He was staying at the Iroquois Hotel, and had been ill for several days from pneumonia and inflammatory rheumatism.

THE NORTHEY GAS AND GASOLINE ENGINE. . .



AN IDEAL POWER FOR THE COUNTRY NEWS-PAPER OR GENERAL JOB OFFICE PLANT.

Costs Only \$155.

You operate our Engine for hours at a stretch at a cost of a few cents—this includes all the running expenses as it requires no Engineer or any care while working—anyone can manage it. You can run a big cylinder press, two or three Gordons and a paper-cutter—your whole plant for as long as you like and get the same even, uniform service. You can soon save the cost of the Engine by dispensing with the help required to look after the old plant. We are supplying the Northey Engine to Newspapers all over Canada, with perfect satisfaction in every case. Install one and save money. Send for Illustrated booklet and testimonials.

The NORTHEY CO., Limited
1007 King St. Subway, TORONTO, CANADA.

The Printers of Canada will do well to consider the claims made for the Northey Engine for . . . economy, convenience and . . . general utility . . . as a . . . Printer's-Power.

THE PRESS AND THE WAR.

A Complaint against the New York Papers.

From The New York Journalist.

ONE does not have to walk long in newspaperdom to hear some enthusiastic remark upon the great strides that have been made by modern journals. This may be no more than an aside, called forth by the first posted bulletin, or it may be an elaborately prepared speech delivered vociferously after the opening of many bottles; in both cases the hearer is persuaded that never before in the history of journalism was there such effective service for dishing up the news—news still so fresh that it all but scorched the paper in the printing. I dare say I have heard more of this sort of talk than most men, it seems to have become a part of my day's work to listen to such glittering generalities, but, nonetheless, I doubt the truth of this oft-repeated conclusion. Let me add that there is yet to be produced a man more honestly proud of American journalists and the papers they serve than I am. I write as I do merely because my pride has not yet blinded me to the truth—or, perhaps I should better say, no longer blinds me: some 10 or 12 years ago I guess I was as blatantly cock-sure that everything journalistic was just about as perfect as it could be, as the next man.

It is the service which the New York papers have given us in connection with the war in South Africa that causes my doubt of the truth of the conclusions my enthusiastic friends would draw. Not since the Franco-German struggle of 1870 has there been any happening of so intense and world-wide an interest as the armed settling of the present British-Boer differences. From the very outbreak of hostilities, and before, the days have teemed with opportunities, and seven out of ten have been let slip by New York editors, whose patrons have had their news 20 hours later via London; nor have the three opportunities that have been taken been handled with anything like the despatch and thoroughness which modern methods would warrant. Taking into consideration all the thousand and one changes which have been wrought in the past 30 years, it is not too much to say that The Tribune handled the Franco-German War far better than this present war has been handled by the entire united press of New York.

I doubt if any man can answer the question, but plenty of men have asked it: "Why, under the canopy are only two out of New York's eight big papers represented in South Africa by their own correspondents?" Echo answers "Why?" Let no enthusiastic whitewasher begin to talk about the special correspondents of news bureaus. We have been seeing what they could do, and we have likewise seen what really first class men have been doing for the great London dailies—and the comparison has not been favorable to the gentlemen who print "Smith Jones News Agency" on their cards.

The World scored a brilliant point in its Kruger interview, The Tribune runs a very good daily letter from London giving news and views from that centre, The Sun's

THE LEADING PRINTING
INK MANUFACTURERS *are*

KAST & EHINGER,

Makers of all kinds of

Lithographing, Printing and Fine Half-tone Inks,
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daily summary is concise and intelligent, and its comments thereon are sound, The Herald prints an occasional letter from Kipling or Davis that is artistic and vivid—and usually three or four or five days late. Isn't this about the whole story? The actual news reaches us through English channels, and therefore late. The "news" that is manufactured on Newspaper Row in order to keep the red types wet on the yellow sheets is too "modern" a "method" to have any bearing on what I have written.

The conclusion that must be reached by anyone who has eyes wherewith to read the signs of the journalistic times is that advance has been made only along the lines of mechanical details, and that the inroad which sensationalism has made into the columns of the daily press has vitiated all their sense of the proposition or value of real news.

W. C. Woodside, of The East Boston Mass., Free Press, is spending a holiday in P. E. Island, his native Province.

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