

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

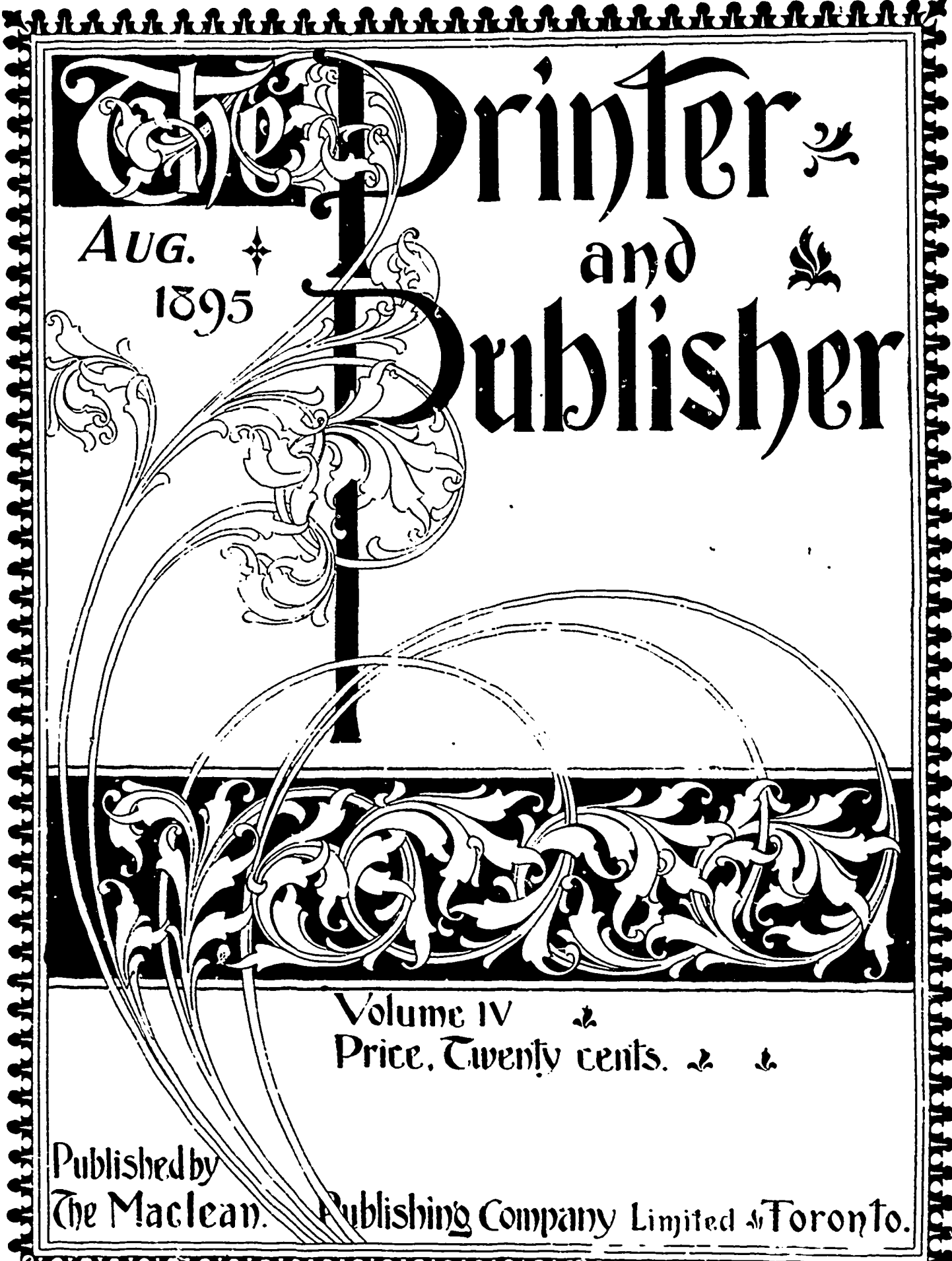
Caption of issue/  
Titre de départ de la livraison

Masthead/  
Générique (périodiques) de la livraison

Additional comments: /  
Commentaires supplémentaires:

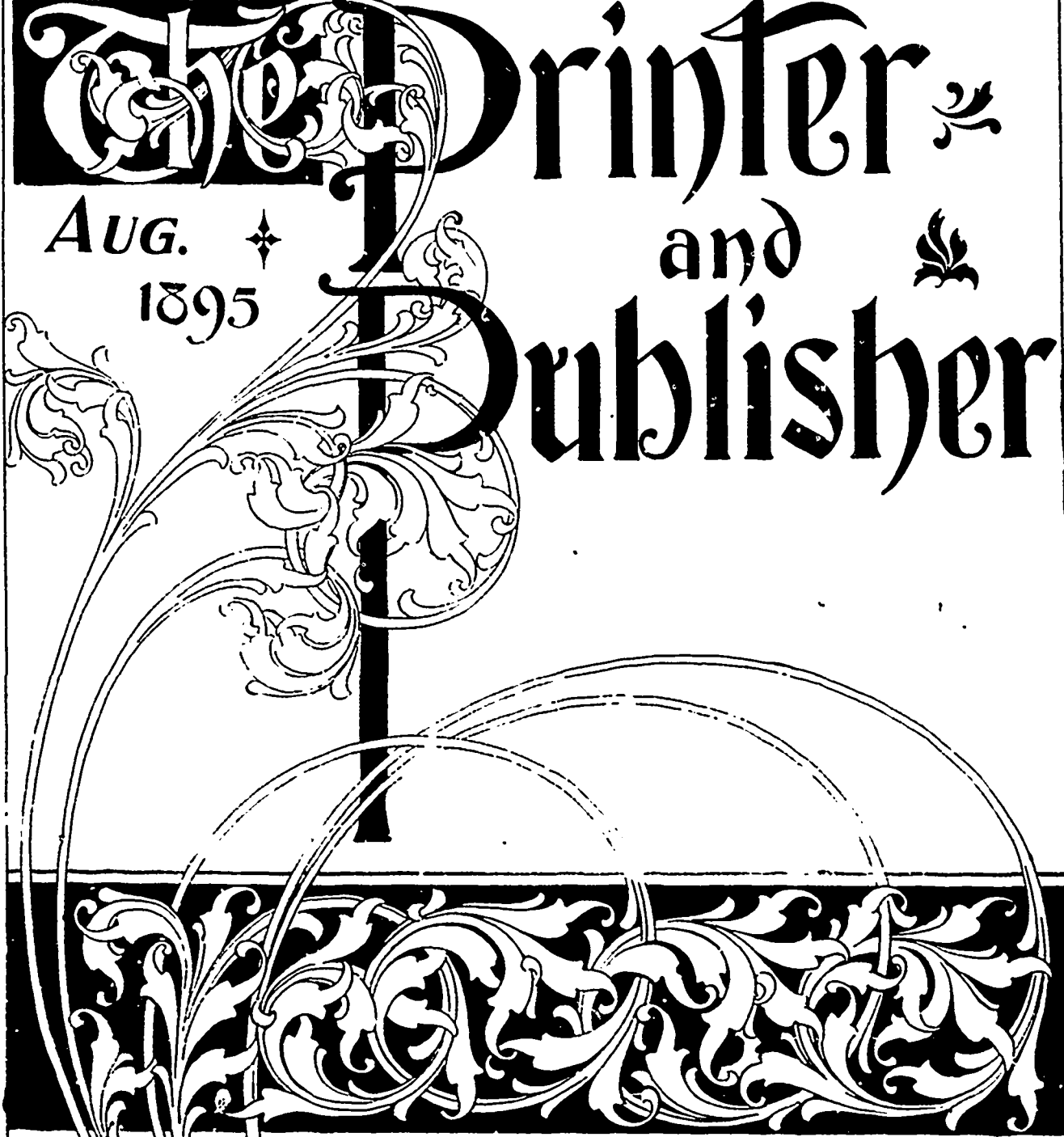
This item is filmed at the reduction ratio checked below /  
Ce document est filmé au taux de réduction indiqué ci-dessous.

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



The Printer and Publisher

AUG. ✦  
1895



Volume IV ✦  
Price, Twenty cents. ✦ ✦

Published by  
The Maclean Publishing Company Limited Toronto.

*Mail Orders a Specialty*

# PRINTERS' SUPPLIES

---

---

A well-known stationer of long experience in the requirements of the printing trade is entrusted with the mail orders for this department. . . . .

We carry a complete stock of

**Printing Papers**  
**Book Papers**  
**Flat Papers**

**Printers' Boards**  
**Bristol Boards**  
**Ruled Stock**

---

**RULING FOR THE TRADE.**

---

We have also a full line of . . . . .

**PRINTERS' FANCY STATIONERY**  
**WEDDING AND INVITATION STATIONERY**  
**MEMORIAL AND VISITING CARDS**  
**BALL PROGRAMMES, Etc., Etc.**

**FINEST QUALITY STOCK.    NEWEST DESIGNS.    MODERATE PRICES.**

We invite correspondence.    Samples furnished.

---

# Warwick Bros. & Rutter

Manufacturing and  
Importing Wholesale

**Stationers**

. . . Toronto, Ont.

# Printer AND Publisher

VOL. IV.—No. 8

TORONTO, AUGUST, 1895.

\$2.00 PER YEAR.

A JOURNAL FOR PRINTERS AND PUBLISHERS

PUBLISHED MONTHLY BY

**THE MACLEAN PUB. CO., LTD.**

TRADE JOURNAL PUBLISHERS AND  
FINE MAGAZINE PRINTERS

No. 26 FRONT ST. WEST, TORONTO

Subscription \$2.00 per annum.

Single copies 20 cents.

J. B. MACLEAN,  
President

HUGH C. MACLEAN,  
Sec.-Treas.

## CONTENTS.

### Printer and Publisher :

EDITORIAL NOTES.  
A MOST EXCELLENT SUGGESTION.  
THE DIGNITY OF A NEWSPAPER.  
THE WINNIPEG PAPERS.  
JOURNALISTS, SOCIETIES AND POLITICS.  
CANADA CAN WITHDRAW.  
NOTICEABLE PROGRESS IN ADVERTISING METHODS.  
TRUSTED EMPLOYEES.  
TO INCREASE CIRCULATION.  
SEND PROOFS.  
A PRESS CENSORSHIP PROPOSED.  
SPACE SYSTEM IN CANADA.  
TWO QUESTIONS ANSWERED.  
TWO SORTS OF NEWSPAPERS.  
CRAFT NOTES.  
THE INTERNATIONAL LEAGUE AND LIBEL.

### Paper and Pulp :

WILL THE TRUST AFFECT US?  
PULP EXPORTS INCREASING.  
PULP WOOD AND POWER IN CONTACT.  
A STRONG CASE FOR PULP.  
GENERAL PAPER MILL NEWS.

## EDITORIAL NOTES.

**S**PEAKING of the recent case of Pelland vs. The Montreal Star, a United States paper thus sums it up: "What's in the captain but a choleric word is in the soldier's mouth rank blasphemy."

Col. A. K. McClure, editor of The Philadelphia Times, who was ordered by Judge Gordon in April to pay Ex-Mayor Smith the sum of \$45,000 damages for a libel, has appealed his case.

The United States is to have less competition in typesetting machines than Canada. The Mergenthaler Linotype Company

and the Rogers Typograph Company have been battling in the courts over patents for a number of years. Now the former has bought up its rival, and on July 15th paid Col. F. J. Hecker \$415,000 in Detroit. The Rogers Company stockholders will get about 10 cents on the dollar.

The Associated Press and the United Press are having a pitched battle as to which is giving the better service. According to The Fourth Estate the relative strength in numbers of each association is as follows:

### ASSOCIATED PRESS.

Dailies served in United States. . . . .	403
Sunday papers. . . . .	5
Papers in Canada. . . . .	14
Paper in Mexico. . . . .	1
Total . . . . .	423

### UNITED PRESS.

Dailies in United States. . . . .	305
Sunday papers. . . . .	25
Papers in Canada. . . . .	33
Papers in Cuba. . . . .	1
Total . . . . .	364

In spite of the quarrel, the world jogs on making news for both.

Baseball seems to hold a strong place in the affections of Ontario printers this year. In Toronto, several of the larger firms' employes have baseball teams, and play good ball. The city newspaper staffs play matches occasionally. Outside the city, there seems to be the same tendency. "The Records," of Windsor, still make things lively in the western end of the peninsula.

The July Paper and Press had an excellent reproduction from a water-color painting, printed in three impressions by the Alfred M. Slocum Company, Philadelphia. The photo-chromotype inks were made by the Chas. Eneu Johnson Company. Experiments are now being made in Canada with this three-print color process, and some specimens of it may soon be issued. Its success as a cheap commercial process cannot be said, as yet, to be assured.

The new illustrating, of which Aubrey Beardsley is the leading exponent, is criticised in the same issue. The art which

deals with moral abnormalities, which represents women as creatures of heavy sensuality, with thick lips and voluptuous lines of figure, and which evidences only an ignoble imagination, is severely criticised. It admits Beardsley's magnificent treatment of black-and-whites, and his unequalled rocking line, but cannot forgive his sensuous cynicism. It claims that his types are true to human nature only in its lowest sense.

According to Ayer's, the papers in Canada are as follows :

PROVINCES	Daily	Tu-Weekly	Sem-Weekly	Weekly	Fortnightly	Sem-Monthly	Monthly	Bi-Monthly	Quarterly	Miscellaneous	Total—All Issues
British Columbia	7	1	21	1							29
Manitoba	1	1	41								43
Northwest Territories	1		27								28
New Brunswick	3	1	20								24
New Scotia	7	1	10	2			4				24
Ontario	42	1	10	17		75	4				149
Prince Edward Island	1		1								2
Quebec	17	1	15	2		4	28				67
Newfoundland	1		2								3
	97	4	118	20	2	79	36	1	2	2	255

The gain over last report is 6 dailies, 7 semi-weeklies, 16 weeklies, 2 fortnightlys, 2 semi-monthlies, and 1 bi-monthly. The losses are 22 monthlies and 1 quarterly. The decline in the monthly publications is somewhat marked.

Trade in British printing circles seems to be improving in spite of the fact that Germany and Holland are printing many of the English volumes and thousands of the English-designed Christmas cards. The British Printer says: "It is gratifying to be able to chronicle a continuance of the advance in trade previously noted. In the large majority of our printing centres the trade is well employed, and the engineering centres are working busily. It is stated, in fact, that were it not for the disturbing element caused by the introduction of composing machinery, the trade might be reported as better off than it has been for some time."

Of course it is exceedingly difficult for you to get away from your business, and, as trade is poor, it is also hard to see how you can afford it, but nevertheless you had better get away for some holidays. For a whole year you have buckled down to hard work, and it is beginning to tell on you. Your ambition needs renewing, your energy is at a low ebb, your brain requires a chance to regain its normal activity. Give your physical and mental systems a chance to catch their breath after the twelve months' constant hurrying. It is an excellent investment. You put \$25 into holidays and draw out \$100 worth of extra profits due to foresight and clearheadedness. Your wife and your family get an additional \$200 from the increased pleasure of a bright and sunny head of the household.

The Copyright Act of 1889 has been amended by 58 Victoria c. 37. In the original Act provision was made for granting a license to a Canadian publisher only when the foreigner entitled to Copyright had failed to take out papers under the Act. This has been amended to include cases where he has failed to get a Copyright, and, when he has taken out a Copyright, fails to print the book in sufficient numbers to meet the demand in Canada. This is designed to meet cases where publishers hold the Copyright and refuse to print a second or

subsequent edition after the former has been exhausted. The provision as to revoking licenses (sec. 5) is further enlarged so that any holder of the Copyright, on a book for which a license to print has also been granted to another firm, may, by showing that he intends during the remaining period of his term of Copyright to print and publish the book in sufficient numbers, have the license or licenses revoked by the Governor-General. These amendments very much enlarge the rights and privileges of the holder of the original Copyright as against the licensee of the Government.

A new Canadian History is to be selected by a committee now meeting in Quebec. This self-constituted committee a year or two ago undertook to offer a prize for the best manuscript. A number have been received and a decision will soon be made. The history is intended for use in all the public schools of Canada, with perhaps slight modifications to suit particular provinces. The first prize will be \$500 and the privilege of holding the Copyright and collecting a royalty on all copies sold. This will undoubtedly give considerable work to several publishing firms in the near future. An edition in each province should be a financial success.

While Canada's sportsmen have been winning honor and reputation abroad, her litterateurs and writers have evidenced that this is a country of brains as well as muscle. Edward W. Thompson, formerly a member of The Toronto Globe's reportorial staff and now one of the editors of The Youth's Companion, has a new story in print entitled: "Old Man Savarin, and Other Stories." A United States edition is about ready and a Canadian edition will also be issued. James Barr, the London (Eng.) representative of The Detroit Free Press, brother of Robert Barr (Luke Sharp), the famous humorist of The Free Press, and himself an author of some repute, has a new book in course of issue, to be published in London by Methuen & Co., and in Chicago by Stone & Kimball. A well-known Boston publisher will shortly issue a book of poems by Miss Ethelwin Wetherald, whose sweet sonnets have attracted so much attention. Another Boston publisher is bringing out a volume of poems by Miss E. Pauline Johnson. "Pete" McArthur, a graduate of Toronto University and a former reporter on The Toronto Mail, has been appointed editor of the New York comic weekly, Truth. He is a poet of no mean order, a brilliant humorist and a charming conversationalist. To have attained such a prominent position before he is thirty years of age shows that he is an ambitious and progressive journalist.

But we chronicle these foreign victories in literature and journalism with sorrow—sorrow because these brilliant and versatile writers must seek abroad that market which a narrow-minded provincialism denies them in the land of their birth. London and New York claim those who would be still living on their native heath, had their fellow countrymen been sufficiently patriotic to patronize home literature to the same extent as the work of foreign authors and journalists. Canadian magazines and Canadian books are passed over in favor of foreign magazines, foreign fiction and foreign journalistic productions.

Canadian journalists could change all this if they wished. They have the power, the position, the influence. They have

free access to the study and the fireside, for our people are a newspaper-reading public. They have the power to inculcate that love of things Canadian which would make this a literary oasis, instead of the present literary desert that it is.

At the last session of the Dominion Parliament the Criminal Code was amended, at the suggestion of the Minister of Justice, so as to remove all doubts about the liability of a newspaper for publishing results of horse races, sports and games. It is now clear that the law does not apply to newspapers in connection with the publication of bets.

Conservatives often wonder at the rancor of Liberal papers, and Liberals cannot understand the bitterness of Conservative papers. These undesirable qualities in political editorials are usually the result of the unfairness which characterizes the Government's attitude towards Opposition papers. It makes no difference whether the Government be Provincial or Federal, Conservative or Liberal, it follows too closely the United States doctrine that "to the political victor belong the spoils." As an evidence of this we have the following dispatch from Ottawa, dated July 14th :

In the House on Friday Mr. McMullen read a statement showing the amount of money drawn from the public treasury during the last eight years by the following Ministerial papers :

Toronto World .....	\$7,855
Toronto Mail up to 1889, and then the Empire .....	41,143
St. John Sun .....	\$8,036
Regina Leader .....	39,279
Yarmouth Times .....	22,603
Charlottetown Examiner .....	12,377
Halifax Herald .....	62,608
Moncton Times .....	\$3,908
Montreal Gazette .....	44,408
Quebec Chronicle .....	32,365

They have some queer methods in the newspaper offices of Toronto. An evening paper in that city recently took a dispatch of Isaac N. Ford's to The New York Tribune, cut off the introduction, which denoted that fact, and printed it as original news. Worse than that, the scalper cut off the last half-dozen lines and made the article favorable to the Canadian Copyright Act, whereas the last paragraph stated three reasons why it should not be allowed by the Colonial Office. Another Toronto paper, a morning journal this time, had a splendid account of the erecting of the big Barnum & Bailey tents. It was taken word for word, except the introduction and a few concluding lines, from a descriptive article in McClure's Magazine.

But the city papers are not the only ones guilty of this barefaced misrepresentation and this villainous stealing. Some time ago, "Don" wrote a vigorous "scorch" on the Governmental leaders of the Dominion Parliament, and then followed it up by an equally sarcastic summary of the Opposition leader's weaknesses. All the Liberal papers cut the article off at the

end of the first "scorch," and their Conservative brethren, in order to balance affairs, used only the part the Liberal editors had rejected. Perhaps it would be well to have a few papers at the next meeting of the Ontario Press Association on such subjects as these : "The Foolishness of Honesty," "The Secret of Successful Stealing," "The Cheapest Method of Getting News," etc.

The Toronto Telegram is by no means a faultless journal, but it has had two great features during the last few months. One was its exclusive cablegrams from London, sent by a brother of the proprietor. These enabled The Telegram to give news from Henley and Bisley twelve hours ahead of its competitors. These cablegrams were often quoted by the dailies of next morning. The Montreal Star is almost the only other paper in Canada that ever secures special cablegrams. The second noticeable feature was The Telegram's racy and artistic letters from its parliamentary correspondent at Ottawa. Roden Kingsmill proved himself to be one of the cleverest writers on the Canadian press.

Canadian journalists will regret the retirement of Mr. Emmanuel Tasse from the editorial chair of Le Canada, Ottawa, which he has filled for a year. Mr. Tasse is a capital writer and vigorous controversialist. Le Canada has always been interesting under his management.

Some interesting reading on the paper and pulp markets will be found in that department of this issue. The proposed "news" trust in the United States may affect the price of "news" here, hence all consumers of paper should keep themselves well posted on the fluctuations, changes and prospects.

It has been reported, and the report has been confirmed, that J. Gordon Mowat (Moses Oates) will retire from the editorship of The Canadian Magazine unless his health improves. An assistant editor has been temporarily appointed to lighten the duties of the position for Mr. Mowat. His retirement would be a direct loss to Ontario journalism, in which his name has been well known for nearly a score of years. He was the founder and father of The Canadian Magazine.

We are in receipt of a letter from an old time publisher of an Ontario weekly who desires to again enter the ranks. He would like to purchase or rent a weekly newspaper office, and prefers a town near Toronto. Any person who cares to have further information can secure it from the editor of this journal.

According to a recent ruling given by the Postmaster General, a "private postcard" must not exceed the dimensions of the large postcard issued some time ago by the Post Office Department, viz., 6 inches long by 3 5/8 inches wide, not must it be less than 3 1/4 inches long by 2 1/4 inches wide. Job printers should paste this information in their hat.



## A MOST EXCELLENT SUGGESTION.



LETTER from the first vice president of the Ontario Press Association contains a most excellent suggestion. At least, so it seems to the writer. All may not agree as to its excellence, if so, let them do as Mr Brierley has done, put their thoughts in print for the general benefit of Canadian newspaperdom.

If any person has anything to say, now is the time. Golden silence is a delusion and a snare on such an occasion as this.

Here is the letter exactly as received:

St. THOMAS, Aug. 7, 1895.

To the Editor of THE PRINTER AND PUBLISHER.

DEAR SIR, Would it not be an excellent idea to hold two concurrent meetings at each annual session of the Canadian Press Association, one to be composed of those members interested in the weekly press, and the other of those more particularly interested in daily publications? The suggestion does not involve the division of the members of the association into two classes, but is made in the hope that, if carried into execution, it would materially add to the value and interest which these annual meetings have for those members engaged wholly on weekly newspapers. Of late years the discussions have certainly tended rather to the advantage of publishers of dailies, by reason of the papers dealing with weekly publications being of service to them, while the discussions respecting dailies were necessarily of little interest to weekly publishers. There are a sufficient number of subjects of common interest to all publishers to engage the attention of the association for one day of its session, but the second day, or at least part of it, might with advantage be devoted to two meetings composed as suggested. I have reason to know that some publishers of weeklies have felt that our meetings have not been as valuable to them as they might have been, and I am free to confess that there has been reason, however unwittingly given, for such a feeling. The growth and vitality of the association, of course, depends on the realization by its members of as large a measure of benefit as can reasonably be expected. If the idea of holding two meetings, and thus specializing the work of the annual session, should result in increasing the value of the association to the publishers of weekly papers, we may expect to see a much larger attendance of these gentlemen at future meetings than has been the case in the past. This is certainly a result to be worked for.

Yours fraternally,

JAS. S. BRIERLEY.

The idea may be original so far as Mr. Brierley is concerned, but we remember hearing it suggested previously. However that may be, it does not effect the value of the proposal, and Mr Brierley has stated the case clearly and forcibly.

At the first day's meeting there would be the president's

address, the secretary-treasurer's report, the nomination of officers and committees, appointing of auditors and other general business. In this all members would be equally interested, and consequently all would require to meet together. At this first gathering all hand-shaking and nose-rubbing would be done and new acquaintances made. This is a necessary part of the programme, because it revives old friendships, regenerates mouldy acquaintanceships, wipes away old scores, gives the new men a chance to become acquainted and inculcates the good fellowship which should exist among the members of the fourth estate.

It would be the same in the evening, when the social side of the members of the association receives its very necessary polishing. Here all would meet on common ground, for the ability to enjoy a good dinner or a social evening of any kind does not vary very much, not nearly so much as the difference in the ability to give \$10,000 bail to the police court officers. Here all the members are equally interested, and the meeting's success depends on the unanimity of those present in their determination to please and to be pleased.

But at the second day's session the difference would be apparent. For instance, a paper on "Advertising," which would be valuable to the daily publishers, would not be worth a blank to the weekly publisher. A paper on "Circulation by Newsboys" would be valuable to the dailies, and a paper on "Pushing the Circulation of a Weekly" would be valuable to the weeklies. To read them one after the other would be unpleasant for both classes; to read them at the same hour in different rooms would be economical both in time and in patience. A paper on "Machines in Country Offices" would be an excellent contemporary for an article on "City Dailies and the Machines." So would "The Value of Ready-Prints" and "Our Telegraphic Dispatches."

Time and again the editor of this paper has been in receipt of a letter from the weekly publisher, saying that the Press Association, and this journal itself, were shooting over the heads of the publishers of small weeklies. The secretary of the Press Association reports the same thing. When asked to join the association, the smaller publisher declares that the figuring is done on too large a scale for him. PRINTER AND PUBLISHER has tried to remedy this matter, so far as it is concerned, by devoting space to matter of especial interest to the smaller journalists. It remains for the Press Association to do the same.

Mr. Brierley's suggestion seems to be a most valuable one, and if anyone thinks differently let him, as we have suggested, blow his trumpet in the ears of all the people.



## THE DIGNITY OF A NEWSPAPER.

By the Editor.

DIGNITY is as essential to a newspaper as to a gentleman. It is a characteristic which is fully as necessary and becoming. It bears fruit just as quickly and as surely; is as impressive and striking. With it a tone is given a newspaper which can be acquired by no other means. According as the paper is dignified so will be the respect and patronage accorded it. It

must be dignified in its editorials, its news, its advertisements and its business methods.

The newspaper must be dignified in its editorials. The policy of the paper may be to support a certain political party, but this can be done without making enemies of those who hold opposite views. Principles can be upheld sternly and strictly,

but so long as arguments are just and fair, and not acrimonious, the respect of political opponents may be retained sufficiently to secure their subscriptions and a share of their advertising. The screeching, browbeating, anathematizing editorial fails, as a general rule, to command the respect or confidence of friend or foe.

The newspaper should be dignified in its news. All items which will make enemies rather than friends should be omitted. Nor should they contain opinions. The public should be left to draw its own conclusions from the facts stated. Reports of political meetings should be fair and liberal. The aim should be to please all members of the community—Conservative and Liberal, Protestant and Catholic, Protectionist and Freetrader. Diverse or opposite views should not be pandered to, but opposition should not be unnecessarily aroused. Rather say a good word than a bad one, even though your conscience may be stretched to do so. Liberality in local matters, speaking a good word for local industries, churches, local societies and organizations, is always the proper thing. Tell the truth, and do not spend time looking for something or somebody with whom to find fault.

The newspaper must be dignified in its advertisements. Its columns must be clean and wholesome. Innocent minds must not be stained or injured by reading anything which is not strictly proper for discussion. Just as great care must be taken to make the advertising columns readable, profitable and dignified, as in the case of the editorial and news columns. The

sentiments of the community must not be outraged, even in an advertisement.

The newspaper must be dignified in its business methods. The paper must be clean, bright and well printed. A dirty, besmeared, unattractive, poorly printed paper does not entitle the office from which it emanates to that respect and confidence necessary to its prosperity. The office itself should be bright, clean and inviting. All customers, subscribers and patrons must be treated with the prompt courtesy to be expected from any other tradesman. All bills should be paid promptly—and this is a point too many country publishers overlook—so that the tradesmen of the town may know that you are doing business on business principles. Run no dead ads, and collect all your bills when due. Slackness in methods of collecting are just as injurious to a good business reputation as remissness in other parts of your business. Push your advertising and your circulation as manufacturers and retailers would their wares. Do not let any person have the impression that you are giving away your paper or your advertising space. Ask a fair price for it, and insist on being paid, and people will realize that you are selling something which you are convinced is worth what you are asking for it. Such action will show that your paper has vitality, and that you have the stamina which begets success.

A chain is no stronger than its weakest link. The dignity of a newspaper is no greater than the dignity of the least dignified part. Every department of the paper must, therefore, possess in an equal degree this great and pre-essential quality.



#### THE WINNIPEG PAPERS.

The newspaper situation in Winnipeg is rather interesting at present. Three papers hold the field—The Free Press, The Tribune and The Nor-Wester. The first is the most strongly entrenched, and Molyneux St. John's recent resignation of the editorship does not mean that the paper will fall into incapable hands. The manager, J. B. Somerset, will probably supervise all departments of the office, and T. E. Morden will be chief editor. Mr. Morden is a good writer, and was for years on the local staff. His reports of the Legislature have always ranked as models of accuracy and fairness. The Free Press local is in

charge of J. A. Payne. The Nor' Wester ought to succeed well as an independent Conservative newspaper. Its leader writer is Mr. Beaton, formerly of The Free Press, and one of the most incisive and polished editorial writers in Canada. The Tribune, the Liberal organ, does the stalwart political business in Winnipeg, and remains under the control of R. L. Richardson. There appears to be room for three papers in Winnipeg, and under vigorous management they should all do well. W. F. Luxton, once the Great Mogul of The Free Press and the founder of The Nor' Wester, is now on the staff of The Tribune.



#### JOURNALISTS, SOCIETIES AND POLITICS.

“THE newspaper man who devotes much of his time to outside affairs,” said a veteran journalist to me the other day, “should carefully consider whether it is paying him to do it. If connections with this society or that help him in his newspaper capacity, the time and energy expended may be justified. A man must decide in each case for himself. No general rule can be laid down. If I am secretary of the Association for Reclaiming Mormons, or fetch-and-carry for the Muffinmen's Benefit Society, what advantage do I reap? Am I laying anything by for my old age or the future of my family? These organizations, and scores of others, are only too delighted to get the co-operation and assistance of newspaper men. They use our press influence for all it is worth—and vote us thanks in

return. The newspaper man who dabbles in politics occasionally gets a reward. The majority work for nothing, and the politicians laugh in their sleeves at these willing victims. The newspaper man will write, speak or work for a cause or a party, and will take out his reward in publishing announcements like these: “Mr. Dunderhead Grab-all, M.P., the veteran representative for North Whoppington, has been appointed chief inspector for the Dodo branch of the Department of Public Plunder. This wise choice will be unanimously approved,” etc. It is the same with many other organizations, some charitable, some literary, and some municipal. The newspaper man gives his time and energy and reaps no harvest. As I have said, where the connection is valuable the labor may be worth while. In



most cases it isn't. My advice is for the journalist to devote his leisure first, to what will fit him better for his professional duties; secondly, what will develop any special talent he may be possessed of. Some journalists may have literary ability, which finds no outlet in the daily newspaper. Why not cultivate that? There are scores of men who have made fame and money at general literary work who have not a tithe of the talent of many journalists. The latter fail to employ their leisure profitably. They are forgotten as quickly as Mrs. Malaprop's dear departed dropped out of the good lady's memory. Their lives were spent

on "scoops," or paragraphs, or leading articles, and when the end came there was hardly money enough left to pay the undertaker. Now, we are ourselves to blame. We are too fond of being satisfied with the consciousness of secret power, with the opportunity to pull wires or utilize the immense influence of the press. What benefit is this to us when we grow old? The number of old journalists is limited, because they have failed to develop that special talent which would give them a standing when the fund of nervous force for active duty begins to give out



#### CANADA CAN WITHDRAW.

**T**HAT Canada can withdraw from the Berne Convention Treaty and make her own Copyright laws is now admitted by almost everybody, as witness this dispatch:

"New York, Aug. 4.—Isaac N. Ford cables to The Tribune: The Rosebery Government, not being able to reach a decision respecting the Canadian Copyright Act, invited the Dominion Government to send a representative to London to discuss the subject. When the Government was defeated, it was too late to recall the invitation, and the Canadian representative is now in London, but he has not opened negotiations with the Colonial Office. Mr. Chamberlain will have to deal with this question and sanction the Canadian Act or disallow it, or send it back to Ottawa for revision. It is not generally known that Canada, in accepting the Berne Copyright Convention, reserved the right of withdrawing from it after giving a year's notice. The argument that the Canadian Act must be disallowed because it is contrary to the policy to which Great Britain was committed at Berne is not well founded. England did not assume obligations for Canada. When the Dominion Government acquiesced in the Berne Convention, it was with the explicit understanding that Canada could withdraw from it after a year's notice. These facts stand in the way of the rejection of the Canadian Copyright Act on Imperial grounds; yet no British Government can sanction it without setting a precedent for all colonies of compromising the principles of the Berne Convention, exposing American publishers to destructive com-

petition from cheap Canadian reprints, and working great injury to English authors."

While Brother Ford admits Canada's legal right, he brings up three reasons to show why Copyright control should not be granted. As the question should not be decided on any other than legal grounds, these three points are hardly worthy of notice. If Canada has a constitutional and legal right to pass a Copyright law, the Colonial Office has no business to interfere, and Canada will punish severely any such obstruction.

But Mr. Ford's three (unnecessary) reasons.

(1.) It would be a precedent to colonial compromise of the Berne Convention. If the colonies are a party to it, they will have to abide by it; if not, they cannot "compromise." Answered.

(2.) Exposing American publishers to destructive competition. What whining! United States publishers asking Great Britain to protect them against little Canada! We cannot answer this argument for laughing.

(3.) Working great injury to British authors. Here is a well-taken objection. British authors are, in our opinion, not sufficiently protected by the present Act. But their place is not to fight the principle of the Act. They should rather send a statement of what they would like to the Canadian Parliament, and no doubt that statement would have due consideration and the Act be amended as desired.



#### NOTICEABLE PROGRESS IN ADVERTISING METHODS.

**A**LTHOUGH much has been said and written on the subject of art in advertising, it is not due to that fact alone that so large a portion of the public have come to realize that, as now practised, advertising is an art. The work speaks for itself; and it is not alone in words that the tale is told, for the designer shares in honor with the writer for the results attained. The ponderous platitudes by which the merchant of former days took the public into his confidence have given place to a most comprehensive blending of catchy phrases and artistic illustrations, brevity of expression and aptness of illustration being combined in the most remarkably effective and skillful manner. The effect sought by the illustrator is to attract the attention of all, old and young, while the writer endeavors in the fewest words and in the most attractive manner to convey the desired information to the public. By their combined efforts they appeal to the eye, to good taste and to reason, and have

succeeded not only in reducing advertising to a science, but in elevating it to an art.

A recent writer says, "We cannot command success, but we can coax it along by judicious advertising." Even a superficial investigation will lead to the conclusion that advertising artists now depend largely upon their ability to please and coax the public. It is not in evidence that they have failed in their purpose, while it is manifest to even the casual observer that they have succeeded admirably in lending attractiveness to the columns of the daily newspaper, as well as to the pages of catalogues and miscellaneous works of all kinds where advertisements find a place. The newspapers especially have been benefited by the work of the modern advertisement designer, their advertising columns no longer being the dull and prosy receptacles for commonplace announcements which so long was their distinguishing and only feature. Readers can now turn

to the advertisement columns of a daily or weekly newspaper with a certainty of finding something to admire, or at least to amuse, them. And this is the way success is coaxed along, for when the advertiser can entertain or amuse the reading public he has accomplished his aim. The rest must be left to the discrimination of that self-same public, always taking into consideration the fact that a very large proportion of the public uses very little, if any, discrimination. The public likes to be amused, and always displays a kindly feeling for whosoever accomplishes the task.

Two pre-requisites are necessary before the best results can be obtained by the people who devote their talents to the creation of artistic advertisements. These are brevity of expression in the description and good printing in the execution. The most artistically designed and happily worded advertisement will be ruined by slovenly printing. Printers know that poor printing will spoil any work, but the man who has an advertisement written to his taste, and then has secured a design which he regards as very striking, will often be at a loss to know why the whole thing has such a poor effect when it comes from the hands of the printer. Brevity of expression and aptness of illustration are indispensable qualities in the character of the work under discussion, but they lose half their force when poorly printed. Instances are not rare where large sums of money have been expended in preparing illustrations and read-

ing matter for what was intended to be a superior work, but which, when it came from the hands of the pressman, was a disappointment, a poor excuse being offered instead of good work. This is a somewhat common experience; so common, in fact, that it is difficult to account for the fact that anyone can now be found who would be led into the error. Whoever desires good work, with the best possible effect from illustrations and reading matter, must pay as much attention to the selection of his printer as he does to the selection of his designer or writer. If one were about to erect a million-dollar building on valuable land he would not be apt to select a builder whose only achievement was the laying of a drain. He would select a builder familiar with the kind of work planned by the architect, and the same rule will hold good in the selection of a printer for a choice work. It will be a saving to secure one whose experience and methods warrant the belief that he can do just what is desired of him.

However, we do not wish to be understood as harboring a desire to detract from the merit of the work done in recent years by those who are responsible for the great advances made in advertising methods. They have created a distinct art, and a pleasing and profitable one at that. They point a moral or adorn a tale with profit to some and pleasure to all. They let the sunshine into business methods, and by their efforts the soil of publicity has been fructified beyond belief. Inland Printer.



#### TRUSTED EMPLOYEES.

EMPLOYEES should have and always will have "trusted" employes. From Queen Victoria's honest John Brown down to the farmer's "hired-man," there are employes who are faithful, honest and true. And from Queen Victoria down to the humble farmer, there are employers who deserve and have servants whom they can trust, who would lay down their lives, rather than sacrifice their honor.

Indiscriminate trust of employes is, however, to be avoided. Great temptations should not be laid in their way. Especially in the handling of money should care be taken that all necessary checks to embezzling are present. Too great a trust may overpower a man whose honor has hitherto been above reproach.

But above all things, an employer should not for a moment allow an employe to see that he is not trusted. The employe who cannot be trusted in a warehouse, a workroom or an office should be summarily dismissed. If guilty, he will thus be properly disposed of, and if innocent he will be saved the heart-breaking awakening that comes to an honest man when he finds himself regarded as a convicted felon.

A great English judge, when dying, was asked: "What is the world's greatest need?" The answer is immortal: "Sympathy." Employers who do not exalt their own importance, but have a broad and generous sympathy with their employes, are men who are fostering honesty, uprightness and "peace-on-earth."



#### TO INCREASE CIRCULATION.

THE following article from Newspaperdom may contain a suggestion for Canadian publishers:

"One of the most praiseworthy schemes we have ever known for increasing circulation is that recently put in practice by Mr. W. F. Marshall, publisher of The Gastonia (N.C.) Gazette, a progressive and clean seven-column folio weekly which we have before had occasion to call attention to on account of the spirit of enterprise exhibited by its publisher.

"The scheme we have particular reference to is the taking of a complete census of the town. It is the best advertisement that could possibly have been given the locality, and, indeed, we know of no place which could be better advertised to the

outside world than by the publication of a complete census of its inhabitants. Such a scheme arouses the interest of the entire community. The taking of a census always marks an important epoch in the history of a town or city, and tends to add to the money value of every fixture within its limits.

TAKEN AT A TIME MOST OPPORTUNE.

"A particularly important point in connection with this census lies in the fact that it was taken on June 1, 1895, that day being the central point between the regular government census dates of June 1, 1890, and June 1, 1900. We believe the credit is due to Mr. Marshall of being the only member of the newspaper fraternity to whom the happy thought occurred

of improving such an opportune occasion by obtaining and publishing a census of the people. It is an event worthy of being chronicled in the history of the state, and the information obtained thereby will undoubtedly be used in the compilation of future documents relative to the growth of the vicinity.

#### HOW THE WORK WAS DONE.

"The introduction to the statistics contains a declaration of the objects of the census, a classified list of the persons counted and omitted, and some rules governing the work of enumerators. Then follow the ward divisions and the name of the individual in charge of the canvas for each ward. The report itself covers not only the statistics of population, but those of education and church membership. The tedious work

of classification and compilation was all done in *The Gazette* office, and completed in time for the regular edition, which also contained the usual complement of general news.

"It is needless to say that such an undertaking created a great demand for the paper, and an extra large edition had to be printed to satisfy the call.

#### A GUESSING CONTEST WHICH DIDN'T NEED A PRIZE.

"One other feature connected with this remarkable work was the publication of a list of guesses on the number of inhabitants, which had been called for in a previous issue; and a curious fact brought out by these figures was that the lowest guesses were by the oldest inhabitants. No prize was offered."



#### SEND PROOFS.

Glancing over a number of local weeklies recently, I could not help but notice what a number of typographical errors occurred in the advertisements, and how aggravating such mistakes must be to the advertisers.

I have been long enough at newspaper work to learn that to spell a business man's name incorrectly is to commit a heinous and unforgivable offence. To spell "Corelli" in a book advertisement "Corelei" and "Crockett" as "Crockell," to have "Peau de Soie" appear "Peau de Soil," and "Ecrû" printed as "Ecm" must be heart-tearing to the advertiser.

The whole danger can be obviated by sending out a proof of every advertisement. This in itself is a compliment which

pleases the advertiser. Moreover, it prevents your losing his highest esteem and his financial appreciation.

But it benefits you in other ways. It keeps your paper clear of typographical errors so patent and so ludicrous that your ignorance is discovered to those from whom you must hide it. It will improve the appearance of your advertisements, because the advertiser will make suggestions and the ad-setter will do better work.

Make it a rule of your office to pull a neat proof of every advertisement and send it in a cheap printed envelope to your advertiser. You will find it will pay.



#### A PRESS CENSORSHIP PROPOSED.

The question of the effect of questionable literature on the morals of our people is incidentally touched upon—a decided touch, however—by Dr. John Ferguson, of Toronto, in an excellent article in the August Popular Science Monthly, entitled, "The Nervous System and Education." He remarks, "I think it is clearly the duty of the State to exercise its authority in the suppression of injurious books, papers and advertisements. It is high time that stringent steps were taken in this direction. It does seem strange that large sums are paid annually to furnish children with good reason and good morals, and at the same time numerous presses are turning out tons of reading matter of the most degrading and perverting nature."

We have often pointed out the evils resulting from immoral literature, but have never gone so far as to suggest State inter-

ference. The censorship of the press was once in vogue, and, although dead, its unhealthy perfume still troubles the nostrils of a liberty-loving people. To restore it would be difficult. Yet a censorship of the press in the nineteenth century would be an essentially different thing from the censorship of the seventeenth century. It would be a democratic regulation, applied according to democratic ideas. The aristocratic element would be entirely eliminated. The State does at present regulate what the people shall read, in that the Criminal Code prohibits the importation or sale of vulgar books and periodicals. What Dr. Ferguson seems to suggest is an extension of this prohibition to blood-curdling murder descriptions and tales of licentious and obnoxious conduct.



#### THE SPACE SYSTEM IN CANADA.

THE plan of paying for local news on the space system is not generally in vogue in Canada. Some of the city dailies have space contributors for locals. The Montreal Witness added one the other day to its staff, more apparently as an experiment than anything else, since James Harper, the most experienced city news editor in the office, does not favor the

space idea. During his New York career he had carefully tested the merits of the scheme, and concluded from practical participation that in the long run neither the best work nor the best men were obtained by it.

On the other hand, J. H. Daboe, editor of *The Montreal Herald*, one of the younger school of Canadian journalists,

inclines to space work. "There are," he said, "certain kinds of work which a man on space will do most satisfactorily, suburban news for instance. Special assignments will often be done better by space. You put a man on his mettle, and prevent any tendency to laziness, besides being able to find out exactly whether you are getting the worth of your money. The plan is capable of extension as opportunity offers, but no Canadian paper could do all its local work by the space plan. That would not be possible, but a certain proportion of it can conveniently be covered in this way. In telegraphic correspondence payment by space is apt to prove a failure. The tendency is to

pile in news which is not of real outside interest. The Chicago Herald scheme, was, perhaps, as good as any. The telegraphic correspondents were paid 25 cents for each item of 100 or 200 words used. Those not used were not paid for. The correspondent was not allowed to wire any item exceeding 200 words without special instructions. As for local work on space, a vital objection is that you get no permanent hold over the men. They form no close connection with the office, and a desirable man may drift away to other papers. There is, however, in the space system much that may be carefully considered with profit by Canadian editors."



#### TWO QUESTIONS ANSWERED.

From The British Printer we clip two answered questions as set to an Edinburgh machine class. Both are worthy of being memorized.

*QUESTION VI.—Give a description of stereo and electro plates, and state the respective advantages of one over the other.*

**ANSWER:** A stereo plate is made in type metal from a paper matrix. It is the most expeditious way to obtain a cast from type. It is a cheaper process than the electro, wherein an impression is first taken in wax or gutta-percha and put into a bath. By means of a galvanic current a shell copy is then got in copper and afterwards filled in the back with type metal. The stereo is only suitable when the quantity to be printed is small, owing to the softness of the metal. On the other hand, the copper is hard and tough, type and cuts clear, and being more durable, large numbers can be printed and reprinted without reducing the sharpness of the plate.

*QUESTION X.—Explain the operation of making up a cut.*

**ANSWER:** Taste and care are necessary. This operation begins after the underlaying, register-making, and locking-up are over. Every cut does not require the same treatment, but generally four-ply 10 lb. crown making ready paper will be sufficient. The object is by adding plies in proportion to the depth of shade in the cut, and by thus increasing the pressure on these parts, to bring out the necessary expression. Print four copies. In the first cut away the extreme light parts, in the second the next dark shade, and so on with the third and fourth, according to the nature of the cut and the amount of making up required. If the cut is old and worn, it will be sensitive to ink, and require little, if new, it is likely to require more pressure, and when the overlay is complete, the darkest shade will be four-ply thick, while the extreme lights will be cut away altogether in the first.



#### CRAFT NOTES.

**A** NEW Conservative weekly, to be called The Times, is being started at Ottawa. A company, containing Senator Clemow, Mr. Brophy and other well-known Ottawa residents, will run it. The Dominion Type Foundry Company supply the type.

City Editor Walley Wilkinson, of The Toronto World, has just returned from a two weeks' fishing sojourn at Strawberry Island, Lake Simcoe. Black bass was his particular kind of prey, and his luck was excellent. Twenty-seven of the bass he caught turned the scale at 100 lbs., while one of the fish was one ounce better than five pounds. This was the heaviest bass caught at Strawberry Island for some years, and it finally graced the table of W. F. Maclean, M.P. "Walley," by the way, once held the fishing championship of Elgin County.

Doane Bros., Truro, N.S., are getting out a book of specimens of engraving. The cover is a beautiful piece of work, the designing, the engraving, the embossing and the printing being all done by J. W. Doane. It shows that he is an artist of no mean ability, and a printer who has attained a high excellence in his line.

John T. Hawke, editor of The Moncton Transcript, is the Liberal candidate for the bye-election in Westmoreland, N.B. —Mr. M. A. James, editor of The Bowmanville Statesman, has been elected Noble Grand, in the A.O.O.F., at the meeting in England.—S. Renton, city editor of The St. Thomas

Times, has resigned. — A lady died in England the other day leaving \$50,000 to the local newspaper. "An editor is a man who has the industry of a beaver, the instincts of a bee, and the patience of an ass." — The Toronto Lithographic Co. have been granted a permit for their new premises, the cost of which will be \$25,000. The building will be fireproof. Wm. Campbell, a well-known Toronto journalist, has opened an insurance agency in that city. —Boyd, Gillies & Co., Montreal, have dissolved. The trial of the firebugs, who set fire to their establishment to receive part of the insurance money, is now going on. It is said that Mr. Gillies knew nothing of the matter. —The Newfoundland Telegram has another libel suit on hand. —The Edmonton, N.W.T., Herald is now a semi-weekly edition. —Alex. Smith, editor and proprietor of The Winnipeg Colonist, is dead. —The Nanaimo Mail, Nanaimo, B.C., is a new paper. —A Quebec despatch says that some thirty typos of a French newspaper in that city have not been paid for nine or ten weeks, and many of them, being unable to obtain longer credit from the grocer and baker, are in the greatest distress. —An action for \$25,000 damages has been entered by Sir Adolphe Caron, Postmaster General, against The Montreal Herald, for alleged libellous statements in connection with recent political events. —Mr. N. Page, editor of Le Spectateur, of Hull, and family have returned from a trip

to the Lake St. John and Chicoutimi.—W. A. Harkin, of The Montreal Star, has gone to Banff Springs.—While manipulating a paper cutter in The Woodstock Times office on July 26th, J. C. Abbot was seriously injured.—Thirty printers have been discharged from the Government Printing Bureau, the result of the closing of the session.—Regina had 2 daily paper during the fair.—Editor Shaw, of The Tilbury Times, has, for the fun in it, gone to England on a cattle steamer.—The Clinton New Era is 30 years old, The Brussels Post 22, and The Acton Free Press 21. All had anniversaries last month.—John Cornyn has purchased The Wingham Advance.—The Orange Sentinel is 21 years of age, is a better paper to-day than it ever was, and is a live journal of which its editor and manager may be proud.

A Cincinnati despatch says that Charles E. Poe, typesetter, on the Mergenthaler machine, in 7 hours and 56 minutes' continuous work, turned out 76,300 ems. The copy was carried to him and slugs removed. This beats the record by 1,300 ems.

Arthur Muirhead Burns, sporting editor of The Montreal Herald, and formerly of The Toronto News staff, is in Toronto taking a military course. Mr. Burns is a lieutenant in the 5th Royal Scots.

John McPherson, of The Portage La Prairie Liberal, is better. The Evening Item is a new daily paper in that town.

Thomas Neeland, of Wallaceburg, has bought The Hensal Observer.

The Bayfield Advertiser is new.

Leon Meunier, one of the proprietors of Le Courrier des États-Unis, of New York, died recently in Paris, being 59 years of age. He had many friends in Canada.

Louis A. Dessaulles, a legislative councillor of Quebec before Confederation, and founder and editor of Le Pays, Montreal, died in Paris in July, being 77 years of age. He was one of the greatest Liberals of Quebec in the early days of Confederation

#### MONTREAL NEWSPAPER GOSSIP.

H. Beaugrand, proprietor of La Patrie, has returned from a trip to Europe.

R. S. White, M.P., of The Gazette, is taking his holidays in the Adirondaeks.

C. W. Bunting, managing director of The Mail and Empire, was in town last week.

J. E. Kennedy, advertising manager of The Herald, is severing his connection with that paper.

Watson Griffin, editor of The Weekly Star, has an article in the August number of The Canadian Magazine.

O. Weeks, a son of the late Otto S. Weeks, the famous Maritime Province politician, has joined The Gazette's local staff.

A. McKim, who severely sprained his foot while tennis playing, is able to walk and is taking a holiday on the Maine coast.

Carroll Ryan, formerly editor of The Ottawa Free Press, and a resident of Montreal for some time, thinks of going farming in Virginia.

The Toronto World is opening a branch office in Montreal with H. Bragg, late of The Empire, as advertising manager, and Austen Mosher as correspondent.

A new weekly paper, on the lines of Toronto Saturday Night, is projected here. Mr. John Livingston, formerly of

Toronto, is at the head of the scheme, and the design is to publish it on Saturday evenings like The Toronto Sunday World.

It is said that Molyneux St. John, who lately resigned the editorship of The Winnipeg Free Press, will take up literary work for the Canadian Pacific Railway.

W. A. Harkin, parliamentary correspondent of The Star last session, having terminated his engagement with that journal, has gone to the Pacific Coast with Sir Mackenzie Bowell's party. P. D. Ross is, as heretofore, the regular recess correspondent of The Star at the capital.

The Gazette appeared in a new dress of type on August 5, and looks bright and readable. A slight change was made in the make-up of the commercial page, by which large headings were given to the leading topics, financial and commercial, of the day. The alteration is a decided improvement, and The Gazette looks very well these days. The new type comes from Miller & Richard, and as the paper is one of the few dailies in Canada which print from the types, the new dress shows to advantage.

#### TWO SORTS OF NEWSPAPERS.

There seem to be two ways of making a newspaper great: to make it popular and to make it unpopular. Each has its votaries, and each method has produced its great journalistic successes. You will find publishers whose constant study is to make as few enemies as possible, to give as little offence as may be, while still giving the news to the public and patrons in a satisfactory manner and professing to express editorial opinions.

These are the journalists who hold that the paper should reflect the opinions of its readers, rather than strive to lead them. Doubtless they form a majority of the newspaper publishers of the present day, and have a record of many journalistic successes to their credit.

On the other hand, there are newspapers which have thrived on unpopularity. Their editors are either indifferent to public opinion or strive to dominate it. The editor of one of the most widely circulated papers in the West said once to the writer: "It is a gross blunder to make any sacrifices to make friends for a newspaper. The friends of a newspaper are people who either want you to print something which ought to be left out, or leave out something which ought to be printed."—W. J. Abbot, in The Review of Reviews.

#### ANOTHER MILL MAKING NEWS.

There is to be more competition in news print. The paper mill of J. Ford & Co., Portneuf, Que., is being fitted up with a new machine for making news print, and the mill will go into this line shortly for the first time. This will increase the competition in news, but the consumption is also steadily increasing.

**CHARLES H. RICHES**

**SOLICITOR OF PATENTS**

Canada Life Bldg., King St. West

Patents and Trade Marks procured in Canada and foreign countries. Handbooks relating to Patents free on application

**Toronto.**

FOR SALE.—A half interest in a Reform weekly in one of the most thriving towns of southern Manitoba. For particulars apply to this office.

PRINTING INKS—Best in the world, Carmine, 12½ cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application. Address, **William Johnston**, Manager Printers' Ink Press, 10 Spruce St., New York.

### The Printers, Maritime Provinces

St. John, N.B., Aug., 1895.

Dear Sirs,—We are just opening up a lot of German and English Papers, which you will do well to look at before ordering elsewhere. Our English book papers are just the same price f.o.b. St. John that you have to pay f.o.b. Montreal, and, in fact, all our imported papers have the same advantage. We are trying to help you, and want to thank you for the way in which you are helping us. Yours truly,

No. 1 and 3 Market Square  
P.O. Box 331

**SCHOFIELD BROS.**

### The J. L. MORRISON CO.

23 Front Street West

MANUFACTURERS, IMPORTERS AND DEALERS IN TORONTO, ONT.

## Bookbinders' Machinery

Paper Cutters      Perforators  
Wire Stitches      Hand Numbering Machines  
Wire                  Card Cutters  
Paging Machines      Corner Cutters

PARTS OF ALL MACHINES KEPT IN STOCK.  
CORRESPONDENCE INVITED.



# KAY ELECTRICAL MANUFACTURING CO.



HAMILTON, ONT.

MAKERS OF

*Electric Motors,  
Dynamos,  
Plating Machines,  
Transformers,  
Alternating  
Current  
Generators, etc.*

There are more of Kay Machines running to-day in the following cities than any other make, viz.: Toronto, Hamilton, St. Catharines, Guelph, London. Please let us know your requirements. Write for latest prices and testimonials.

WHOLESALE STATIONERS

and **PAPER DEALERS**

**BUNTIN, GILLIES & CO.**

HAMILTON



Headquarters for Flat Papers

OUR . . .

## Woronoco Bond

Is best value in the market. We have on hand large supply of all weights and sizes.



NEW SAMPLES  
WEDDINGS, FOLDERS, ETC.,  
READY NEXT MONTH



## Our Lakeside

Is a first-class, medium priced paper for ordinary commercial work.

## Buntin, Gillies & Co.

HAMILTON, ONT.

Agents H. D. Wade & Co.'s Printing Inks.

# PAPER AND PULP NEWS.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

## WILL THE TRUST AFFECT US?

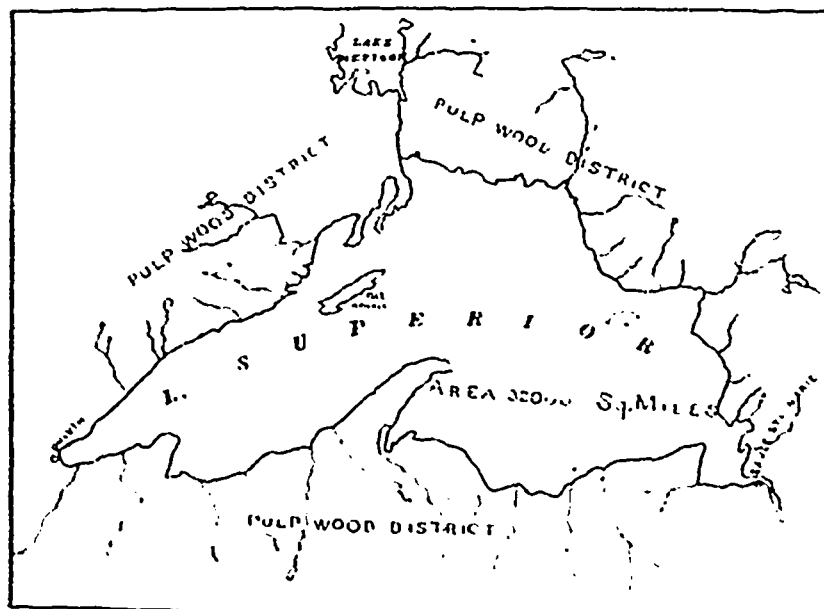
THE report that a \$35,000,000 paper trust is approaching completion in the United States is not taken very seriously by Canadian makers. The trust would confine itself to news print. Some of the paper makers spoken to by PRINTER AND PUBLISHER thought the combination would never eventuate. It had been talked of for a year or two, they said, and every now and again a flaming announcement appeared in the daily press declaring its speedy accomplishment. The movement was due, it was supposed, to some of the large mills anxious to get a better price for news print from large concerns like the New York and Chicago journals. If the big mills combined to agree on this the smaller ones, not being able to handle a large order, would not be a factor to prevent it. As to any effect on Canada, most of the makers seen did not think the trust, if formed, would influence prices or output in this country, directly or indirectly.

A representative of one of the mills, however, took a different view. "That trust, if carried out, might," he said, "have a very important influence on the paper situation in Canada. So far from such a trust moving at once toward higher prices the probability is that they would put the price of news print away down so as to freeze out the small concerns which declined to join the combination. What might we not expect from such abnormally low prices? The duty in Canada would not protect the smaller mills. Even last year some American paper was sent in here, and though it was pointed out to the Government that the rate of valuation given to the Customs was far too low, the paper came in and displaced Canadian product to that extent. Why, even in England the low priced American paper is making its way. The makers must be selling it at a trifle over 2 cents laid down in order to meet the excessive competition from the German and Norwegian mills in the London

market. The same campaign carried into Canada could hardly fail to affect us, especially the smaller mills. The price of news print is low enough here now without any such new factor as the proposed American trust might introduce into the field."

A Montreal paper man, spoken to on this subject, said he doubted very much the possibility of a trust being organized for news. Even if it were, the policy would far more likely be in the direction of stiffer prices than lower ones. The big mills would divide up the different lines of production, some mills making one grade, others a different grade. They could, of course, economize in production, and also lop off a good deal in management and the selling paraphernalia. But the Canadian market would never be considered by such a trust. It was too small, and the duty had to be met as well as the low price of paper in Canada already. News print sent here had never been more than a few car lots, and there was no increase of the trade at present. The market in England for American paper and pulp was restricted also. Some of the American exports of paper went by way of the St. Lawrence route, from the Glens Falls mills and others, but the Nor-

wegian competition prevents much expansion.



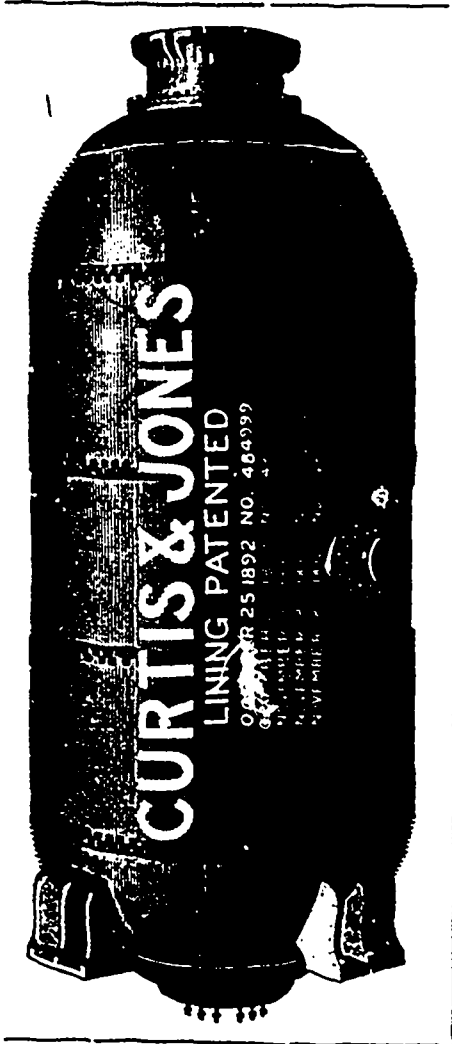
THE GLACIAL PULP WOOD RESERVES OF THE WORLD.

## PULP EXPORTS INCREASING.

Exports of Canadian pulp to the United States have greatly increased the last month or so. The Laurentides mill is sending a large quantity to the Northern States just now, where the low water in many rivers and streams has retarded the supply of Canadian spruce logs for the American pulp mills. This necessarily throws some orders Canada-wards. If our Government had a right policy in this matter most of the pulp would be made here, instead of the logs going over to build up an American industry. Canadian pulp continues to go to England,

**Parties** contemplating building or making any changes in their Sulphite Mills will find it greatly to their advantage to consult with us. We take pleasure in referring to the following successful Sulphite manufacturers, nearly all of whom we have furnished with entire plans for their mills, as well as machinery, etc., and with all of whom we have placed the

# CURTIS & JONES DIGESTERS



**Howland Falls Pulp Co., Howland, Me.**

30 ton Plant. 6 C. & J. Digesters.

**Glens Falls Paper Mill Co., Fort Edwards, N.Y.**

50 ton Plant. 8 C. & J. Digesters.

**J. & J. Rogers Co., Au Sable Forks, N.Y.**

25 ton Plant. 4 C. & J. Digesters.

**Glen Manufacturing Co., Berlin, N.H.**

30 ton Plant. 5 C. & J. Digesters.

**Katahdin Pulp & Paper Co., Lincoln, Me.**

25 ton Plant. 4 C. & J. Digesters.

**Bangor Pulp & Paper Co. Basin Mills, Me.**

25 ton Plant. 5 C. & J. Digesters.



There is no question but what a stronger and much higher grade of fibre is obtained by the use of the . . . . .

## CURTIS & JONES DIGESTER . . . .

And at a less cost to the manufacturer, and with the use of our other latest improvements,

**C. & J. Blow-off Pipes**

**J. & T. Sulphur Reclaiming Process**

**J. & C. Blow Pits**

**N. M. Jones Hot Water Heating,**

**and C. & J. Improved Acid Plant,**

Even a much greater saving is made. These are all improvements that no Sulphite Mill can afford to be without. We are prepared to demonstrate these facts to parties contemplating the building of new mills or replacing digesters.

We have our own man start all mills built and equipped under our supervision when completed, and guarantee them to run successfully. All of these mills were up to their full limit of production within thirty days after starting up, something unprecedented in the history of Pulp Mill enterprise.

# Curtis & Jones

Works: Bangor, Me.  
220 Devonshire  
Street  
**BOSTON**



too, but the Norwegian pulp floods the market, and a good deal of English capital has gone into Norway to develop the industry there. The United States would be a most promising market just now if tariffs were adjusted. This is indicated even in the trade returns, as in the fiscal year 1894 Canada exported \$178,255 worth of pulp to Great Britain and \$368,256 worth to the States. If we had an export duty on the logs we could soon force Uncle Sam to drop his 10 per cent. pulp duty.

#### PULP WOOD AND POWER IN CONTACT.

**T**O have pulp wood in abundance would not be of much value unless there were some cheap means of transporting to a profitable market, or some cheap method of transforming it into a merchantable ware.

Ontario has pulp wood, but had it not the necessary water power to enable it to be ground up at a very low cost and sold as wood pulp, soda pulp, or sulphite pulp, or sufficient water-power to enable it to be made into news, wrapping, manilla or writing paper, this grand natural supply would be of little value.

The two illustrations on this and the preceding page show the grand position of the mills at Sault Ste. Marie, United States or Canadian, in regard to pulp wood and water-power supply. The first illustration shows the situation of the Sault at the end of Lake Superior, with a current in that direction. All along the extensive shores of this lake, with its 32,000 square miles of water, there is an abundance of spruce and other pulp wood trees. These forest areas extend away back many hundreds of miles from the northern shore, and the supplies can be brought down the numerous navigable rivers.

It will thus be seen that mills built at Sault Ste. Marie are excellently situated to become cheap supplies of pulp wood. Moreover, the supplies are inexhaustible, if Government regulations are properly enforced.

The second illustration, taken from *The Paper Mill* (New York), shows the two sides of the Sault Rapids, the Canadian side and the American side. On the Canadian side is the town of Sault Ste. Marie, and the Lake Superior Co.'s Water Power Canal is shown between the city and the Canadian Ship Canal, which is soon to be opened. This water-power canal is to supply the town with water-works, power for electric light supply

and power to drive the machinery of the greatest pulp and paper mills in Canada.

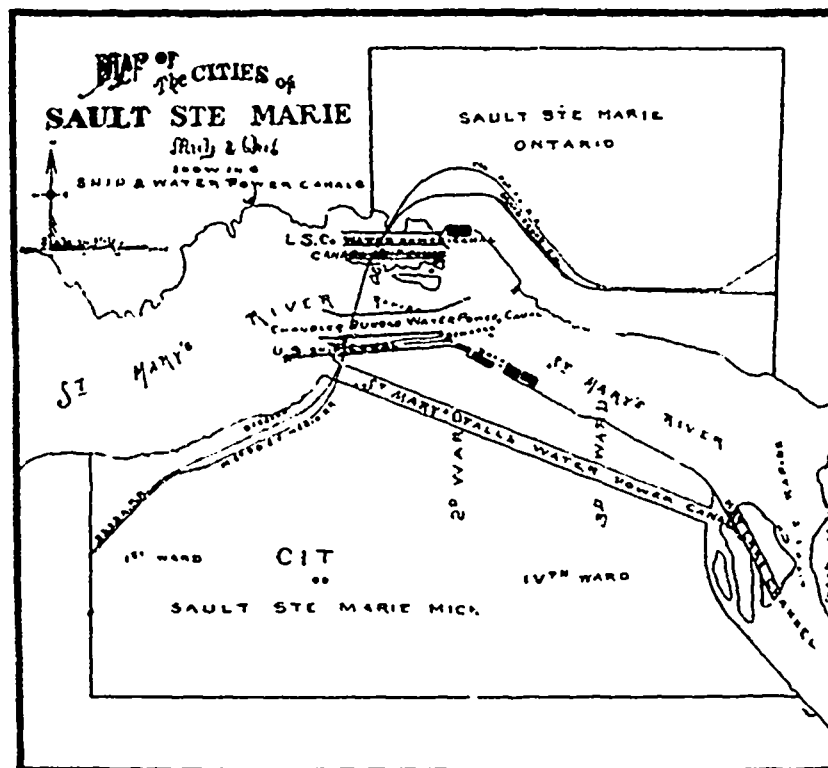
On the lower half of the map is the United States city of Sault Ste. Marie. Here there are two water power canals. The Chandler-Dunbar Water-Power Canal is nearest the rapids. Then comes the United States Ship Canal, almost parallel. Then running obliquely is the St. Mary's Falls Water-Power Canal.

Already nearly 100,000 horse power have been secured by these canals, and there is plenty more. In truth, nature has made few spots as suitable for manufacturing cheaply.

#### A STRONG CASE FOR PULP.

The case made out for the Canadian pulp and paper industry is exceptionally strong. The makers of wood pulp have to import and pay duty on a great many articles necessary in the

process of manufacture. They import felt, as the Canadian felts do not include all the grades required in pulp making. They import wire cloths and screen plates. They import a number of the machines used in the industry, as our Canadian machine men are not warranted in manufacturing them here owing to the limited demand. Duty is also paid on a large portion of the tools employed and on other lumbering supplies. Yet the industry gets no protection from Canada, although it is a natural industry, with the raw material, the power and the labor all at hand. Our raw ma-



THE WATER POWER CANALS AT SAULT STE. MARIE.

terial, under the present policy, is being given away, while our makers pay all these taxes, in many cases to the same men who are taking away our timber and building up a great industry in the States. One instance, typical of others, illustrates the process. An American wood pulp concern purchased some years ago a site and water-power in the province of Quebec for making pulp. If forced to go on with their enterprise they would have employed 500 men and put up extensive works. But when they found our Government pliable enough to grant free logs, they simply increased their pulp-making capacity in their own mills in New York State, and the Canadian site remains unutilized. There are plenty of other similar cases.

Yet under fair conditions the Canadian industry would thrive. The Scandinavian wood pulp and wood paper are exported all over the world, though it is a fact admitted without question by paper makers in the United States who have

experience of both the Norwegian and American pulps, as well as by such British and foreign paper makers as have had similar experience, that no pulp can compare in value with that of our northern white spruce. The truth is they haven't a genuine spruce in the Scandinavian peninsula. Their wood produces a fibre neither as strong nor as long as ours, it does not interweave or felt as well, nor will it calendar as our spruce fibre does. So that, no matter how carefully the paper is made, they cannot turn it out as strong or as suitable for the fast printing presses which are coming into universal use to-day. It clogs the type, and after it reaches the consumer he finds that if handled by a person in dark clothing his clothes are covered by a sort of woolly dust from the surface of the paper.

Another element in the production of wood pulp is the supply of water power. Without this, economy of production can not be secured. During the last few years competition has steadily reduced prices and profits, and the smaller mills are being squeezed out. The Scandinavian wood pulp mills are small compared with what ours are and should be, so that they cannot, even with cheap labor, get down to the low costs which, under a proper policy, Canada's large mills could show. At the same time their timber areas both in extent and in proximity to driving water are inferior to ours, and the drain upon them by timber exporters, by pulp men and others is comparatively greater and faster than with us. Consequently, the cost of timber with them is steadily advancing. In the United States, too, except in Maine, the mills are importing heavily from Canada, and year by year the quantity thus drawn from a foreign source is being almost doubled, while the demands on the Maine forests and pulp supply are so heavily increased for the same reason that even Maine cannot hold out very long. In fact, much of it is at present in the hands of men who purchased for future investment against a rise in price and are well able to hold on to their property.

For all these reasons Canada should stand undoubtedly first in the race, and if her Government and people do not strain every nerve to take the position offered by circumstances and natural advantages they will have missed one of the grandest opportunities ever given to any country. If the mistaken timidity which shrinks from imposing an export duty on spruce logs so as to force a free market for wood pulp in the States continues, then a campaign for a bounty on the exported pulp should be begun, and if the promoters of our industry will press for such a policy this journal will give it active and hearty support.

---

#### LITTLE ITEMS OF INTEREST.

The first mill of the Canadian "Soo" paper plant, at Sault Ste. Marie, Ont., will not be completed for two months or more. There are twelve sections, one of which is ready for work. The walls now being erected are of mottled and laminated sandstone, the building being 75 x 370 feet. When this mill is completed another similar one is to be built.

Alex. McArthur & Co., Joliette, Que., are making alterations and improvements in their mill. Two Horne patent beating engines will be substituted for four of the engines now in use, and will be placed on the new floor of the engine room. It is also proposed to put in a new rotary boiler. The walls of a new machine room are up, and the roof is now going on. A

new machine will probably be put in before long. A new boiler house was erected last fall, and two boilers were put in at that time.

The third big raft of pulp wood has left Canada, by way of the "Soo" and Lake Michigan, and was landed at the Supply Company docks at Long Tail point, Wis., recently. It contains 4,000 cords.

Some of the cheap American papers which come into Canada include a line of writing ends which mills at Holyoke, Mass., sell to jobbers in Boston. These send representatives north to Canada, and a Montreal job printer told *PRINTER AND PUBLISHER* last week that he often got offers from this quarter which tempted him to buy.

Miller Bros. & Co. are putting a fourth machine into their pulp mill, which supplies their box and collar manufactory with pulp. They report pulp to be a scarce article in Quebec just now, and the Laurentide Company have none to sell, the American demand being very active.

---

#### WORK AT THE WILSON MILLS.

Both at the Lachute and St. Jerome mills of J. C. Wilson & Co., the dry season has affected the water-power. Both mills, however, are working full time. At Lachute the company's 250 horse-power engine keeps the mill running to its full capacity, while at St. Jerome, arrangements have been made so that a short supply of water cannot affect the running of the mill. The firm report an excellent business for the month of July.

---

#### A NEW SELLING AGENT.

The Royal Paper Mills Co., recently formed, are now represented in Montreal by J. B. Kerr, who is also their selling agent in the west. The late representative, Mr. William Angus, has not yet arranged any new connection with the paper business of which he has so long been a leading figure, but will probably do so this fall. The company intend putting in a new machine in their mills at East Angus, Que.

---

#### THEY ARE DELIGHTED.

The fact that the strawboard and woodboard combination in the States is again on a strong basis is hailed with satisfaction by Canadian makers. They believe that firmer prices and closer co-operation in the States will help the woodboard and strawboard mills in Canada. "If prices stiffen as a result," said one mill to *PRINTER AND PUBLISHER*, "we as a woodboard mill would feel it."

---

#### CANADIAN LINEN PAPERS.

There will always be such variety of taste in the demand for writing papers that imported styles will continue in demand. But the fine linen papers made in Canada are constantly increasing their number of users, and trade in them is improving. The heavy weight and the difficulty of reduplicating orders rather handicap the jobbers who handle the American competing lines. The Rolland Paper Co., Montreal, have a new linen letter paper, the Earncliffe, just out, for correspondence and cheques. It compares well in quality and strength with American makes.

**THE  
TORONTO  
ENGRAVING  
Co**

CORKING &  
BAY  
ST.

DESIGNERS &  
ENGRAVERS  
BY ALL  
PROCESSES

**CANADIAN  
PHOTO ENGRAVING  
BUREAU**

BEST PRICES

MOORE & ALEXANDER  
PROPRIETORS

HALF-TONE & ZINC CUTTING  
(ZINC & COPPER)

16 ADELAIDE ST. TORONTO.

**TORONTO  
LITHOGRAPHING Co**

LARGEST & MOST COMPLETE  
ESTABLISHMENT  
IN CANADA

Te make cover designs that are up to date, in one, two or three colors. Plates that will print on any press.

**Grip Dig & Pub. Co.** 28-30  
Lombard St.  
Toronto.

# The Times Printing Co.

HAMILTON, July 27, 1895.

THE CANADIAN TYPOGRAPH CO., WINDSOR, ONT. :

Gentlemen,—Upon examining the statement of composition for last year we find it so satisfactory that we feel drawn to express ourselves so that others may know the benefit to be derived from the use of your machines. We give you below a comparative statement of cost of composition for The Daily and Weekly Times for the fiscal years of 1894 and 1895. This statement is absolutely correct. We are willing to swear to it and can produce the evidence, and I think the results of our operations for the year ought to be satisfactory to you; they certainly are very much so to us. The difference in our pay roll for 1894, when we used hand type, and 1895, when we used machines, including the instruction of our operators, which very much handicapped us during the first three months, shows a gain of \$5,174.65 in favor of the machines, although precisely the same sized papers were published during both years. To arrive at the net profits we give the following:—

On the purchase basis—	
Interest at 6 per cent. on price of machines, \$9,000. ....	\$540 00
Gas .....	210 90
Electric Motor, installation, repairs, etc.....	318 75
	1,069 65
Cash difference in pay roll.....	5,174 65
	\$4,105 00
On the rental basis the profit would amount to .....	2,845 00

We think that nothing further is needed to prove conclusively to newspaper publishers that they cannot afford to be without the Rogers Typograph.

Wishing you success, yours very truly,

(Signed) REGINALD KENNEDY, President The Times Printing Co.

**MUNROE & CASSIDY**

Correspondence Solicited  
and Estimates Furnished

## Bookbinders

Our Bindery . . .

Is the most modern in Canada.  
Our facilities for Binding Cloth or  
Leather editions are unequalled.

**PAPER RULERS,  
BLANK BOOK  
MANUFACTURERS**

28 Front St. West - Toronto

### THOUSANDS OF DOLLARS ARE LOST YEARLY,

By subscribers who are bamboozled by canvassers and agents and induced to place their announcements in shady trade mediums.

### Ours is Known all Over the Globe

We have been thirty-four years in existence, and are the oldest English trade paper in this line.

We have a large advertising connection, and THOSE WHO ONCE TRY OUR COLUMNS STICK FAST TO US.

If you want to cultivate a sound British and Colonial trade don't hesitate to give us your advertisement. We are the right sort. THE STATIONER, PRINTER AND FANCY TRADES REGISTER is read by everybody who is anybody in the English kindred trades; it has the largest circulation and is the finest medium for effective and judicious advertising for stationers, printers, bookbinders, publishers and manufacturers of fancy goods.

**Terms of Subscription, \$2.00 per annum, post paid.**

Specimen copy cheerfully sent on application to

**THE EDITOR,**

"The Stationer, Printer and Fancy Trades Register,"

60a Fleet St., E.C., London, Eng.

**CENTRAL PRESS AGENCY**

F. DIVER, Manager.

83 YONGE ST.,  
TORONTO.

**ELECTRO and STEREOTYPERS READY SET NEWS PLATES  
DESIGNERS PHOTO ENGRAVERS, Etc.  
MANUFACTURERS OF PATENT LEADS AND SLUGS**

### BOOKS FOR PRINTERS AND PUBLISHERS

The Most Useful Works Ever Published.

**The Printer's Art.**—"Truly admirable little work." "Full of good ideas," are some of the comments. 113 pages in colors. Paper cover, \$1.00; cloth, \$1.50.

**Challen's Job Printer's Record.**—Indexed through to enter on the left hand page the customer's name and address, particulars of the job, date of order, and on opposite or right hand page, when wanted (189), size of paper or card, weight, price, quantity required, cost of stock, cost of composition, alterations, and press work, total cost, amount charged, remarks, so that in one line all the essential items of a job can be quickly entered and instantly referred to. Prices: 52 pages, \$1.00; 100 pages, half-royal, \$2.00; 200 pages, \$3.00. Size, 9 x 12 in.

**Challen's Advertising Record.**—Indexed through to enter on the left hand page the advertiser's name alphabetically, agent, commission, space, position, rate, number of insertions, date beginning, date ending, amount, when payable. The right hand page, opposite the months (189), wide space for monthly, intervening spaces for weekly, and spaces down for daily, to check when an "ad" begins and ends. Prices: 52 pages, \$1.00; 100 pages, half-royal, \$2.00; 200 pages, \$3.00. Size, 9 x 12 inches.

**Challen's Subscription Record.**—FOR WEEKLY, SEMI-WEEKLY AND MONTHLY JOURNALS. Indexed through to enter on the left hand page date received, blank spaces for the subscriber's name and the post office. The right hand page has the date of expiration, amount and date paid repeated five times, so that one entry of a subscriber's name does for five years. Also space for remarks. It is especially useful for all journals whose patrons renew year after year. Prices: 52 pages, \$1.00; 100 pages, half-royal, \$2.00; 200 pages, \$3.00. Size, 9 x 12 inches.

By mail, prepaid, to any address, on receipt of price.

**The MacLEAN PUB. CO., Ltd.,**

26 Front Street West, Toronto.

**NO. 1 BOOK  
NO. 1 LITHO  
WHITE WOVE  
WHITE LAID  
STANDISH LINEN**

---

**BRANCHES  
MONTREAL  
TORONTO**

---

**AGENTS**

F. H. Andrews & Son	-	Quebec, Que.
Alfred Powis	-	Hamilton, Ont.
J. A. Hendry	- -	Kingston, Ont.
Schofield Bros.	-	St. John, N.B.
John Peters & Co.	-	Halifax, N.S.
Tees & Persse	-	Winnipeg, Man.
Jas. Mitchell	-	Victoria, B.C.
Permanent Agents	}	St. John's, Nfld.
not yet appointed,		Sydney, Australia
		Melbourne, "

The art of fine printing is such in these fin-de-siecle days that paper of corresponding quality is an important requisite in the accomplishment of good work.

Bad paper ruins good work.

It is like putting new wine in old bottles.

Only large mills can turn out varied styles of paper.

Our weekly output is 250 tons.

(Of this a good part is . . . .)

**Fine Paper**

**FOR FINE PRINTING**

A postal card will bring you our sample book of fine papers, with quotations.

**The E. B. EDDY Co. Limited, Hull, Canada**