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VOL. VI.—No. 10.

TORONTO, OCTOBER, 1897.

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Vol. VI—No. 10

TORONTO, OCTOBER, 1897.

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A JOURNAL FOR PRINTERS AND PUBLISHERS

PUBLISHED MONTHLY BY

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Single copies 20 cents.

J. B. MACLEAN,
President

HUGH C. MACLEAN,
Sec.-Treas.

THE WEEKLY PRESS.

AIDING LOCAL ADVERTISERS.

LOCAL ADVERTISING being the cream of the business, the effort made to nurse and maintain it is labor well spent. As a rule no permanent special policy in building up trade for local merchants is carried out. A great deal is often done for "the party," or a free notice of a magazine sent in exchange is allowed to take up much space. But the cause of the local merchants, who are the backbone of the advertising department, is allowed pretty much to make its own way. The Bowmanville Statesman has just had a good leading article on the expediency of people being fair to their own locality. This, if kept up, tells in time. It cannot be disposed of in a single issue. The expansion of city department stores is steadily draining away the trade of the town and country merchants. If a locality could get along without its merchants, then the absorption of business by the city stores through orders by mail would be a perfectly natural evolution of trade. But, as a matter of fact, local buyers are asking credit of the local merchant and sending their cash to the city. This and other features of the competition in trade just now should be discussed regularly in the local papers.

LOCAL FEATURES.

The desirability of working up local subjects is evident because it strengthens the hold of the paper on its own county. The editor of the weekly is just as competent an authority on the Sultan's policy in Crete, or the probable outcome of Kruger's schemes in the Transvaal, as his city contemporary. But, somehow, the people do not think so. They would much sooner hear from him on the proposed bonus to the railway, or the suggested new waterworks. There, he is at home, and the big city daily is beyond its depth. When a bonus is proposed, how many editors look up the records to see how much money

the town or the county has voted in bonuses since its organization as a municipality, and what value they got for their money? The weekly editor is usually above the average of his locality in information, intelligence and energy. Let him show it. There is no benefit in hugging this satisfactory knowledge to one's self. Then, in getting special articles from local people, much can be done. Not long ago The Simcoe Reformer, one of the brightest weeklies in Canada, announced a special article on the botany of the county by one of the masters of the high school. That was a good idea. Botany is not a very abstruse science, and it has many practical uses. The subject has popular interest, and the weekly never loses by making all it can of local information.

FREE NOTICES FOR GOOD WORKS.

At a meeting of the Ontario W.C.T.U. in Brantford, a report on "press work" was laid before the members. During the year the union got 50 per cent. more free notices from the papers than in the previous year. The record was 5,365 items inserted, making 1,350 columns of matter. It is interesting to know that we are twice as generous and twice as christianly temperate as we were a year ago. The union is entitled to assistance in its work, because the press is always on the side of all sincerely moral reforms. But the question arises: has the W.C.T.U. any members who circulate the sneer that the secular press encourages, by recording, crime, and that it is on the whole a greater evil force in these days than a benefit? Then, the union adopted a resolution asking the Associated Press not to publish the details of trials or cases unfit for family reading. The almost invariable rule now is to omit indecent details. The press is much cleaner than private conversation.

SENDING ON PAPERS THAT ARE REFUSED.

The Uxbridge Journal draws attention to a complaint not often ventilated—that some publishers keep on sending papers to people who have ordered them stopped and do not want them. The Journal says: "Publishers who are doing this are taking a mean advantage of a law that was framed only for their protection, and the first thing they know this protection will be taken from them. We have a number in mind, but there are at least a couple of publishers (in Toronto) who have made themselves a veritable nuisance throughout the country. Last year for instance, an agent was through Scott canvassing for a paper and he had it sent to people who refused to give an order, who did not pay for it and declare they never will. In many cases in rural districts the mail matter is carried home by children or neighbors, and it is not always convenient for a farmer to

promptly send back to the office any paper that may have been addressed to him without orders. It is also natural for a man unacquainted with the law to get disgusted after returning two or three copies and say, 'well, if they want to send it, they may, but I'll be blanked if I'll pay for it.' These unfair methods on the part of some publishers injure every man in the business, and should be stopped. A circulation gained in such a way is almost worthless, because people seldom read what they do not want."

PRINTING HALF-TONES WELL.

Those who are getting out special numbers will be interested in a letter of W. O. Greene, of The Monroe County (N.Y.) Mail, in a recent issue of *Newspaperdom* on the quality of half-tones, for printing which the paper has a name: "As one of our correspondents requests that we give explicit directions as to how we handle the press work, would say, first, it is absolutely necessary to have good rollers. These should be 'set' so as not to ride the form too heavily, as that will tend to fill up the cuts. The rollers and press should be washed clean and fresh ink distributed. A fairly hard, firm packing should be used on the cylinder. With these precautions, and with cuts made on a coarse screen and deeply etched, it does not make much difference as to quality of paper and ink—the cuts will 'print.' After that result has been accomplished, a little better quality of paper and ink will add greatly to the artistic effect.

"The Mail uses a two-cent paper and six-cent ink, and gets fairly good results from half-tones; but frequently, to satisfy our pride, we use a ten-cent ink, especially if we are working cuts made with a fine screen.

"It has been our experience that cuts made with a coarse screen, say, 100 lines to the inch, work no better, unless deeply etched, than cuts made with a fine screen. Several times we have used cuts made for job work, from fine screens, and for which a good price had been paid, and found that they worked no better than the coarse-screen cuts made for newspaper work, and sold at a low price.

"To close, we would say, do not set a boy apprentice at printing half-tones, and expect the best grade of work. Put your best pressman at it, and let him keep at it until he gets some experience along that line; and if he has any ability as a printer, he will soon be able to do the work in a satisfactory manner."

JUDGE WURTELE ON THE LIBERTY OF THE PRESS.

THE celebrated libel case brought by Hon. J. I. Tarte, Minister of Public Works, against W. A. Grenier, editor of *La Libre Parole*, was concluded on Thursday, Oct. 14, when Judge Wurtele passed sentence on Grenier, who had been found guilty by the jury. The sentence was six months in jail, without hard labor, and at the end of that time Grenier is to be bound over to keep the peace in a bond of \$500 and two sureties of \$250 each. In case these are not forthcoming the prisoner will have to serve another year in jail.

An interesting part of the judge's address was that referring to the liberty of the press. He said:

"In the course of your defence you have invoked the privilege of the liberty of the press. I hope that in a free country like ours this liberty of the press will always exist. This liberty constitutes one of the safeguards of public liberty. The liberty of the press contributes to the main-

tenance of public liberty. But this liberty of the press must not degenerate into licence. Public journals must remember that they have a right to criticise public men only in so far as regards their public acts, and that they must not attack the men personally. Untrammelled discussion of public acts is permitted, but beyond that the liberty of the press is only licence.

"With a newspaper or magazine more harm can be done than can be done by criminals brought before the courts of justice. Libel is worse than theft. The thief steals the purse; the libeller steals the man's good name, attacks his honor, tarnishes his reputation, destroys the happiness of his home, clouds the lives of his children."

THE BRITISH JOURNALISTS AND CANADA.

AT the meeting of the British Institute of Journalists in Cardiff, Wales, last month, J. B. MacLean, president of the Canadian Press Association, and J. S. Willison, editor of *The Toronto Globe*, were cordially greeted by the members, especially by the president of the institute, J. M. Maclean, M.P. At the closing meeting the president said that Mr. J. B. MacLean had suggested to him that the institute might follow the example of the British Association and hold a future meeting in Canada. The banquet, which concluded the proceedings, was remarkable for a toast to the members of the press from the colonies and India. As Mr. Willison had left for London, the response fell to the president of the Canadian Association. In replying, as reported in the journal of the institute, Mr. MacLean said: "A suggestion had been made that some of the future meetings of the institute might be held in Canada, and he believed that from the enthusiastic reception of the idea it might be carried out. (Hear, hear.) He regretted that they had not been able to offer the invitation for next year, but perhaps the delay would be advantageous by giving them more time to consider what should be done to entertain them. (Applause.) He suggested that their council should send the president of the institute to the meeting of the Canadian Association in February next." (Applause.)

PRINTER AND PUBLISHER has not had any communication with the president in connection with this matter, and does not, therefore, know what chance there is of a visit from the British newspaper men. But, as the journal of the institute only prints Mr. MacLean's speech at the banquet and none of the others, it would look as if the officers wished to circulate the idea of a trip to Canada to see how members would take it.

BIDDING ON COUNTY PRINTING.

A silly and demoralizing practice is that of bidding for the county printing. The county publishers themselves are often responsible for this practice. In order to keep the other fellow from getting the work, they offer to do it for less than the legal rate. If rates can be thus cut once, the officers argue, they can be cut again, and each time thereafter bids are asked. If bids are asked on doing certain printing, why should they not be asked for holding office? Let the law be amended to permit the Governor to advertise each year for persons to fill the various offices of the state. Let the job of office-holding to the lowest bidder. Such a plan would be as sensible as the common custom of asking bids on publishing county work. The proper thing for newspaper publishers to do is to decline all temptations to cut the rate.—Walter Williams.

NEWS OF THE MONTH IN BRIEF.

MESSRS. WOOD & FISHER, of The Leamington, Ont., News, have dissolved and Mr. Wood will continue the publication of the paper.

A serious project is on foot to have a French paper established in the Edmonton district.

The Tilbury News office will be greatly enlarged at once and a new cylinder press added to the plant.

Robert Pollock, connected with The Cornwall Freeholder for some years, died at Cornwall Sept. 29, aged 49.

The Tara Leader has passed into the hands of J. E. Hammond, of New York, a former typo of the office.

W. A. Myers has severed his connection with The Rossland, B.C., Weekly Record, and is thinking of starting a paper at Trail.

The Mail Job Printing Co. have added to their already extensive plant a mammoth power paper cutter from the Toronto Type Foundry.

W. A. Hewitt, of The Toronto News staff, was married to Miss Flora M. Foster Oct. 2. Victor H. Ross, of The Mail, was best man.

John E. Bonser, formerly of The Winnipeg Free Press, is now publisher of The Pinconning Press, a weekly paper of Bay county, Michigan.

Messrs. Hatton & Wilson, the enterprising publishers of Tilbury Times, have added a new cylinder press from the Toronto Type Foundry.

Thomas W. Whalley, late of The Toronto World staff, has become editor of The Dundas Star. John S. Fry is starting a new weekly in that town.

F. W. Bowman, of The Rainy Lake Journal, and M. C. French, of The West Superior Telegram, have secured interests in The Rat Portage Miner.

W. H. Laird, of The Cobourg Sentinel-Star, has been out through the Rocky Mountains and into the mining region, part of the way on his bicycle.

W. W. Beaton, of The Winnipeg Free Press reportorial staff, has accepted the position of sporting editor of The Montreal Herald, succeeding A. M. Burns.

The death is announced of Mr. Geo. Lionais, advertising agent on The Quebec Daily Telegraph. He was a brother of Mr. A. Lionais, proprietor of Le Prix Courant.

Dr. H. M. Whitney, for many years editor and proprietor of The Hawaiian Gazette and Commercial Advertiser, published at Honolulu, is visiting Canada on a holiday trip.

The Sheppard Printing Co., of Toronto, have enlarged their premises and have added a large power paper cutter and a new Cottrell press, all from the Toronto Type Foundry.

The Mitchell Advocate office is being lit by acetylene gas, which, the paper says, "since the great reduction in carbide, from which the gas is generated, is now as cheap as coal oil."

Edward Farrer, accompanied by Mrs. Farrer, is taking a trip across the continent to the British Columbia mining regions. He will write a series of letters for a syndicate of United States and English papers.

Freeman Walters, of Pembina, bought the outfit of The Heimskringla, an Icelandic paper which recently suspended

publication in Winnipeg. Mr. Walters removes to Winnipeg, and The Heimskringla will re-appear with E. Olafson as editor.

Dufferin Pattullo, a bright newspaper man of Galt, and nephew of Mr. Andrew Pattullo, of The Woodstock Sentinel-Review, has gone to the Klondike with the Minister of the Interior's party.

The Woodstock Sentinel-Review is very handsome in its new dress of copper alloy type, all made by the American Type Founders' Co. on the point system. The dress was procured from the Toronto Type Foundry.

R. B. Ferrie, treasurer of the Hamilton Times Co., was presented with a purse of gold last month by the editorial and business staffs, on the occasion of his marriage to Miss Adela Moore. H. F. Gardiner made the presentation.

Toronto Union No. 28, bookbinders, has endorsed Hon. Mr. Mulock's stand regarding the refusal of contracts for postal mail bags made by sweated labor and asking that the system be extended to other Government contracts.

The Government Printing Bureau have ordered one of the celebrated Harris presses, which will print envelopes at a speed of 8,000 to 10,000 per hour. The press was ordered from the sole Canadian agents, the Toronto Type Foundry.

George Wrigley, of Toronto, formerly publisher of The Canada Farmers' Sun, is said to be starting a new independent paper to be called The Citizen and Country. The firm name will be: The Wrigley Company, Limited, Toronto.

Dr. W. D. Cowan, of Regina, and J. D. McAra, at present editor of The Grenfell Sun, have, it is reported, purchased the plant and goodwill of The Indian Head Vidette, and will take possession on November 1st, Mr. McAra to preside as active manager.

George Wreford, foreman of The Guelph Herald, was presented with a well-filled purse by the staffs of the paper on his departure for Toronto to enter the service of a publishing company there. The editor, Mr. J. P. Downey, presided on the occasion. Mr. Wreford has been 15 years in The Herald office.

Mr. J. S. Willison, managing editor of The Toronto Globe, who returned from his trip to Europe a few weeks ago, has been contributing to his paper a delightful series of letters on the political, economical and social conditions in Great Britain as viewed by an observant Canadian. Mr. Willison never did better journalistic work than is evidenced in these papers.

The Westminster Co., of Toronto, is applying for letters patent under the Ontario Companies' Act, the members of the proposed company being: Christopher Blackett Robinson, Edmund Sheppard Kilgour and Daniel Thomas McAinsh, publishers; James Alexander Macdonald, editor, and Ludwig Kribs Cameron, Queen's Printer. The capital stock is \$50,000 in five hundred \$100 shares.

Mr. A. F. Pirie, the popular editor and proprietor of The Dundas Banner, has been nominated as the Liberal candidate for North Wentworth in the approaching Ontario elections. Mr. Pirie's chances of election are excellent in this Liberal constituency, and his confreres of the press will be glad to see him in the House. His talent, fluent oratory and humor will win for him a high place in the Legislature and he will be a worthy representative of the journalistic body in Parliament. **PRINTER AND PUBLISHER** congratulates the North Wentworth Liberals on their good sense and Mr. Pirie on the appreciation of his abilities shown by his party.

"DOING JUSTICE TO OURSELVES."

Portion of a paper by Sir Edward Russell, of The Liverpool Post.

AT the Cardiff meeting of the British Institute of Journalists, referred to elsewhere, the president-elect, Sir Edward Russell, editor of The Liverpool Daily Post, read a paper entitled "On Doing Justice to Ourselves," from which the following is taken. It is called forth by the recent references of Mr. Birrell, M.P., to the press, which were produced in **PRINTER AND PUBLISHER** last month in condensed form.

"The only really responsible person in a newspaper office is the editor. Even the manager's invaluable and indispensable assistance in the conduct of a paper still leaves the editor solely responsible for its conduct. But what is an editor's experience in actual practice? He does his best to get associated with himself men of like spirit and like intentions. He does his best to induce them to work with him constantly in a sympathetic and harmonious manner. His ideal is that, from his first lieutenant or assistant editor down through the ranks of sub-editors, commercial editors, leader writers, book reviewers, dramatic critics, sporting writers, and all sorts of reporters, there should be prevalent at all times such a conscientious correspondence of the mind with truth and right, and with his own ways of looking at things, as well as such a competent acquaintance with the requirements which law and prudence impose, that practically his own superintendence will, to a very large extent, find little to correct or even to modify. Unless each member of the staff of a paper from highest to lowest were to exercise as far as he could editorial functions in the preparation of his own part of the work, the duties of an editor would be overwhelming, and, indeed, impossible to be performed with sufficiency. As it is, an editor, apart from the duty of inspiring his staff, only has in the way of supervision to correct and bring into proper shape the comparatively few performances in which there has been mistake or misfortune. That editor is the happiest, and I will not shrink from saying that he is amongst the ablest, who finds in directing the journal of which he is the head, that almost all his wishes are anticipated, and that down to the youngest police reporter there is a constant and present exercise of the intellect, and a just and vivid regard for the public interests.

"I need scarcely invite those who are present here to consider what the life of an editor would be or what the success of a newspaper would be likely to be in which there was not from top to bottom this sense of the duties and proprieties of a journalist. The one main principle of a newspaper office is that, as far as he can, and as far as he knows how, every person who officially contributes to its columns is as careful from every point of view as the editor should be in supervising his work. The police reporter must know what it is for the interest of the public to have recorded; what it is safe in point of law to give; how to bring out the points of argument, the purport and humor of testimony, and the tenor of magisterial comment. When his work comes before the editor he may or may not be found to have managed his report exactly as the editor upon his responsibility wishes it to appear. But no reporter of a newspaper who is worthy of his work wilfully leaves anything on risk upon which he himself can exercise, as it were, a sound editorial judgment. It is a matter of pride with a good journalist that what he produces shall pass without material correction. It is recorded of Edmund Kean that he

once said to an actor, with whom he was rehearsing, 'See here, this is how you ought to do it.' Upon which the poor actor replied, 'Yes, Mr. Kean, if I were in your position and getting your salary that is how I should do it.' A good journalist, even in the humblest rank, would not indulge in such a repartee. From his earliest beginnings in his profession he of set purpose imbibes the principles upon which journalism ought to be carried on, and makes it his aim to spare his chief all the trouble he can and to render his chief all the assistance he can, by making every bit of his work such as the most efficient and high-minded editor would wish it to be. What I have said of the police reporter is true of every member of the staff. This editorial perception, though it may seem to be latent, is the real backbone of efficiency in a newspaper office, and the man, however humble, who is conscious of doing his duties—even the most mechanical duties—in this conscientious way is entitled to regard himself, wherever he goes and at any stage of his career, as morally worthy to rank with the greatest editors, and substantially entitled to that public gratitude upon which the press at large has such indefeasible claims.

"There are those who recklessly impute that small and personal motives step in and color the action of journalists. To deny that such a thing ever occurred would be absurd. But to testify that one has scarcely ever met with it among one's fellow journalists is the bounden duty of anyone who is in a position to bear such testimony, and it should be received by the public with the respect due to experience and to conscientious conviction.

"A more plausible demur will be raised by many on the ground that party preferences and organised support of party vitiate the impartiality of the press. But this statement, though plausible, I boldly deny. One of the old cynicisms that wit has given long life to is the saying of Dr. Johnson when he was reporting speeches from memory in the House of Commons before the reporters' gallery was permitted, that he never let the Whig dogs get the best of it. But anyone who knows Dr. Johnson or his reports must be well aware that these were not deficient in fairness or in efficiency; and certainly since the reporting of debates and meetings has taken the form in which we know it, it has been conspicuously just and adequate not merely in copiousness, but in the sufficient arraying of opposite arguments. A man who deliberately, as a matter of bias, leaves out a good point on either side when he is reporting a debate ought to be regarded by his fellow journalists as a dastard. As to the articles which are written in the press on political affairs, it is natural and necessary that they should vary with the party to which, in the main, each newspaper is attached. But these articles are neither insincere nor unfair as a rule, although all debating, whether by speech or writing, is apt to have occasional disingenuousness. The political observations of a public writer must depend partly on his point of view, and partly upon his trained capacity. It used to be a foolish notion of Mr. Cobden and Mr. Bright that the less comments there were the better, and that the public were competent to form their opinions upon mere facts and news and occurrences. This is not so. The very people who most sneer at the ready pronouncements of the press continually profit by them in the formation of those opinions which either settle them or disturb them in their party action, and in their special ideas. And the production of the comments by which these effects are produced upon the mind

is not merely the result of a prompt capacity of delivering judgment, which is a legitimate result of individual thought and practice on the part of the journalist, but, depend upon it, it offers day by day, to the country which is provided with a satisfactory press, the very best available means for the creditable development of public opinion.

"These things being so, the honor of the press is not a matter for jokes or gibes or augurs' grimaces among ourselves. Still less is it a matter about which we should be indifferent when attempts, even if amusing, are made to run down the value of the services which it is our privilege to render society."

THE PUBLISHER AND EDITOR.

NEWSPAPER-MEN who have seen the letters of Col. Cockerill and Joseph Pulitzer, published by New York Truth, have recognized their value as illustrating the relations which may exist between a brilliant and popular editor and a talented, successful and not particularly popular proprietor. For the benefit of those readers of PRINTER AND PUBLISHER who have not seen the copy of Truth containing the correspondence, we quote the letter which Mr. Pulitzer, the proprietor of The New York World, wrote to the editor, Mr. John A. Cockerill, explaining the reasons why the latter had been sent to London from New York :

Strictly confidential.

The World, Editor's Room,
New York, Dec. 21, '86.

MY DEAR COCKERILL :

I hope your voyage was not unpleasant and that you are comfortably settled by this time and enjoy your new surroundings.

When you left I fully meant what I said that you might return in about two months. But, as I have changed my mind, I hasten to tell you so. And, though it may not be necessary, and certainly is most unpleasant, I will frankly give you my reasons.

I presume you have seen the remarkable notices given you by your friends in the press. These efforts to belittle me (who appreciates you fully and is your best friend) I mean to stop. You might have stopped them in time yourself. I have waited for some time hoping that your own sense of right would have induced you to tell your friends what you, of all men, must know to be false. You know that my primary object and ambition in journalism was always intellectual and honorable—not for mere money-making. If fortune came with success, it came secondarily, and was less thought of and sought than reputation for honest public services and honor for real journalistic worth. I always was, and always shall be, editor first and proprietor only secondly. But, if what your friends say is true, you ought to own the paper and I ought to be in your employ. You know how fond I am of you. You know how much I appreciate your tact, talent and brightness—even if you do not seem to appreciate me. I never shall forget your faithful services or the terrible ordeal you once went through. I have always assumed that ours was a relation through life—even beyond that as far as I could foresee and provide. But I will not tolerate even by my silence for you what I know to be a gross injustice. I want you to know exactly how I feel in this matter. If I am not a self-made man you never knew one. If

I was not the real, actual head in building up my two newspapers nobody ever could be. You, better than anybody, must know that every cardinal constructive idea that created The World and The Post-Dispatch was mine and mine only. As my most trusted and most honored lieutenant you deserve the greatest possible credit. No one shall surpass me in this. But the line must be drawn at a reasonable point, and you, too, ought to know how preposterous the statement that I am only a publisher and had nothing to do with the editorial page or policy, when neither of my papers ever had a policy, a principle or a high purpose that they did not receive from me and me only. If I have not given The World its character and ideas, what in the world have I done all these days and nights? All this is unnecessary, unpleasant, unwise and perhaps unappreciated. The point is simply that I want you to know why I have changed my mind and now want you to settle down in London as the regular correspondent of The World. A prolonged stay abroad is the only way I can see for the correction of a gross injustice, but you may see another.

Of course, your salary and income from The Post Dispatch will go on, and you ought to be able to enjoy life on that as few people can. I meant to increase your salary again, but I am deprived of that pleasure now, as it would only seem to confirm the idea of those people that whatever I do is done from business necessity rather than from hearty friendship, and that you are not sufficiently appreciated by me now. The standard they set up deprives me even of the chance of voluntarily and openly adding to and leading in appreciation of your true value. It leaves me no room to say anything.

However, time corrects everything, and, I have no doubt, it will correct this too.

Of course, if you should not like to stay in London I will consider your wishes for some other arrangement.

With regards, I remain, as ever,

Yours faithfully,

JOS. PULITZER.

THE NEW EDITOR OF THE PROVINCE.

On Oct. 4 Mr. W. C. Nichol assumed the editorship of The Province, the able weekly journal at Victoria, B.C. Writing to a friend in Ontario, Mr. Nichol says: "I reached here safely a week ago, and I have already settled down comfortably into harness. This is an ideal place to work in. The editorial rooms are a dream of editorial luxury, with Turkish rugs on the floor, and everything as comfortable and convenient as can be. There is a splendid library and everything to facilitate work and stimulate thought."

Mr. Nichol was married at London on Sept. 21, and when he and his bride passed through Toronto on their way to the Coast a number of Toronto newspaper men, including Messrs. J. T. Clark, John Lewis, J. A. Cooper, W. F. Maclean, M.P., J. A. Ewan, Wallace Maclean, J. H. Woods, and several others, presented the new benedict with a set of the Oxford edition of Shakespeare, and Mrs. Nichol with a traveling cloak. Mr. Lewis made the presentation on behalf of the others. The proceedings were quite informal, but the hearty good wishes of his old Toronto confreres followed Mr. Nichol to the western province.

ADVERTISING PITFALLS.

AN OHIO PUBLISHER GIVES AWAY THE HUMOROUS SWAP PROPOSITIONS MADE TO HIM.

IT HAS always been a wonder to me why the majority of men look at country publishers as being soft or "easy meat," as the sport would say, says Amzi H. Turney, in *The Ohio Newspaper Maker*, but from the many swap propositions made to them such is certainly the case. The fact that a great many of these propositions are accepted certainly will not remedy the evil, and if publishers who are in business for what there is in it, and not for their health, would combine and form an association to which all such swap propositions were to be referred, it might possibly help to bring some advertisers, who evidently think themselves cute, to their senses.

About a year ago it was my misfortune to secure control of a weekly newspaper in a small town in Eastern Ohio. Having heard so much of the many advantages gained by printing the paper entirely at home, and the great amount of money I could earn from foreign advertising, I decided to give home print a trial

Securing a few of my exchanges, I clipped from them such advertisements as I thought possible for me to get. With a letter stating the good qualities of my sheet, I mailed them to the several firms, with the following result :

My first reply was from an organ and piano dealer in New Jersey. In the letter he enclosed a circular, which contained this remarkable proposition :

"TO THE PUBLISHER.—STRICTLY CONFIDENTIAL.

"Gentlemen,—We will sell you our 'best' \$500 pipe organ for only \$100 net, and accept from this low water mark \$60 in newspaper advertising and only \$40 to be paid in cash. Send marked copy of your paper with a \$40 cheque, and we will ship organ at once. The organ speaks for itself and sings its own praises. Or our best \$1,000 Golden Imperial piano we offer for \$275 net, and we will accept \$130 in advertising, only \$145 cheque. You may order piano by next mail by sending cheque for \$145 for cash balance, and do the \$130 in advertising after the piano comes, and if it is found as represented. We have seen local agents often get \$450 cash for this very same style of pianoforte.

"Advertisements to be inserted in your next issue for one year, to occupy space as per copy herewith. This offer is made, as you will see, from our wholesale prices, not the catalogue or retail prices. We give you our net price first, then accept advertising. This is square, isn't it? We don't ask for much space in your paper for one year.

"Send us marked copy and place our name on your list for one year. Upon receipt of marked copy we will mail due bills for both piano and organ. You can sell due bills for cash or order as you like and you may order the organ or piano right away by forwarding cheque for cash balance or at any time during two (2) years.

"What say you, gentlemen? Is it a go?"

This circular also contained many paragraphs suggesting to the publisher how the fact of his accepting their propositions would tend to increase his income, etc. One read :

"Dispose of the due bills for cash. If you don't want a piano or organ yourself, why don't you get rid of the due bills

for cash? Immediately upon receipt of the first marked copy of your paper containing the above ads. and reading notices, we will mail you the two (2) due bills; you can then sell them for ready money. Why not? Other publishers do it every day. Why not you? Please let us hear from you anyway."

Another :

"By having our advertisement in your paper it will draw other cash advertisements. They will reason that if your paper pays us it will surely pay them. Thus you see it will pay you to insert our advertisement anyway. You can sell the due bills for ready cash, or trade them for country produce, horses and wagons, etc., if you will only try. Why not? Put in a local and offer the due bills for sale."

Finally, the advertiser's conscience (if he had any) must have troubled him and he realized that he was asking too much. Evidently he "thought a hard think." The question was: Will I change the proposition or "let 'er go?" He won. "Let 'er go" he did, but ashamed of it he must have been. He thought it best for the matter to be kept confidential and inserted in the circular this :

"N.B.—Please don't show this page or leaf to any one. Keep these prices strictly private. Show only other pages after you tear this leaf off. Be sure to do this when offering due bills for sale. Don't offer due bills for sale to some local dealer who is interested in some other make, but to someone you know who wants to buy for their own home, and you are sure to sell the due bills to good advantage."

And then to square matters, knowing that publishers must eat, he closes with :

"Editors and publishers always welcome. Free coach with polite attention meets all trains. Free dinner to all newspaper men. If this way call and see us. Why not?"

My second reply was from a bicycle maker. For \$85 cash and \$65 in advertising, he offered to give me a \$100 wheel. Instead of suggesting how I could receive cash advertising if his proposition was accepted, he suggested that I offer the wheel as a premium to solicitors, and in that way increase my subscription list, as a chance for the wheel would certainly make them hustle.

Clever fellow this, but he forgot that we were close to a large city, and at that time one of the large department stores was selling this grand \$100-wheel for just \$49.

My third reply was from an eastern firm that made a specialty of patent medicines. For a three-inch advertisement one year and \$6 I would get 100 packages of Bumble Bee Corn Cures, which retail for 25 cents a package. With this proposition came a circular, suggesting that I accept the proposition and sell the corn cure to the druggists in the town, who would find a rapid sale for it.

My fourth reply was from a sewing machine agent. For \$12 cash and \$26 in advertising he would send me a sewing machine. A patent attorney offered a due bill for \$25 to be used as part payment for services they would render at any time I invented a patentable article.

Publishers of a one-horse magazine offered me five copies of the magazine each month in exchange for \$15 worth of advertising. For \$5 cash and the insertion of a 12-inch cut eight times I was offered a \$15 suit of clothes. For \$3 cash and a two-inch advertisement one year I was offered 150 five 10-cent

Dexter Folder Co.

WRITE FOR CATALOGUES
AND PRICES.

PAPER FOLDING AND FEEDING MACHINES

Branches—
CHICAGO—315 Dearborn St
BOSTON—149 Congress St.
Factory—Pearl River, N.Y.

Main Office :: 97 ::
Reade Street, New York

cigars, and so on. Some of the propositions were simply ridiculous. One firm of advertising agents in Brooklyn made a proposition, and then, thinking their proposition "too rank," offered a fine gold-rimmed fountain pen or a set of dishes if I would accept it.

I was offered seeds, complimentary tickets for entertainments of all kinds, transportation on railroads in the far West, and in fact, everything except cash for my space.

Now, while I don't pretend to know it all, I am willing to learn, and I notice these same advertisements inserted in a great many of my exchanges. I would like to know where the publishers find it profitable?

A DEMONSTRATION OF SUPERIORITY.

Every first-class daily, weekly and monthly publication demonstrates by the use of certain type faces its judgment as to the merits of the type founder. These publications have no sentiment—can't afford to have any sentiment—in making their selections of type. They demand the best, and every one of them uses the type made by the leader of type fashions, the American Type Founders' Company. The type of this concern excels in design (the chief merit of type), durability, accuracy and variety. Not one merit, but all the merits fully developed. Why buy the second best when the best costs no more?—The Printer and Bookmaker, New York.

[The Toronto Type Foundry Co., of Toronto, are the sole agents for the American Type Founders' Co. in Canada.—EDITOR.]

A WALTER SCOTT PRESS ON VIEW.

Mr. C. J. Robertson, who commenced business in printing machinery a month or so ago in Montreal, has moved from 12 Phillips square to a fine store at 588 Craig street. The store is large and well lighted, and is well adapted to showing machinery. Mr. Robertson has his stock pretty complete now, a prominent part of it being a Walter Scott cylindrical press of the latest and most improved pattern. This machine took the silver medal at the Toronto Exposition this year. All the other necessities of a printer are to be seen—hand-press, proof-press, type cases and cabinets, etc. Mr. Robertson is to be congratulated on the completeness of his stock.

HOW TO MAKE TABS.

For the application of Golding's Elastine Tablet Gum, or any other substance for making tabs, there is nothing equal to Golding's Tablet press. It makes the cost of blocking insignificant, and to operate it is a pastime. Two sizes: 6 by 12, for 2,000 sheets, \$6, and 8 by 16, for 5,000 sheets, \$12. Sold by dealers and by Golding & Co., Boston, New York, Philadelphia and Chicago.

(Advt.)

THE DEATH OF CHARLES DANA.

THE death of Charles A. Dana on Oct. 17 at the age of 78 removes the veteran head of the newspaper fraternity in the United States. For literary talent, courage, and keen incisive writing, Dana had few equals on the press. He founded The New York Sun in 1867, and it became a type of the bright, clever condensed newspaper which was so popular up to about ten years ago. The editorial policy of The Sun was never satisfactory or successful. Dana was erratic in some of his views, and his personal enmities were voiced in the editorial page. This deprived The Sun of the influence which the journal of so able a man should have possessed. When he "got after" a man, as he did in the case of President Cleveland, or Joseph Pulitzer, of The World, The Sun teemed with personalities, often very witty and effective, but quite as often vulgar and abusive. The Sun of late years was notable for its campaign in favor of the annexation of Canada and rabid abuse of everything British. It printed many able letters from Edward Farrer on Canada, but the paper's efforts to raise a cry in the States for annexation proved fruitless. During the last 10 years The Sun had departed a good deal from its old model of condensation, so strong was the demand for the blanket sheets. In the hands of a strong man with fixed principles The Sun may yet take the lead in New York journalism, especially as Mr. Dana's theories about newspaper work were all sound and able if he had only lived up to them. Whatever may be thought of him and his paper in Canada, it cannot be denied that a decided force in the newspaper world disappears with Charles Dana.

NEAT AND GENTLE HINT.

Clinton New Era.

Some of the papers are publishing a list of unclaimed moneys lying in the banks, and head the article, "Is any of this yours?" No, we have no unclaimed money lying in the bank, but we have considerable lying in the hands of some of our subscribers. We'd like to claim it, too.

STEREO PLATES.

The stereo plate department of the Toronto Type Foundry is being complimented by the press generally all over Canada, on its splendid plate service. The service consists of over 140 columns of the highest literary matter and the plates are perfect. All publishers who are not using this service should at once get proof sheets and send in regular orders so as to get the best matter.

Samples and price lists of the new line of wedding stationery, folders, invitation cards, etc., carried by Buntin, Gillies & Co., Hamilton, are now ready. This season's line contains many novelties beside the regular lines, and every stationer should be supplied with one of the sample books.

THE QUALITIES OF COUNTRY CORRESPONDENCE.

By Hale Bros., of The Orillia Packet.

IN the course of an interesting circular which the editors and publishers of The Orillia Packet have issued to their correspondents, they define the value of news in some pungent paragraphs. Messrs. Hale admit that they have set up what may be considered a strict standard, but this they are quite prepared to discuss and defend:

"Our definition of news would include the doings of public bodies of every kind, the movements of prominent people, meetings, sports, improvements, accidents, births, marriages, deaths, all happenings, in fact, which are not either petty or purely personal and private. But perhaps we can more easily define what we do not consider to be news. First and foremost in this category we wish to place personals regarding women. We cannot see that it is any business of the public, nor even that it is of interest to the world at large, that Miss Sally Smiles last week paid a flying visit to her friend, Miss Dorothy Dewdrop in the next township. At least, Packet space is much too precious for us to open our columns to the innumerable host of these trifling paragraphs that would pour in week by week. We are aware that in this respect The Packet differs from many papers, and, between ourselves, it is one of our chief difficulties to keep clear of this class of news. But we do not want it. At the same time we do not wish to exclude all paragraphs bearing on the travels of women. If a lady is visiting friends at a distance, in Quebec or Nova Scotia, or has gone to the Old Country, or if someone has lady visitors from farther away than the next county, the chronicling of the fact will make an excellent item of news. We have no wish either for paragraphs announcing that some man has come over from a neighboring village for a day, or that a commercial traveler has been in town. We make the distinction between men and women solely on the ground that the travels of the former are more seldom of a purely private nature, and are, therefore, as a rule, of more widespread interest. By observing the column under that heading, correspondents will be able to gather what is our idea of 'personals.'

"'Mysterious' items, personal innuendoes, etc., understood only by one or two, or having a sting for somebody, are, of course, outside our definition of news. A newspaper, in our opinion, should never be made the vehicle of private revenge, either by the editor or his correspondents. We may add that we are seldom called upon to eliminate such paragraphs from the 'copy' of our correspondents, though in some papers they make up the bulk of the 'news.'

"After some consideration we have come to the conclusion, too, that school honor rolls are not of sufficient interest to justify the large amount of space they consume.

"There are also one or two classes of legitimate news upon which we should like to say a few words. The first is general news—of which the weather is the best example. When there is a general rain it is hardly necessary to mention it under twenty different headings when one two-line paragraph would cover the whole ground. At the same time, if it damaged the crops or damaged one class of produce and not another—did anything out of the ordinary—it may make an excellent paragraph. Then there is politics. The discussion of general political questions we prefer to have left to the editor and the columns devoted to that purpose. But items of local political news are

always acceptable, and should be made absolutely fair, no matter with which side of politics they deal. There is also the matter of advance notices of entertainments, etc. For all such in town we have a uniform charge of ten cents a line. But with our district correspondents we are not so strict, and we are willing to mention the date, character and objects (not the admittance fee and such details, which should be reserved for the bills) of an entertainment in the country. We do not think it fair at the same time that such free notices should take the place of bills, or some form of paid advertising. We would ask that it be borne in mind that advertising is the very life-blood of a paper, and that announcements of concerts are advertising pure and simple. In this, as in the other matters referred to in this paragraph, we trust largely to the judgment of our correspondents.

"Correspondents may sometimes be annoyed at the exclusion of paragraphs which do not violate any of these rules, without apparent reason. The editing of all correspondence is the privilege, nay it is the duty, of the editor of every newspaper. Scarcely half of the matter that is received can be accepted. An item may not be printed for any one of numberless reasons. Sometimes space or time may be pressing; sometimes the news may have been sent by someone else; sometimes it may happen that a perfectly innocent piece of news may appear suspicious—may appear to hit somebody or seem likely to cause trouble. An editor is always more or less afraid of libel suits, and if he is wise he will try never to give offence unnecessarily. So that he should err on the safe side. We trust as far as possible to our correspondents to steer us clear of such pitfalls. Yet we wish it to be understood that we claim the privilege of editing all copy for The Packet. But if at any time you think you have reason to feel aggrieved we should like to have you say so, and we hope that we shall be able to give satisfactory explanations.

"A word before concluding, as to regularity and punctuality. We like to get something every week from each of our correspondents if possible. To our readers in each section the home news is the best news, and they nearly all look first for it, and are disappointed if there is no correspondence. Then, the earlier correspondence reaches us the better, and, unless under unusual circumstances, it should never be put off so as to come to hand later than Tuesday. A second envelope may be sent if anything important happens after the first has been dispatched. The reason for this will be evident when we tell you that just as soon as one Packet is in the post-office, we begin work on the next, and that two pages are printed on Monday. Some people imagine that a paper is made up on the day before publication, whereas the fact is that only pressing matter is accepted on that day. Envelopes containing copy should not be sealed. When they are closed it costs us four cents each to get them out of the post-office."

The circular concludes with a courteous expression of thanks to correspondents, and the desire at all times to receive suggestions.

FORMERLY A PRINTER.

Mr. John L. Bittinger, the new United States consul-general at Montreal, was previously engaged in the printing business. He began at the case and worked his way up to the manager's chair of a large paper. He belonged to the typographical union at St. Joseph, Mo., and the union there has sent to the Montreal union a warm commendation of the new consul-general.

Paper Cutters
Wire Stitchers
Paging Machines
Perforators
Folding Machines
Ruling Machines
 Embossing and
 Gilding **Presses**

The J. L. MORRISON CO.

Makers and Importers of

BOOKBINDERS' MACHINERY

Sole Agents

Seybold Machine Co.

28 Front Street West, TORONTO

UNITED STATES PAPERS IN WESTERN ONTARIO.

I HAD a talk with an active man in the newspaper business the other day relative to the increased circulation in Western Ontario of United States daily papers, especially of the inferior class. He thought that both on commercial and national grounds this developing competition should be checked. I give the arguments, as nearly as possible, in his own words:

"This competition began years ago. Then, as now, the papers of Hamilton, London, Toronto, Brantford, St. Thomas and other western points, were excellent newspapers. The United States publishers, to compete with our established journals at home, offered low rates which we could not, on a business basis, meet. Having once got a circulation, it has since been easier to push it. Some of the journals are of a character which should not circulate in Canada at all. At present the mammoth Sunday editions are brought in largely; they may be distributed or sold on Sundays along the routes of railways like the Michigan Central, and covering that fine rich district from Windsor to Fort Erie. This Canadians cannot do even if they issued Sunday editions. The United States publisher has the advantage of cheaper paper, ink, type, than we can buy here, and from this fact alone the Canadian publisher is handicapped.

"Large quantities of these papers are carried free through our mails by the postal agreement, or else they come in by express in huge bags. These bundles are never examined, and other goods may easily be put in the bags to evade duty. By this means distribution is quicker than that of the Canadian journals going by mail.

"Then, there is the national standpoint which, I suppose interests many people, though for my part the business end of it is the one that seems most evident. Some, many, of these papers are openly hostile to our institutions and country. They make no secret of it. Thirty years ago the border country from Windsor east and south was strongly Canadian and British; the older men are still; but I imagine the children who are fed on anti-national papers cannot feel very strong about it. Our Government are spending money on the militia; what use is that when they offer advantageous terms for the circulation of material which steadily undermines the existence of the national sentiment?

"So much for sentiment, if that has any weight with you. For me, the business side is even more striking. I cannot suppose that our postal agreement was intended to promote the commercial interests of the United States; it was rather intended for the convenience of individuals in both countries. The entry of foreign journals in large bags, unexamined, is not good policy. It should be treated like any other class of merchandise, and the postal authorities, who are announcing stricter

rules for the conveyance of Canadian papers, ought to take up this matter also.

"In Toronto, this competition is only in its early stages. You will find it growing, just as we have watched its expansion further west, but the time may come when it will be too late to check it."

This was his case, and I thought it so strong as to record it here for the benefit of those concerned, for Hon. Mr. Mulock's information, and for discussion by Western Ontario publishers if they feel so disposed. C.

PRICES PAID BY SYNDICATES.

Nearly everybody, nowadays, says *The Boston Traveler*, has some kind of an idea of what a "syndicate" is—especially a financial syndicate; but not everybody knows what a "writers' syndicate," so-called, is, and fewer still know the prices the writers are paid. These syndicates supply a great deal of the purely literary matter furnished to newspapers—especially the mammoth Sunday editions. The "Bill Nye" and "M. Quad" stories, for instance, with many others, belong to this class, and when a syndicate makes a contract with a certain paper to furnish such matter, it also agrees not to furnish the same to any other newspaper in the vicinity. I was talking yesterday with a gentleman who has long been interested in the management of one of these syndicates, and he told me the various prices paid. The lowest is at the rate of \$15 a column, although should a writer send in an article of say a couple of columns and put a price of \$50 on it, that price would be paid—or the article rejected. Some writers, my informant told me, were paid at a much higher rate, William Dean Howells and a few others with established reputations receiving at the rate of \$400 a column, while Rudyard Kipling commands 20c. a word.

MIEHLE PRESS.

The sale of the celebrated Miehle two-revolution presses in the United States and Europe during the past month has been marvelous, over 40 presses having been sold in 20 days. This record has never been equalled by any press manufacturer, as these numerous sales were made to over 25 buyers, amongst which we notice even the first purchasers of Miehle presses over seven years ago. This speaks volumes for the Miehle press.

NEW SPECIMEN BOOKS.

The new specimen book of the Toronto Type Foundry is nearly completed and will be issued to all printers next month. The book contains all the products of the American Type Founders' Co., and will be the most complete book ever circulated in Canada. Don't fail to get a copy.

NEWSPAPERS AND PARTY POLITICS.

SOME POINTED REMARKS BY A NEBRASKA EDITOR
AS TO WHAT HE WOULD DO.

IN THREE provinces at least—Ontario, British Columbia and Manitoba—the elections are either close at hand, or the campaign is more or less warm. These remarks, therefore, by J. B. Haynes, in *The Nebraska Editor*, intended for Western States application, have some interest for us in Canada. Mr. Haynes says:

"If I owned one of four newspapers in a town scarcely big enough for two, I would do my best to bring about a consolidation and reduce the number by two. I would go to the managers of all political parties and say to them that during every campaign reasonable space in the columns of the consolidated paper would be placed at the disposal of the chairman of the county and city central committees; that they could insert political announcements, statements of fact, or arguments within the space allotted, on condition that the author must in every case sign his full name to articles published. Thus I would treat all parties alike, confining each to a given amount of space, and reserving the right to exclude any statement which under the law might be construed as libellous.

"My censorship would be limited to the question of libel, and this question I would be willing to submit to the arbitration of attorneys selected by the chairman using my columns. If the attorney for the committeeman who had handed in copy for the space set apart for his party, which I, as owner of the paper, thought to be libellous, would call in other attorneys representing other parties whose chairmen were also using my columns, and they, or a majority of them, would give me a written opinion that the article in question was not libellous, I would withdraw my objections. In this way an open forum could be instituted, affording a free and fair field for the discussion of all local measures and candidates. After the arguments and facts had all been presented to the voters by the several committeemen, I would, a week or two prior to the election, sum it all up and, in my editorial columns, pass judgment upon it, which, by the way, would be non-partisan and would be in the nature of a judge's charge to a jury, and might or might not have any influence upon the jury in returning a popular verdict.

"After this fashion I would try to demonstrate the utter uselessness of a starving party organ in every county seat, and put business principles into practice in the conduct of my newspaper. If the venture proved a success I would soon number among my readers adherents of all parties, and any merchant could advertise in my columns without fear of giving offence. I would treat candidates impartially.

"A brief biographical sketch of each would be printed at regular advertising rates—say, 10c. per line. This sketch would state who and what the candidate is, free from eulogy or commendation. It would be simply a matter of business. The candidate might be unknown to the community at large, and it ought to be worth money to him in a campaign to be able, through my medium, to tell the people who and what he is.

"As it is now, every nominee of a party convention feels at liberty to ask of the editor of the party organ a free puff, and if he does not get it, is offended. There is no good reason under the sun why he should be given any notice he is not willing to

pay for. The days of a newspaper as a party hack are numbered. This applies with equal force to announcements of political meetings and to the ante-convention announcements of candidates. I like the custom which has long prevailed in southern newspaper offices. Prior to a party convention, John Smith enters the newspaper office and hands in an advertisement reading something like this:

"John Smith begs to announce his candidacy for the office of sheriff, subject to the action of the Democratic county convention."

"This notice is kept standing for weeks and is paid for at regular advertising rates. It is high time the Nebraska press adopt the practice.

"Another word about the newspaper as a party hack. At the outset of a local campaign the central committee calls a meeting and the party organ is expected to publish the call free. Numerous public meetings follow, all of which must be announced free, and then comes the call for the party convention. The candidates are named and the fight is on. Every night meetings are held. Candidates are assessed to the limit to pay the expenses of the campaign. Any worthless leg puller can touch the aspiring candidate. The owner of the hall must be paid, the speakers must be secured and paid, the liveryman is worth his hire, the party hustler must be quieted, but the party organ is expected to contribute time and space without money and without price. Every editor in Nebraska knows this to be true, yet no man can give a sound reason why it should be so. Certainly it is not due from a sense of duty to party."

This commercial view will startle some Canadians. The duty of a newspaper compels it to devote a good deal of space to a political campaign. It does this as a matter of news. In supporting the principles of a party it does not want to appear sordid and disobliging in leaving out small items, regarding meetings, etc. In this way the politicians deadhead a lot of stuff that ought to go in at card rates. What is the remedy? I have no suggestion to make, for none occurs to me.

Perhaps, one method that may tend to let the politicians realize that while a paper supports the same political policy they do and is anxious for the triumph of that policy it is not the mere slave of the party, is to distinguish news from politics. This can be done by reporting both sides fairly. The *Toronto Globe* is conspicuous for that course, and there is no evidence that it loses anything by it. After a time the press will begin to take the politicians less seriously than they do themselves. Then the advertising department will get a chance.

NEW COLORS IN BRISTOL BOARD.

A new range of colors is being shown in the well-known Burnside Bristol board. The price of this board in both white and colors has been reduced, and the firm who control it, Buntin, Gillies & Co., Hamilton, expect to increase their already large trade in the line.

INKS.

When in need of inks, be sure and order the celebrated Ault & Wiborg inks. They are kept in stock by all the branches of the Toronto Type Foundry. The inks are all fresh, and the prices are low considering the quality.

The Ault & Wiborg

Satisfaction
Guaranteed.
Quality
Unequaled.



**SELL ON
THEIR MERITS.**

OWNING the largest and most complete Printing Ink Works in America, we give the most careful attention to the requirements of the trade. Our superb equipment enables us to satisfactorily fill the wants of ink consumers in every department of the graphic arts. . . .

A full stock of these Colobratod Inks (Printing and Lithographic) are kept in stock by

And at their Branches—

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

The Toronto Type Foundry Co.

LIMITED

TORONTO



THE ENGLISH LIBEL LAW.

The new president of the British Institute of Journalists tells a good story about his first experience with the law of libel. While editing a London district weekly, "whose business it was to attack the people who got their roads made at the expense of the vestry, and who committed other iniquities of the same sort," he got into a libel action. "My proprietor and I," relates Sir Edward Russell, "went to see Mr. Cleasby, of the Temple—afterwards Baron Cleasby—who was retained for our case. He said: 'Oh, apologise!' 'Apologise,' I said, 'why the man is one of the biggest scoundrels in London.' 'That may be,' said Mr. Cleasby, 'but there may be half-a-dozen like him in the vestry itself, another half-dozen on the jury who will try the case.' So after a hard struggle, my proprietor—who was really a high-spirited man, with a considerable sense of public justice—apologised, but we had to pay, even at that, some £170 by way of expenses." We are afraid that this story could be matched in nearly every newspaper office in the kingdom where anything like outspoken criticism of public affairs is attempted.—British and Colonial Printer.

OFFICE AND STAFF EXPENSES.

The expenditure of a newspaper that is operated on a large scale was as follows last year: Editorial and literary matter, \$220,000, local news, \$290,000; illustrations, \$180,000; correspondents, \$125,000; telegraph, \$65,000; cable, \$27,000;

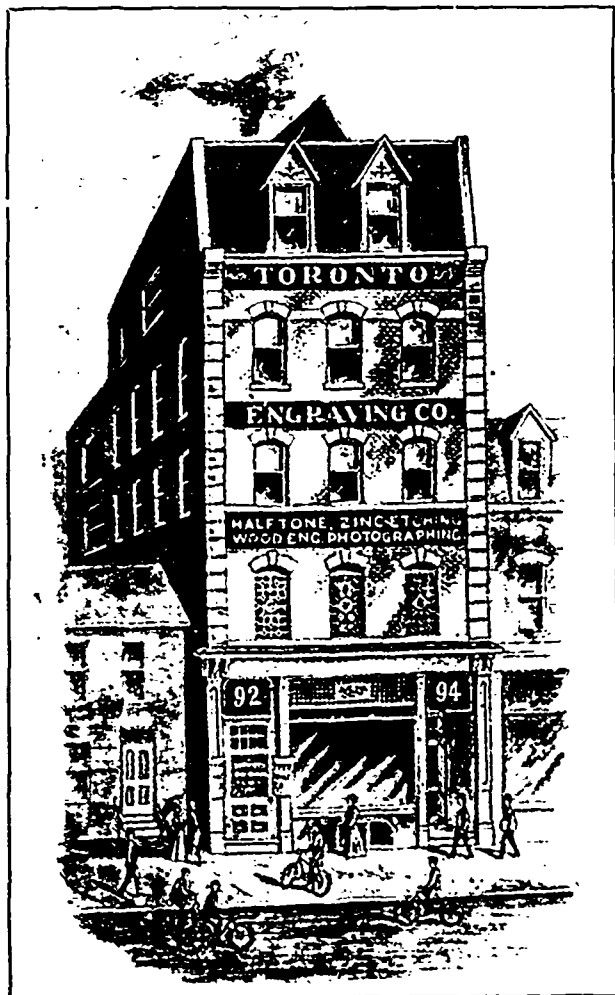
mechanical department, \$410,500; paper, \$617,000; business office, ink, rent, light, etc., \$219,000. This paper has a very expensive staff of editorial writers, but the \$220,000 is largely for special articles of a very miscellaneous character. Most papers of the same class—the cheap "great daily"—put about 2 per cent. of their total expenditure on this item.—From "The Business of a Newspaper," by J. Lincoln Stiffens, in Scribner's Magazine.

CHEAP MEN, INFERIOR WORK.

Why should a newspaper expect to publish a first-class newspaper with the help of third-class reporters and editors? Too many papers drag along with ten-dollars-a-week men on the staff, when a smaller number of men at better salaries would improve the news columns wonderfully. It is better to have quality than quantity, but it is the happy combination of both quality and quantity that gives the paper a standing in the community it can never hope to reach through the quantitative work of mediocre men.—Newspaperdom.

NEW PRESBYTERIAN PAPER.

The MacLean Publishing Co., of Toronto, are said to be about to issue shortly a paper representing the Presbyterian Church, and arrangements are being made to have the best writers and to issue a high-class publication.



What about the Cuts for your Special Edition ?

WE ARE IN BETTER POSITION THAN
EVER WITH OUR ENLARGED
PREMISES AND INCREASED FACILITIES
TO GIVE THE HIGHEST QUALITY
AT THE SHORTEST NOTICE.

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TORONTO ENGRAVING CO.

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At 92 Bay Street

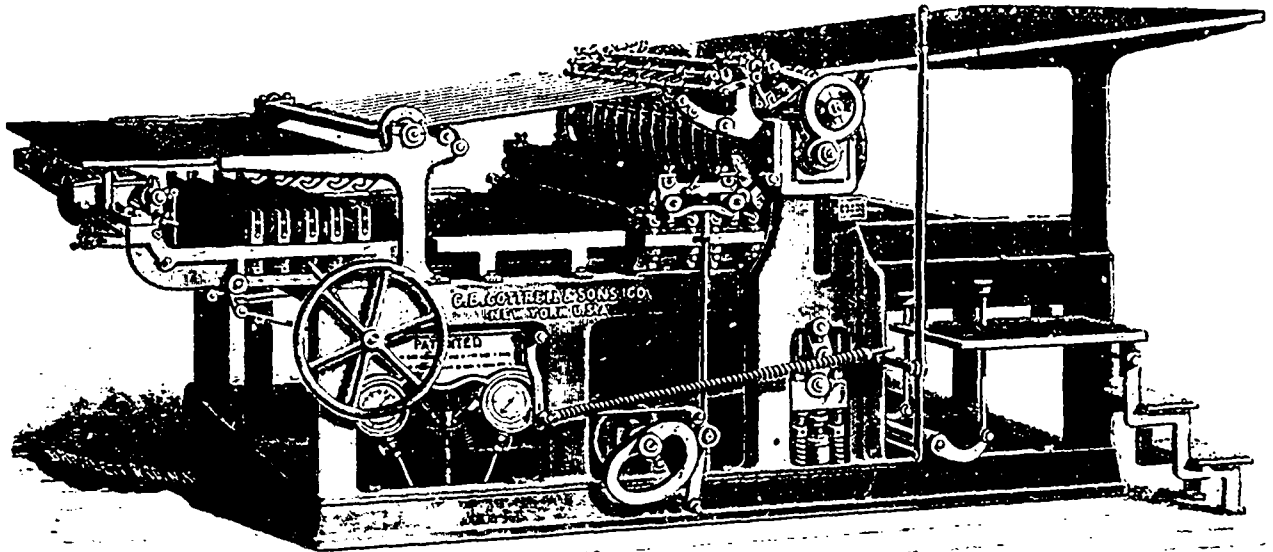
"THE ART ENGRAVING CO. OF CANADA."

C. B. Cottrell & Sons Co.

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THE above engraving represents a Four Roller, Two Revolution Press of our New Series.

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

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

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

Times Bldg., 41 Park Row,
NEW YORK.

C. B. Cottrell & Sons Co.

Sole Agents for Canada



TORONTO TYPE FOUNDRY CO. Limited

Toronto,
Montreal and
Vancouver, B.C.

KEEPING OUT NEWS.

A POLICY THAT HURTS A LOCAL PAPER'S CIRCULATION.

Fred. J. Mauren in *Newspaperdom*.

IN SOME of the smaller towns the custom of rushing in and stopping the paper at slightest provocation still prevails. In nine cases out of ten the editor is the person most at fault. First, because he does not try to make each issue of his paper so entertaining that the subscriber comes to feel that he cannot do without it; second, because he lets Tom, Richard and Harry dictate what he shall not print. People who hear of some lively happening and see it omitted in the next issue of the local paper, because Mr. Strikeathiswife has told the editor to keep it out, will promptly resent it when the paper prints some trifling thing concerning them that is not exactly to their liking.

A community can be educated into expecting the local paper to dish up everything newsy, without regard to whom it hits, if the editor only practises consistency, and makes himself hard to approach in matters governing the conduct of his own business. What people want suppressed is usually of a character that will most brighten the paper, and it often happens that they are too sensitive. To illustrate: Not long ago a young man came from a distant town to wed a Portland lady. It was whispered that he traced his ancestry back to the German nobility, and, as he was the first of this much-toadied class to invade Portland, I attempted to get his pedigree. The young lady called at the office and said she did not want anything said about his parentage. When told that it would certainly be mentioned as a piece of news, she evinced great surprise.

"Why," she said, "you don't print what people do not want you to?"

"Almost invariably," I replied.

I did not attend the wedding, but even that had its bright side, and the festivities were impartially reported. The bare statement of facts, without prejudice, interests everyone, and subscribers are not slow to fall in with the policy of the paper.

I was in a neighboring town the other day when news of a suicide came in. A young man had hanged himself, leaving a note in which it was shown that his parents, because of different religious views, had objected to his keeping company with a certain estimable young lady. In drawing out these facts nearly all whom I approached were surprised that I wanted to get at the contents of the note, the young lady's name, and other essential data. They even suggested that the cause be left out; but it was all printed in *The Review*, and dispatches sent from Portland to Detroit papers. When the little paper published in the town came out, it contained not a line of the note, withheld the lady's name, but, with the usual adjectives, eulogized the young man and printed a piece of bad poetry which a well-meaning friend had furnished. I knew why the editor had omitted interesting details, and doubted the wisdom of his course. He might easily have squared it by telling those interested in withholding the news that the facts were being badly garbled and embellished by gossips, and that people would look to his paper for a correct statement of them.

There is no reason why an interior publication cannot command the same interest in the community the metropolitan press enjoys in the cities. The editor has only to keep the cobwebs from his gray matter, run his own paper, treat the most humble subject of the land with the same consideration in his

news columns as he shows the more influential fellows, never besmear a news article with mud, and he at once establishes a reputation for fairness and independence which holds his old subscribers and gains new ones each issue of the paper.

FROM WIRE TO TYPE.

About three years ago it occurred to Frank J. Kihm, special telegraph operator of *The Brooklyn Eagle*, that it would be possible to set in type the telegraphic news sent over the Associated Press wire. Hundreds of operators are copying telegrams with the aid of typewriters, and Mr. Kihm decided that with extra care and expertness a typesetting machine could also be used with fair success. The editor of *The Eagle* at once placed a typesetting machine at the operator's disposal, and after some weeks of practice the telegraph wire of the Associated Press was extended to the composing room, and Mr. Kihm proceeded to demonstrate the practicability of his idea. As the operator in the New York office of the news association clicks off the dots and dashes they are simultaneously reproduced by the giant telegraph sounder at Mr. Kihm's typesetting machine. As the different letters come over the wire Mr. Kihm touches the same letter on the keyboard of the machine, and instantly there is formed a metal letter corresponding with the letter transmitted over the wire. When a whole word has been formed Mr. Kihm touches the blank space button and a space block of metal drops into place. Then another line is set in type, and so it goes. So expert has Mr. Kihm become that he runs the machine with surprising speed and with very few typographical errors. He is the only telegraph operator in the world who receives the news by ear and runs a typesetting machine with his fingers at one and the same time.

LATE NEWS.

The Press Syndicate, Limited, is a new boiler-plate company just started in Toronto. Albert Horton is one of the promoters.

B. Maguire, publisher of *The Orangeville Banner*, has admitted A. D. McKittrick as partner, and the firm name is now Maguire & McKittrick.

Arbuthnot Bros. Co., Limited, Toronto, are financially embarrassed, and a meeting will be held on the 26th to determine whether the offer of the company to continue will be accepted. The liabilities are about \$10,000, and the assets not much less. It is thought that the Arbuthnots, who are respectable men and well liked, launched out a little more than their resources warranted.

READY PRINTS.

The ready prints turned out by the Toronto Type Foundry are acknowledged to contain superior matter and have a neater appearance than any other ready prints in Canada.

A NEW COVER.

Buntin, Gillies & Co., Hamilton, are showing a new cover paper by the name of the "Victor." It is a very fine line, of strong, heavy quality, and comes in six tints. For fine work, nothing better can be procured.

BURMESE BOND BURMESE LEDGER

The demand for these papers is steadily increasing. The quality is always uniform, and we send out perfect goods only. For Office Stationery and for Blank Books these papers give unlimited satisfaction, and printers will find it to their advantage to recommend them.

CANADA PAPER CO.

LIMITED

Toronto and Montreal.

MORE MONEY

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BY MEANS OF AN
UNCONDITIONAL ACCUMULATIVE

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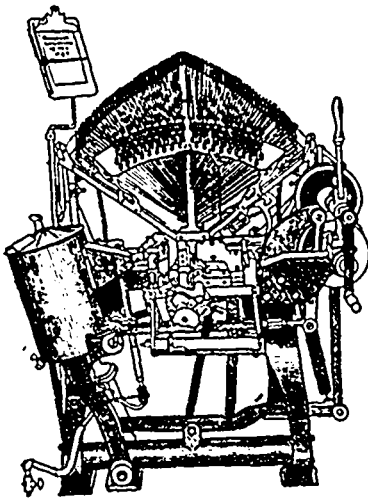
THAN IN ANY OTHER WAY

POLICIES are Unconditional and Guarantee Extended Insurance after two years. Paid up Policies and Cash Surrender Values guaranteed in the Policy.

Rates and full information furnished on application to the Head Office, Toronto, or to any of the Association's agents.

W. C. MACDONALD,
Actuary.

J. K. MACDONALD,
Managing Director.



Rogers Typograph Line-casting Machine

MACHINE COMPOSITION

is a necessity, if you wish to keep up with the times. Read the testimony of Mr. H. W. Laird, of Cobourg Sentinel-Star:—

"I have used a Rogers Typograph Machine for over three years, and may say it has been running without a hitch for past eleven months, and nine months prior was never out of order. I figure the cost of operation for an output of 135,000 ems per week to be as follows:—

Interest on investment (\$1,500), at 6 p.c.	\$1.73
Gas, 900 feet per week	1.00
Wages, 6c. per thousand ems.	8.10
Oil, waste, repairs, etc.75

Total.....\$11.58

135,000 ems by hand, at 12c. per M.	\$16.20
Same by machine	11.58

Saving by aid of machine.....\$ 4.62

Canadian Typograph Co.

(LIMITED)

WINDSOR, ONTARIO.

SPECIAL NUMBERS AND SPECIAL MENTION.

AMONG the many trade papers published in Canada, The Canadian Furniture and Upholstery Journal and Undertakers' Gazette is noteworthy for its excellent appearance as to type, make-up and quality of paper. The September issue was devoted to a full account of the furniture exposition in Toronto, embellished with numerous half-tone illustrations. This line of manufacture is an important one in this country, and it deserves to possess, and benefits from, the well conducted organ issued by the James Acton Publishing Co., Limited, Toronto.

A pretty piece of printing done in The Georgetown Herald office was a souvenir programme of the Baptist Church Jubilee services. Apart from the artistic title page and the clear print of the booklet as a whole, what impresses one is the way the printer disposed of the matter given to him. There was the week's programme of events: that was perhaps a simple matter of good setting, and it was done. But then there came three or four long lists of names, calculated to load up a piece of work like this if not skilfully handled. By disposing of them alternately in parallel columns a good effect was produced.

The Newmarket Era consists of eight pages, all home set, with plenty of local news. The advertisements look well.

The St. Thomas Journal got out a special illustrated edition in connection with the Christian Endeavor convention last month. The half-tone drawing was tried on ordinary paper and press and turned out very well. The line drawings were also good work.

The Messenger and Visitor, published at St. John, N.B., is an excellent religious weekly, both editorially and in the respect of printing. The issue for Sept. 22 was a special educational number devoted to Acadia University, with illustrations and articles from well-known men.

The Calgary Herald has had a special edition devoted to an elaborate account, with a full-page map, of the overland route from Calgary to the Yukon. The subject is of world-wide interest. The Herald issue, therefore, with its copyright map and its long description compiled from the best sources of information, is a piece of enterprise that appeals to two continents at least, if not three. Any Canadian paper may be proud of such an achievement.

The Brantford Courier's Souvenir Fair Number had a four-page supplement on toned paper, printed in colors and profusely illustrated. It was a nice piece of work and there were plenty of advertisements, as nearly always happens when a publisher is up-to-date with an attractive paper.

The Brantford Expositor also got out a Fair special. The portraits of the officers of the Fair were of small size and grouped together on the front page with excellent effect. If well done, as these were, small half-tones can be just as effective as larger ones. At least we are led to think so from the neat way The Expositor handled this regular feature of all special issues.

The Toronto Globe announces a Christmas number to be ready December 8. We have only seen the cover, which is printed in handsome colors. The Globe will find it hard to beat the Jubilee Number of last summer.

Victor Cover Paper

Selling well.

If you have not received samples
please ask us for them!

THE...

Burnside Bristol Boards

White and Colors, are very nice goods, not too nice for ordinary work, but **extremely nice for the price!** The value is in them.

Our new lines of

Wedding Stationery, Etc.

are now in. Samples and Price List are ready and will be sent on application.

Buntin, Gillies & Co.

Have you seen our 7-77
White Wave Envelope at
65c. per 1,000? *Note
extra size.

HAMILTON

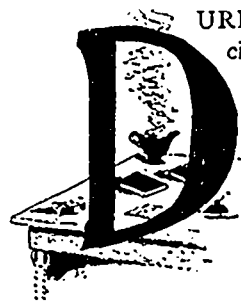
ONTARIO

Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, OCTOBER, 1897

THE LOG QUESTION.



DURING the past month there has been decided progress made in the direction of accomplishing results upon the much discussed question of preventing the United States from deriving the great advantage which they hoped to gain under the Dingley bill. The growing public sentiment in favor of decisive measures being taken by the Canadian Government has been further stimulated by the action of the lumbermen, who in meeting assembled by the overwhelming vote of 42 to 4 carried the following resolution: "Without expressing any opinion on that part of the Government's policy relating to current licenses, we declare it to be in the public interest that when new licenses are issued after April 30, 1898, a regulation be embodied in every license that all timber cut on the Crown lands of Ontario shall be sawn, made into square timber, or otherwise manufactured in Canada." In the minority were Mr. Jno. Charlton, M.P., and three gentlemen from the Ottawa Valley. The rough handling which the minority received at the hands of nearly every speaker upon the question on the affirmative is indicative of the high feeling which there is among the lumbermen upon this question. A gratifying feature of the discussion was the tone of sturdy patriotism and resolute refusal to submit to dictation or injustice, even from a nation of immense superiority in point of numbers, which characterized the speeches.

A bright ray of hope has also been given by the emphatic announcement made by several members of the Ontario Cabinet that no decision has yet been arrived at respecting proposed amendments to the regulations under which licenses to cut timber are issued, but that before the existing licenses expire the Government will consider all the arguments offered, and consult their law officers upon the legal aspect of the case. There is a well-defined impression among those who are usually well posted that, should the position be found tenable, the Government will, before the licenses for 1898-9 are issued, make such regulations as will meet the requirements of the Canadian lumbermen. That those engaged in the lumber trade of Ontario are one upon this question is shown by the following resolutions, which were unanimously adopted at the meeting to which reference has been made:

"That the Dominion Government be urged to give notice at the earliest practicable moment by order-in-Council of the application of an export duty of \$2 per thousand feet of lumber in log or lumber form, and an equivalent duty on spruce pulp-wood cut during the season of 1897-8 and exported to the

United States, and that a copy of this resolution be forwarded by the secretary of this meeting to the Hon. the Premier of Canada, with the names of those supporting this resolution."

"That a committee, consisting of Messrs. Rathbun, Waldie, Bertram and Scott, be appointed to consider the advisability of petitioning the Government of Ontario to grant the request contained in the resolution just adopted by this meeting, and that that committee is hereby authorized to obtain signatures to such petition if deemed advisable and to present the same to the Government."

"That the Dominion Government be urged to impose an import duty of \$2 per thousand feet on all sawn lumber imported into Canada."

When a number of business men, whose interests are at stake, meet and pass resolutions such as quoted above, it means much more than similar resolutions would if passed at a public meeting of citizens. Every man who voted for them felt that he had a direct personal interest in seeing that the principles which they laid down are carefully followed and acted upon.

There are many indications that the Ontario Government is fully alive to the exigencies of the occasion. The Daily Globe has paid a great deal of attention editorially to the matter, and although it cannot be accused of protectionist tendencies, it exhibits a decided leaning in the direction of taking some effective measure to prevent the continued spoliation of our forest wealth for the aggrandizement of mill owners and mill hands in the United States.

In a moderate and temperate article it suggests a course which it thinks would meet the case, and at the same time be devoid of anything that smacks of a retaliatory character. The proposal is as follows:

If Canada should impose the \$2 per thousand feet export duty on logs, in effect during the operation of the McKinley Act, the American import duty on lumber would be advanced to \$4 per thousand. That law maintains the discrimination of \$2 per thousand in favor of those sawing lumber in the United States, as a Canadian export duty of even \$4 per thousand feet on logs would cause the levying of an American import duty of \$6 on lumber. It is a feature of the Dingley law due to the protectionist theory that it is advisable to force the sawing of lumber in the United States. To that end Congress obstructs the natural course of lumbering operations and increases the cost of lumber. It is easy to see the saw mills established by the law, but difficult to see the injuries suffered by many other industries through the increase in the cost of lumber. The purblind economic vision which sees the benefits conferred on a few and cannot see the necessarily greater injuries inflicted on and diffused among the general public is responsible for the policy of discrimination.

Lumbermen, both Canadian and American, who operate mills in the United States are drawing encouragement from the

American people through the discriminating obstruction. Up to a certain point the Canadian Government could collect this encouragement by an export duty on logs, but the additions which would be made to the American duty through the discriminatory clause would go a long way toward suspending the lumber business between the two countries. That, from a purely business standpoint, would be a loss far greater than the compensatory advantage of collecting the tax on exported logs. But the prospect of future benefits from preserving our supply of forest wealth brings the matter within the lines of fair business considerations. To suspend the export of logs and lumber by supplementing American obstructions would be an immediate loss, but it is impossible to dogmatize as to whether or not it would be an ultimate profit. Canadian lumbermen who have been sawing for the American market find themselves forced by the discrimination either to suspend work or transfer their milling operations to the other side of the lakes. They claim that the conditions of equality existing under the McKinley Act could be restored by the Ontario Government. The province does not sell timber outright, but retains a claim in the form of stumpage dues, which are determined in accordance with current prices of lumber. The province has a free hand in fixing these dues, and it is urged that a discriminating addition of \$2 per thousand feet should be levied on all pine cut for export in the form of logs. That would not be a serious hardship on those who have bought pine limits for export, as they have the compensating encouragement of the American duty on imported lumber. It would simply restore the conditions existing under the McKinley law. It would not, technically, legalize the advance of the American duty on lumber to \$4 per thousand, as it would be a provincial matter, beyond the control or influence of the Dominion. If the protected owners of American saw mills supplied with Canadian logs made the American tariff they would give scant consideration to that technical point. But they do not make the tariff. Even in the Congress which passed the Dingley bill the demand for free lumber was so strong that it was only by combining and bargaining to help other protection-seekers that they secured the insertion of the discriminatory clause. If it came up for consideration on its merits, without the chance of any such combining interests, it is questionable if they would be able to secure any addition to the \$2 import duty imposed by the Dingley law. That is a feature of the case worthy the careful attention of the provincial Ministry. The underlying consideration, from a public standpoint, is the relative advantage of immediate revenue or preservation for future sale. Just now a policy of hostile retaliation against the United States, however directly the injury might recoil against the Dominion, would be very popular, and public men must feel strongly tempted in that direction. But it is not the part of statesmanship to be swayed by every passing current of popular feeling, and the problems presented must be decided on their merits and by the cold logic of business considerations.

The proposal of *The Globe*, however valuable and effective it might be regarding the lumber industry, does not meet the difficulty respecting pulp wood and pulp, unless, indeed, it is intended to apply the same principles and demand that wood pulp be also placed on the free list. It does not appear to have occurred to *The Globe* that the potentialities of the pulp and paper industries in Canada are greater even than those of lumber, and that this industry must, therefore, receive consideration in any settlement of this question that may be proposed. The utilization of spruce wood as the staple article in the manufacture of pulp and paper is of recent date; it has revolutionized affairs so far as the commercial value of our forests is concerned; it has raised the spruce log into the dignity of a first-class commercial article, and has clothed it with a pecuniary value which enables it to contest the supremacy of the forest with old King Pine himself. The conditions of ten years ago have undergone a radical change, and any fiscal policy which

fails to recognize the immense importance to the Dominion of the vast wealth which is contained in our spruce forests is deficient in conception and appreciation of the possibilities which lie before us, and its authors confess themselves unequal to the task of developing those natural resources the possession of which ought to bring wealth and prosperity to the nation.

IMPROVEMENTS IN CANADIAN MILLS.

WORK on the Chicoutimi Pulp Co.'s new mill is progressing favorably, and it is expected that before long everything will be in readiness for a big season's grind.

The mill is to be run by water power, and it is interesting to notice the way in which their splendid water privilege of seventy feet is being harnessed to do the company's work; this difficult task was entrusted to the Jenckes Machine Co., of Sherbrooke, Que., and it is greatly to their credit to notice the business-like and efficient way in which they have accomplished it.

The water is being carried from the top of the fall down to the power-house through a steel pipe over 250 feet long and no less than 11½ feet in diameter, at the end of which are three of their celebrated Crocker turbine water wheels, one of 1,200 horse-power, one of 690 horse-power, and one of 450 horse-power, making a total of 2,340 horse power. This does not, however, give a just idea of the magnitude of the work, which may be more readily understood when we add that were this huge pipe laid out flat it would cover a space of over 9,200 square feet; it contains over 14,999 rivets, and the whole water power equipment has an aggregate weight of more than 152,999 pounds.

It is interesting to notice that one of these water wheels is connected directly (without the use of belts) to an electric dynamo running 500 revolutions per minute.

The E. B. Eddy Co.'s paper mills Nos. 2 and 3 were shut down recently as the water power necessary to run them had to be cut off. This was done so that the Ottawa Electric Co. could commence building, between Nos. 2 and 3 paper mills, the new iron frame platform on which tracks are to be laid. It is intended to lay the tracks from the present terminus of the Ottawa electric road, up between the two paper mills, out on to the Aylmer road, and into Eddy's warehouse. The Eddy Co.'s export goods may then be loaded on to the electric freight cars, conveyed direct to the C.A.R. and C.P. railway lines at the Chaudiere, and shipped away to their destinations. By this means the use of the large drays and waggons previously employed for the purpose will be done away with. The masonry work necessary to support the iron and steel girders for the platform is now completed, and the girders have been set. Three lines of tracks will be laid on the platform—one main line and two sidings. The Ottawa Electric Co. have between thirty and forty men engaged in building the steel platform structure and will have the work done in about a month's time.

The buildings of the Maritime Sulphite Fibre Co. at Chatham, N.B., recently had a narrow escape from total destruction by fire. Waste edgings burning at a neighboring sawmill scattered sparks into the yard of the pulp mill. The wind was blowing a gale, and the mill would doubtless have been burned but for the prompt action of the fire crew connected with it.

THE FOREIGN TRADE.

THE following extract from the weekly letter of the London, Eng., correspondent of The Paper Mill, New York, is instructive to the Canadian paper trade, indicating as it does a field into which Canadian enterprise may find a good market and also pointing out some of the methods by which United States paper makers have succeeded in getting a foothold in the markets where Great Britain has hitherto enjoyed a monopoly:

"It is in news more particularly that the Americans have supplanted the British in Australia. The report relating to Victoria says American news is invoiced at 2.15 cents and $1\frac{1}{8}$ d. per pound, and the cost of freight to Melbourne is about $\frac{3}{8}$ d. per pound. The cost of British news is higher, being about $1\frac{1}{2}$ d. and $1\frac{5}{8}$ d., but the shipment expenses are not so high as from America. The American news is considered inferior, compared to the British, the former lacking in whiteness and toughness. Complaints are also made as to its fluffy character. These matters, no doubt, will receive attention at the hands of American paper exporters.

"However, it is in news that headway is being made by the Americans and some consolation is afforded British paper makers in being told that in other classes of paper they hold their own. One of the reasons that the Americans have not made more progress is that the reams they send vary in weight two or three pounds, whereas those from Great Britain seldom vary more than one-eighth of a pound. Again, there is a lack of neatness in the mill joins of American paper compared with the British.

"In the Australian market Britishers have hitherto enjoyed quite a monopoly, but as cheap goods are now in big demand the Americans, Germans, and Norwegians have stepped in, and British manufacturers are warned that as these countries continue to supply larger quantities of the cheaper grades, they may in the near future make a strong bid for custom for the superior classes of paper. The system of packing adopted in the United States is highly appreciated, the papers being dispatched in substantial cases lined with waterproof paper. New South Wales imports American paper in fairly large quantities, and the British also find competitors in this market in Germany and Austria.

"As far as the New Zealand market is concerned, the following is an extract from the official Blue Book: 'The great increase shown in foreign imports of paper is almost entirely in American manufactures, the paper being much lower in price than the English.' The cause is attributed to the natural resources of the United States as a wood-pulp-producing country, and the consequent low cost of raw material. There are indications, however, that English makers are endeavoring to meet American competition in New Zealand, as recent tenders show more closeness in prices.

"The growing appreciation of American paper in Great Britain is likely to greatly help the extension of American trade in the British colonies. London is the principal centre of the world's markets, and the chief colonial houses have buyers in London. These buyers cannot well shut their eyes to the large weekly importation of American paper into Great Britain, and consequently they make enquiries, and come to the conclusion that what is good enough for England is good enough for the colonies, especially if there be a slight advantage in price. It

is a well-known fact that buyers are not stipulated to British goods, and therefore foreign articles have every consideration, thus giving color to the official statement 'that it is in London where foreign competition is fostered.'

TO MAKE LITMUS PAPER.

THE main point in the production of litmus paper is always to secure the greatest sensitiveness. The following is Netscher's direction for the production of a most sensitive paper: 100 gr. of litmus are finely ground in 40 gr. water to a paste, which is rinsed in an appropriate bottle with 960 gr. of water. The mixture is shaken several times during the first six hours, then allowed to settle for several days, then filtered by washing off with a little water, so that about 100 gr. of filtrate are secured. This latter, with an addition of 5 gr. muriatic acid, is heated by steam in a porcelain cup, in order to remove carbonic acid, and if after a while a blue tint again makes its appearance on the brim, a few drops of muriatic acid are added slowly, until a permanent red color is secured.

When all but about 900 gr. have evaporated, one part of the liquid is colored a vinous red by addition of lime water and strips of neutral filter paper, or made neutral by dipping in thin ammonia solution, are run through the liquid. After drying, a reaction paper of reddish violet color is secured, which will answer the highest exigencies in regard to sensitiveness. To the other part of the liquid is added a few drops of alkaline lye, and then of lime water, until a strip of filter paper run through it and then dried will appear in blue color. This is very easily obtained, and by using the liquid a very sensitive blue litmus paper is secured.

UNITED STATES MARKETS.

NEW YORK, Oct. 15.—An increase in the aggregate dealing in paper, with an abundance of orders at the mills, and small stocks in the warehouses, are the indications which are responsible for a continued confidence that a general improvement in business is at hand. Under these cheering conditions manufacturers are commencing to talk about an improvement in prices.

Chemical Fibre.—The market is very steady. Foreign sulphite bleached, No. 1, 3.30 to 3.75c.; No. 2, 3.20c.; unbleached 2.30 to 2.75c. Foreign soda fibre, bleached, 2.90c.; unbleached, No. 1, 2.16c.; No. 2, 2c.; Domestic sulphite, unbleached, 2 to $2\frac{1}{4}$ c.

Ground Wood.—There is a strong demand for ground wood pulp, and it is not plentiful. Quotations are from \$12.50 to \$15.50 at the mill.

Chemicals.—The market for paper makers' chemicals continues strong. Bleaching powder is quoted at 1.87½ to 1.95c.; caustic soda at 2 to 2.10c., and alkali at 85c.

The Sault Ste. Marie, Ont., Pulp and Paper Co. will soon have its drying machines installed and its mills running. The dryers are being put in because of the company's purpose to market the greatest part of its product in the United Kingdom and on the continent, where it finds a most encouraging demand. It has been turned to the European market by the United States tariff, which seriously handicaps it in its competition with the mills of the American Northwest, which have as free access to Canadian pulp wood supplies as has the Sault mill itself.

NOTES OF THE TRADE.



THE St. Raymond Pulp Co. has been formed to take over the St. Raymond pulp mill. For some time the mill has been run by the Canada Paper Co., and nearly all the shareholders of the new company are shareholders in the Canada Paper Co. There was a meeting of the shareholders last week, and the following officers were elected: President, Mr. W. Drake; vice-president, Mr. John Macfarlane; secretary-treasurer, Mr. F. W. Evans.

The Canada Paper Co. is putting in some new pulp grinders in its mills at Fraserville and St. Raymond, Que.

The Newfoundland Wood Pulp Co., Limited, will shortly make a start at their newly erected ground wood pulp mill, situated close to Placentia Bay.

"Darco" is the name given to the latest waterproof paper placed on the market in England. It is said to possess qualities of extraordinary value as a wrapper.

The sulphite mills of the Dominion Pulp Co., formerly owned by the Masterman Sulphite Pulp Co., near Chatham, N.B., are turning out 15 tons per day.

The demand for American sulphite and soda pulp for export has been growing of late. Almost the entire product of several mills of large capacity now goes to England.

A number of prominent men were at Chicoutimi this month inspecting the new pulp mills there. While there lunch was served in one of the huge conduits to be used for conveying water power to the mill.

The paper export trade of the United States increased from \$225,530 in July, 1896, to \$396,866 in the same month of this year. The increase for the first seven months of the year was \$700,000, or 43 per cent.

As this issue goes to press a copy of the magnificent special number of The N.Y. Paper Trade Journal for Oct. 16 comes to hand. As a piece of monumental enterprise and fine printing it would be hard to beat this paper.

The Sault Ste. Marie Pulp and Paper Co. have been putting in some new machinery in their mills, with the idea of doing an export trade. This is due to the high tariff, which practically shuts off the United States market.

The Ontario Government has been offered \$1 per cord for all the pulp wood stumpage yet uncut in the province. This offer is made by P. J. Loughrin, representing a syndicate. The Government is considering the matter.

New machinery is being put into the mills of the Acadia Pulp and Paper Co., at Morgan's Falls, on the La Have River, and at Milton, on the Liverpool River, in Nova Scotia. Next year the company expects to turn out about 14,000 tons of dry pulp.

Joseph Lane, manager of the Acadia Pulp Co.'s mills at Milton, N.S., was instantly killed in the mill on Sept. 19. In attempting to stop the machinery he was caught in the main belt and was carried around the shaft. His body was horribly mangled.

John R. Barber, of Georgetown, Ont., and M. F. Ellis, of Toronto, of the firm of Barber & Ellis, paper dealers, spent a

portion of last week in Appleton, Wis., as the guests of Thos. Pearson, of the Atlas Paper and Pulp Co. While there they visited the different mills of the valley.

Applications have been made by a group of capitalists for a charter incorporating the Cowichan Lumber Co., to carry on business in the province of British Columbia, not only in lumbering but also in pulp and paper making. The capital is to be \$150,000.

A fire, evidently the work of incendiaries, damaged the storehouse of the E. B. Eddy Co. at the Central Pacific Railroad station, Ottawa, on the 5th inst. By hard work the firemen were able to confine the fire to one side and the roof. The damage is estimated at \$2,000.

Mr. Thomas Moore, the well-known editor of Land and Water, of London, England, was in Montreal a week or so ago, on the way home from a trip to the Pacific coast. Mr. Moore is a great admirer of Canada, and expressed himself as delighted with the progress made by our western country, and his confidence that the outlook for the future was exceptionally bright.

It was seven years ago on Oct. 4 that the first sod was turned on the great tunnel work on the United States side of Niagara Falls. The three 5,000 horse power dynamos first installed in the great power-house will soon have the company of five other great machines of like capacity, making a total of 35,000 horse power under one roof. How many wheels are running on the Canadian side?

One of the most prominent men engaged in the ceremonies at the opening of the new steel arch bridge at Niagara Falls was Mayor Hastings, of paper fame, who, representing Niagara Falls, N.Y., grasped the hand of the Mayor of the sister town on the Canadian side in the centre of the bridge while the bands played "God Save the Queen" and "The Star-Spangled Banner."

Sir William Van Horne, president of the Canadian Pacific Railway Co. visited Grand Mere the other day to inspect the work going on there of the Laurentide Pulp Co. of which he is a director. General Alger passed through Toronto in his private car a few days ago, bound for the same point. Sir William Van Horne appears to be taking a general interest in pulp works. He was in Chatham, N.B., the 24th of last month, where he visited the pulp mills.

An enterprising Briton is on the market with a perfumed writing ink. Now the question is, will society adopt it? And why shouldn't they? Put up in lovely little cut-glass bottles and tied with colored ribbons, this aristocratic ink ought to be a winner, says an exchange. Violet colored and violet scented ink on rose paper would be quite a happy combination. The æsthetic youth, with the aid of a scented penholder, which is no longer a novelty, can now indite the most woeful of ballads to his mistress' eyebrow and have everything patrician and in keeping.

A U.S. despatch during the month announces that Walter S. Eddy, a large lumber manufacturer, had returned from a trip through Canada. Mr. Eddy was assured by leading lumber operators and others in Toronto and Ottawa that the Canadian Government would take absolutely no steps towards preventing export of sawlogs. He said: "The Canadian Government realizes that a course of that kind would be practically confiscation of property and they would not dare to go that far. They

There is news-paper and paper called "news-paper," but we positively refuse to make paper below a certain standard.



If a price is offered us which we consider too low, we don't make up a "special" news to correspond--we decline the offer with thanks.

Not much money in paper-making in these days of fierce competition, but the printer and publisher can rest assured that the high quality of our paper will be sustained.



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J. A. Hendry, Kingston.
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Tees & Persse, Winnipeg.
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Vancouver.
John Cowan, St. John's, Nfld.

61 Latour Street, MONTREAL

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would be hurting their own best interests. They must market their lumber and sell it to us, with the practical understanding that no prohibitive tariff be placed on it."

Writing in *The Kingston News*, Mr. Andrew T. Drummond refers to the advantages for the manufacture of sulphite fibre in the eastern part of Ontario. In connection with an English correspondent, he says, he has given special attention to the possibilities of that part of the province for the sulphite fibre industry. The chief difficulty he finds in the way of Kingston's being the centre of such an industry is the necessity there would be there to use steam instead of water power. But at some point in the district he is persuaded a twenty-ton mill could be operated profitably to the owners and to the advantage of 125 to 150 laborers who could find work at the mill or in the woods.

The Provincial Forestry Commissioners have returned from their tour of Western Ontario, which covered the country from Sault Ste. Marie to Port Arthur, and along the line of the Port Arthur, Duluth and Western Railway. They visited Rat Portage, crossed the Lake of the Woods and ascended Rainy River and Rainy Lake to Lake Manitou. This is mostly mining country, and they found a lot of fine forest ravaged by fires started by the miners, who have no interest in anything but the metals they are in search of, and who regard timber as a mere hindrance to their search for gold. Something will have to be done, the commissioners say, if the fine timber limits are not to be completely destroyed by the miners.

If the pulp and paper men can come together in any new corporation or organization, represented by the leading pulp and paper mills of the country, it is understood they will purchase large blocks of spruce lands in New England, to ensure a uniform and economical supply of raw material for pulp, says *The Manufacturers' Gazette*. Such an organization, representing a daily output of 1,200 tons of white paper, cannot afford to do business without actual ownership in large forest areas. It would not answer to be at the mercy of the Canadians, or even of scattered American timber land owners where such a corporation would require 2,000 cords per day. It is estimated that the present pulp and paper output of the country demands 1,000,000 cords of spruce per annum.—Paper Mill.

SOME CONUNDRUMS.

A correspondent, singing himself "Canadian," asks the following questions in *The Toronto World*, and those interested in the question of an export duty would, in common with "Canadian," like to see some satisfactory answer given:

1. Why allow American citizens to own Canadian tugs under an assumed Canadian name and do the work which our Canadian tugs should do?
2. Why allow American tug boats the privilege of bonding coal while our Canadian boats have to pay duty?
3. Why allow American citizens to run Canadian tugs?
4. Why allow Canadian logs to be towed over to Michigan, duty free, supply the Michigan mills with saw logs, while the Georgian Bay mills have to be closed?
5. Why allow the American lumber to come in free while ours is taxed \$2 per M?
6. Why not have the export duty on logs the same amount as the Americans tax our lumber?
7. Why not have our timber, the natural resources of the country, all manufactured in Canada?

THE MANUFACTURE OF LEATHER PAPER.

THERE has been considerable talk in this country about leather-like paper impervious to water and washable. Recently a patent was issued in this country to Richard Lissauer, of Berlin, Germany, for processes for making a leather-like substance adapted to be used for various processes of thoroughly saturating materials containing cellulose fibres and textile materials with resin dissolved in carbon disulphide.

In carrying out the process, says the inventor, materials containing cellulose fibres and textile materials, such as the waste or clippings of cotton, paper or linen, after being comminuted and cleansed, are passed into a washing and beating engine, where they are brought to a pasty mass, which is poured into forms or molds to form plates or sheets. These are dried and passed into a solution of ammoniac copper, in which they are allowed to remain until the cellulose constituent parts are to a certain extent in a pasty state, whereupon the plates thus prepared are placed in a bath containing albuminates and albuminoids, such as casein, gluten, glue or blood. The plates or sheets are left in the bath until they are thoroughly saturated with these stuffs, the saturation proceeding the more readily owing to the previous treatment with ammoniac copper.

The plates are then passed into a solution of silicate of potassium, and, after remaining there a length of time, into a solution of chloride of lime. The following process then goes on in the material: From the silicate of potassium and the chloride of lime there is formed silicate of lime, but at the same time this lime combines in quite a physical way with the absorbed albuminates and albuminoids, joining with these in the form of grains and at the same time carrying with it the cellulose constituents previously treated with the ammoniac copper.

In this process a portion of the body of the plates combines most intimately with the added stuffs and in itself, because a large portion of the interstitial air spaces of the plates are filled with the insoluble fixed constituent parts, which consist partly of organic and partly of inorganic materials. The plates are then dried, passed into a bath of carbon disulphide in which resin has been dissolved, and thoroughly saturated with this solution, whereby the plates have given to them the properties and the appearance of leather. The plates are prepared for this saturation by the previous precipitation of the organic and inorganic stuffs.

UNBREAKABLE BOTTLES.

A German papermaker has recently obtained letters patent on bottles made of paper, for use on board of ships particularly. It has been a cause of much damage to steamer lines, that in bad weather a large number of bottles of wine and other liquors are broken in the storerooms in spite of every precaution. The new bottles are made of a composition which, with the solution in which they are made water tight, is still the inventor's secret.

After being impregnated with this fluid the paper bottles are slowly dried in gas stoves, and this process of drying must be carefully watched, for otherwise the bottles would remain porous and allow the fluids kept therein to leak out. These bottles can be handled roughly without the least apprehension; neither the pitching nor rolling of a great steamer during rough weather, nor the breaking down of a truck upon which they are loaded loosely would be apt to damage a single paper bottle.

THE STRAW BOARD TRUST.

THE STANDARD STRAW BOARD CO., the selling agency which controlled the sale of straw board in the United States, has gone out of existence and its business is being closed up. The collapse was brought about by the withdrawal on Sept. 30 by the American Straw Board Co. of its contract.

The Standard Straw Board Co. was organized a little less than two years ago. It was really a combination of a number of straw board manufacturing concerns, the idea being to create a selling agency through which all the members of the pool should transact business. J. H. Swinarton, at that time general manager of the American company, was the prime mover in the scheme. Each manufacturer joining the combination received stock in the Standard Company according to the tonnage of his mill. The capital stock represented nothing in the way of a cash investment, but merely such proportionate share of each member in the pool in the business of the company as the output of his mill bore to the output of the whole. Mr. Swinarton was made president of the organization, a position which he held up to the present time.

Up to about three months ago the new concern worked well. There was a uniform price for straw board all over the country, and, owing to the fact that it was a fairly reasonable one, there was an increase in the consumption of board of over a third. But, as proved to be the case with former combinations in the straw board trade, jealousies cropped out, and some of the members of the Standard began to make up their minds that they could run their mills separately and independently, and make just as much money, if not more. And so, one by one, they pulled out. Between April 1 and September 1 of this year manufacturers of nearly 100 tons of straw board a day withdrew, and since then practically all the remaining mills, representing 313 tons in all, have followed suit.

Two days after the Standard collapsed, however, an adjourned meeting of the representatives of the "independent" mills, which had recently withdrawn from the Standard Company, completed the organization of the Straw Board Manufacturers' Association. A number of the larger mills which were in the Standard are in the new association, and it looks very much as though in the reorganization the small mills, and those with antique plants, have been left to shift for themselves.

A GERMAN TESTIMONIAL.

A CORRESPONDENT writes to The Wochenblatt fur Papierfabrikation that he has received from an English paper maker samples of Canadian mechanical pulp in rolls, and that he finds the quality excellent. The price, he states, is £5 per ton in London, Manchester, etc., and it is readily paid. He had the samples thoroughly tested microscopically, and found only a very small proportion of soft yellowish splinters.

Under the microscope a large number of long and thoroughly isolated cells and cell pieces were visible, similar to pine cells in length and thickness. These long cells were embedded in about an equal proportion of fine broken-up cells; at first the pulp had the appearance of cellulose. Micro-photos of the Canadian and a fine-ground German pulp showed very distinctly that in the latter there were a great many broken cells, splinters and shive, while the Canadian was all long, properly isolated fibres, with soft cloudy dissolved cell fragments. Apart from this examination, he says the good quality of the Cana-

dian pulp is proved by its reputation in England, and the higher price (10 to 14 per cent.) paid for it, although lately its superiority was very much doubted.

He says he does not know whether to attribute it to the hot grinding process without refining, or to a better raw material. He adds that he has no wish to decry the German article, but considers it a good thing for the trade to know the progress made in other countries.

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

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Very extensive pulp wood limits in
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They lie on each side of a river with unlimited water power. Shipments can be made by rail or ocean vessel.

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

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



Canadian Paper and Pulp News

Board of Trade,

. MONTREAL.

AN ENQUIRY FOR PULP.



THE attention of the European paper makers is being directed to the superior quality of pulp manufactured on this side of the Atlantic, and numerous enquiries are being received from abroad by pulp manufacturers, of which the following is a specimen letter. The letter is here reproduced for the information of pulp makers, chiefly respecting the manner of packing and the size of the packages which find favor on the European Continent. As regards the business standing of the firm making the enquiry PAPER AND PULP NEWS has no information :

Max Mueller & Leser, Rue Grammeij, 8, Anvers.

ANTWERP, Sept. 15, 1897.

GENTLEMEN,—American wood pulp being since some time imported with success to the United Kingdom, we presume that also our Continental market must interest you, as considerable business could be done here in this article.

Wood pulp is used here either in dry or in moist condition. Dry pulp contains 90 to 92 per cent. absolute dry stuff, 8 to 10 per cent. being admitted for the humidity of the air; it should thus contain at least 90 per cent. absolute dry wood pulp. Moist pulp contains 50 per cent. water, and is calculated per dry ton in the same way as dry pulp.

According to the Custom House prescriptions dry pulp must be perforated, except for Holland, as per sample sent you to-day under separate cover. Moist pulp is to be perforated for France only. As a general rule, paper makers in Holland and Belgium are using wet pulp, of which we would be able to place important quantities by cargoes of 300 to 400 tons, and even more, in one shipment. Dry wood pulp is principally used in France, but the biggest mills in Belgium have arranged also to employ dry pulps if necessary.

Scandinavian pulps are packed in bales in jute surrounded with iron bands and of a uniform weight, i.e., 102, 127 or 170 kilogs each in order to make up one ton by means of ten, eight or six bales. We trust that you can ship your goods in the same way.

In order to allow our paper makers to appreciate your ground pulp, we would suggest you to send five to ten tons in consignment; we would then distribute the bales among our most important paper makers, so that they could make a reliable trial and have a basis to close upon.

We beg you to quote at the same time your lowest limits c.i.f. Antwerp, Ghent, Amsterdam, Rotterdam, etc., in francs or pounds sterling per ton of 2,240 pounds, and, if possible, we would feel obliged for your firm offer for some 1,000 to 2,000 tons for monthly deliveries over next year, as this always facilitates business. Also brown wood pulp is used here moist and dry, and if you can supply the same we would advise you to join some sample bales to your consignment and name your lowest figures. We have now just an inquiry for 300 tons moist brown shipment February, for which we would also request you to submit an offer.

Being the most ancient firm dealing in wood pulps established in our country, we are very well connected with the most important paper makers in France, Holland and Belgium,

whom we are visiting regularly. Also the German paper mills are well-known by us. We therefore trust that you will confide to our care the exclusive sale of your brand in these countries, feeling sure that we will be able to secure a good trade, provided that your prices are at the same level as those of your competitors.

For information upon our firm, we beg to refer to the houses named below, and, awaiting your kind reply, we are, gentlemen, yours truly,

(Signed) MAX MUELLER & LESER.

References: Banque Centrale Anversoise at Antwerp, Messrs. Kleinwort, Sons & Co., Antwerp and London; Messrs. Fred. Huth & Co., London; The Boston Thread and Twine Co., Boston.

NEW PAPER AND PULP MILLS.

Editor PAPER AND PULP NEWS,—Rumor again speaks of companies being formed for the purpose of manufacturing pulp and paper, and everything seems to indicate that two of those schemes will go through all right, and mills be built. Without wishing at all to decry enterprise in this direction, yet it must be said that the building of a new pulp mill is a hazardous enterprise, and that the increased competition thus produced will have an effect on the trade. One point which should not be lost sight of is that some forty mechanical pulp mills have been built in Canada, and of this number but a dozen are in operation to-day.

The cause of the closing down of the majority of these mills has been that they have been built without enough consideration of the location of the mills, and consequently lacked facilities for handling their output. When competition is strong the advantage of locality, both for obtaining the wood, and for quick and cheap handling of the pulp, is what means success, while a disadvantage, and a slight one at that, in this respect, may mean failure.

The companies spoken of above intend to compete both on the Canadian and foreign market, so that the choice of a locality is perhaps a more difficult question. It is understood that one company, to operate in the province of Quebec, had chosen a site for their mill, but gave up the idea on the advice of men who had been in the trade for years. The importance of this point is evident, but it does not seem to be evident enough, as had the company spoken of adhered to their first site they might have had to give up business after going to great expense. Such, at least, is the opinion of several who know the circumstances of the case.

N. O. C.

Montreal, Oct. 15.

SUBSTITUTE FOR COAL.

A substitute for coal is being brought forward in the shape of masut, a by-product in the distillation of petroleum, which has for some time been extensively used in Russia and Italy for firing steam boilers, for marine, locomotive and industrial purposes. A German inventor is also said to have recently succeeded in extracting masut from a cheap brown coal in connection with which a new industry has sprung up in Saxony. The special advantages claimed for the new fuel are: economy, the cost being stated to be only about half that of coal, that is a better heat raiser than coal; that it requires scarcely any stoking, and that it gives no smoke.



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Will print, fold, paste and deliver complete papers at a speed of 4,000 per hour. Press prints 4, 6 or 8 page papers of 6 or 7 columns to page. Prices and terms on application.

Hoe Double Cylinder

Will print 6 col. quarto, two folders. Price \$1,600.

Drum Cylinders.

Babcock, "Standard" Two Roller
Bed 22 x 51; air springs; tapeless delivery; R. & C. distribution. Price \$1,600.

Babcock "Standard"

Two roller; bed 25 x 31 air springs; tapeless delivery; R. and C. distribution. Price \$750.

Campbell Country

Bed 31 x 46; with fine distribution. As good as new. \$700.

Cottrell

Bed 18 x 22; R. and C. distribution. First class press. Price \$200.

Cottrell

Bed 21 x 27. Ditto. Price \$200.

Cottrell & Babcock

Bed 25 x 55; tapeless delivery; R. and C. distribution. \$500.

Cottrell

Bed 22 x 46; rack and cam distribution; tapeless delivery; takes 6-column quarto. Price \$750.

Hoe

Two roller; tapeless delivery; prints 7 column quarto; rack and cam distribution. Price \$750.

Hoe

Bed 16 x 22; R. and C. distribution. Price \$150.

Hoe Pony

Bed 17 x 21½; table distribution; tapeless delivery; box frame. \$500.

Hoe

Bed 31 x 42; prints 8 column folio. \$650.

Potter

Bed 22 x 50; rack and cam distribution; tape delivery. Price \$750.

Potter

Bed 21 x 45; tape delivery; table distribution. Price \$700.

Scott Job and News

Two rollers; bed 21 x 51; rack and cam and table distribution; tapeless delivery; air springs. Good order. Price \$1,200.

Hoe

Bed 22 x 47; tape delivery; rack and cam distribution. Price \$500.

Potter, Extra Heavy

Two rollers; bed 29 x 42; tape delivery; will print double royal sheet. In splendid condition. Price \$800.

Potter, Extra Heavy

Bed 21 x 46; prints six column quarto; tapeless delivery; rack and cam distribution. Price \$1,000.

Potter

Bed 22½ x 49½; tape delivery. table distribution; two form rollers. \$750.

Potter

Four roller; size of bed 26½ x 52 in.; table and rack and cam distribution; tapeless delivery; good register. Will print a 7-column quarto. Good as new. Price \$1,000.

Two Revolution Cylinders.

Campbell Book and Job

Four roller; bed 17 x 52. Good order. Price \$1,600.

Campbell Oscillator

Two roller; bed 21 x 48; prints 6-column quarto. Good condition. Price \$600.

Campbell Pony

23 x 32. Price \$350.

Campbell Pony

23 x 28. Price \$300.

Campbell

32 x 46. Two roller. \$1,500.

Campbell

Bed 41 x 66. Table distribution. Two form rollers. Price \$1,700.

Campbell "Economic."

Four rollers; bed 47 x 64; table distribution; tapeless delivery; good as new. Late build. Price \$2,600.

Campbell

Four roller, bed 41 x 66; double ender inking apparatus; tapeless delivery; table distribution. Price \$2,000.

Cottrell & Babcock

Four roller; bed 35 x 52; table and rack and cam distribution and tapeless delivery. Will do fine work. \$1,700.

Wharfedales.

Dawson

Bed 17 x 6½. Price \$500.

Dawson

Bed 21½ x 29½. Price \$650.

Miller & Richard Quad Royal

Bed 55 x 49; prints 8-column quarto; fine press. \$700.

Miller & Richard

Bed 30 x 30. Tapeless delivery. Price \$550.

Dawson

Tapeless delivery; bed 25 x 30½. Price \$550.

Hand Presses and Paper Cutters.

Washington Press. 8 column. \$150.

Washington Press. 7 column. \$140.

One 30-inch Sheridan Power Cutter. Price \$100.

One 30-inch Sanborn Power Cutter. Price \$225.

One 32-inch Sanborn 87 Gem. Price \$35.

Plow Cutters. Price \$15 each.

One 38-inch Furnival Power Cutter, Automatic Clamp. Price, \$350.

One 33-inch Hughes & Kimber Power Cutter. Very powerful machine. Price \$200.

Job Presses.

New York Gordon, 8 x 12. \$100.

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

Old Style Gordon, 10 x 15. \$125.

W. & B. Gordon, with Long Fountain, 13 x 19. Price \$275.

Geo. P. Gordon; 9 x 13; with Fountain and Steam Fixtures. Price \$125.

Eclipse, 10 x 15. Price \$100.

Columbian Lever, 6 1-2 x 10. Price \$25.

Rotary Model Jobber, 9 x 13. Price \$75.

Day Jobber, 15 x 19. Price \$50.

Phoenix Jobber, 7 x 12. \$65.

Liberty, 13 x 19. Price \$150.

Gally Universal, 10 x 15. \$200.

Gally Universal, 13 x 19. \$275.

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