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VOL. IX.—No. 11.

TORONTO, NOVEMBER, 1900.

\$2.00 PER YEAR.

THE MONOLINE

Is the best Composing Machine, casting a single line at each revolution, from matter composed by an operator on an ordinary key board. The price of the Monoline is \$1,100, and will be sold upon easy terms. The value of the Monoline machine can be saved in one year by any office that has sufficient work to keep one busy, setting as they do from 4,000 to 4,500 ems per hour, and are giving universal satisfaction wherever used. The Monoline is in use in the following Printing Offices, to whom intending purchasers are referred :

La Patrie, Montreal, 8 machines ; The British Whig, Kingston, 7 machines, The Sentinel-Review, Woodstock, 5 machines ; The Chronicle, Quebec, 4 machines ; The Telegraph, Quebec, 4 machines ; The Central Press Agency, Toronto, 2 machines ; The Sherbrooke, P.Q., Gazette, 2 machines ; The Recorder, Brockville, 2 machines ; The Welland Tribune, 1 machine ; The True Witness, Montreal, 1 machine ; The Tribune, North Toronto, 1 machine ; The Chronicle, Halifax, 4 machines ; The Journal, Montreal, 3 machines ; The Morning Post, Hamilton, 4 machines ; The Warder, Lindsay, 1 machine ; Gazette, Almonte, 1 machine ; Standard, St. Catharines, 2 machines ; Era, Newmarket, 1 machine.

THE SENTINEL-REVIEW

Woodstock, Ont., Feb. 21, 1900.

MY DEAR MR. SUTTER

Respecting our four Monolines which were installed something over a year ago I would say that, barring their initial performance, they have given perfect satisfaction. We are thoroughly satisfied as to their capacity and working qualities, and for months they have been running steadily without the slightest hitch. Their saving has been remarkable over hand composition, although the latter was as low here as in any town or village in the country.

During the past month, January, the total composition in this office, including wages to operators, gas and other expenses, amounted to \$183.33. The same composition by hand at our old rates would have cost \$240.71, thus effecting a saving of \$57.38 for the month, or 60 per cent. Should the interest on the machines be deducted the net savings would be \$36.14, or 38 per cent.

Our operators range from 110,000 to 220,000 ems per week of 20 hours, our best string being 12,500 in 2 1/2 hours. Our opinion is that the Monoline is the machine of the future, for offices such as ours, and indeed for the vast majority of printing offices everywhere. I can with perfect confidence recommend it to other publishers.

Very sincerely yours,
ANDREW PATTILO.

CHRONICLE PRINTING CO.,

Quebec, March 29th, 1900

The Canadian Composing Co., Montreal.

DEAR SIRS,—The three Monoline machines installed a year ago are now giving entire satisfaction. Our fastest operator averages about 40,000 per night of 7 1/2 hours. We have two others who are equal to 25,000 or 20,000 a night. Being a morning paper we pay 10 cents per thou and, which, including other expenses, brings the cost of composition down to about one-half what we paid for hand work. The Monoline I consider the typesetting machine of the future.

Very truly yours,
HORACE WALLIS.

THE DAILY TELEGRAPH.

Quebec, March 29th, 1900.

Canadian Composing Company, Montreal

DEAR SIRS—We have now been using the Monoline machines in our establishment for over one year.

They were selected by the writer after studying the advantages of all other machines. Our office has never experienced any trouble whatever during this period, and the machines are if anything better to-day than when we purchased

them. Within a very short time after their installation our typesetters were fully competent to run them at a creditably fast rate of speed, and now they are setting over 200,000 ems per week without any exertion. In fact, the machines have done more than we expected from them, and have given us satisfaction in every respect.

We do not know that we can say anything more favorable to the Monoline machine.

Yours, very respectfully,
FRANK CARREL,
Prop. Daily Telegraph and Saturday Budget.

Brockville, April 21st, 1900

GENTLEMEN,—Looks to me as if your Monoline will supersede all other typesetting machines. Particularly it is the ideal for offices such as ours, as it is so easily operated that a novice can master it in a few weeks, and so simple that no machinist is needed to keep it in order. I put two case hands on the machines placed in The Recorder office and though they had never seen Monoline before in a very few days they reeled off strings that rejoiced the heart of the editor, and sent consternation among the copy producers.

I consider them one of the most successful labor saving inventions of the century.

Yours,
GEO. P. GRAHAM

TORONTO TYPE FOUNDRY CO., Limited, TORONTO

GENERAL SELLING AGENTS.

To Printers and Stationers.

Invitations and Tally Cards.

We have a large and attractive assortment of new lines in Invitations, Tally Cards, Ball Programmes, Pencils and Tassels. With the opening of the Winter Season, stationers and printers will be called on to furnish the necessary supplies, and our lines are certain to be among the season's leaders.

In Tally Cards we have the following new designs, all of which are printed in two or more colors and neatly boxed:

Cake Walk No. 110.

Golf Players, No. 117.

Maple Leaf, No. 121.

Crossed Flags, No. 131.

Ensign, No. 137.

Euchre Hand, No. 139.

We should be glad to send samples and quotations of any of the above cards, or of invitations and other requisites. The designs are all new and of the best quality and value.

Warwick Bro's & Rutter

Wholesale and Manufacturing Stationers

TORONTO.

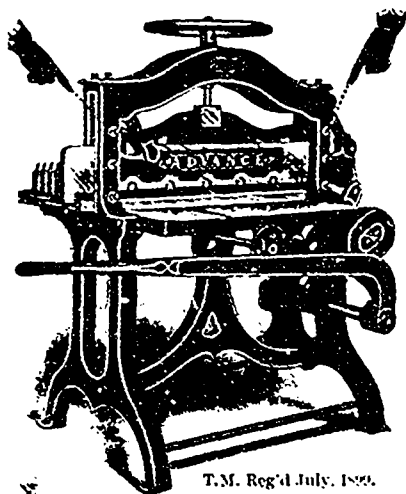


CHRISTMAS NUMBERS
are now being made up. What about
your **ILLUSTRATIONS ???**

Many publications are spoiled by cuts being poorly made and grouped without artistic judgment. Our art department works hand in hand with the mechanical department, the result being cuts not only of the highest printing quality but of the most artistic appearance.

TORONTO ENGRAVING CO.
92 BAY STREET

Muscle Savers!



T.M. Reg'd July, 1899.
Sizes: 22 1/2, 25, 30 and 33-Inch.

Just another name for **Advance Paper Cutters**, and they're rightly named, too. The Easy Lever and swinging motion of the knife makes an easy shear cut, especially advantageous in job and pamphlet trimming. Heavy centre brace prevents springing of bed under pressure of clamp or knife. Gibs and setscrews in side frames to take up wear of knife bar.

*Proof is challenge machinery Co
12-8-01*

Then there's the **Pony Advance**, the handsomest and strongest small cutter ever made. See the arch, it clasps under side of the bed to which it is securely bolted (not bolted to the sides). The bed is heavily ribbed, and perfectly rigid under heavy cutting. Back gauge is extra long, just right for squaring small work; interlocking gauge and clamp and other modern conveniences. Our illustrated circular tells all about it.

Pony Advance

16 and 19 inch.



Kept in Stock and For Sale by

THE J. L. MORRISON CO.

26 Front Street West

TORONTO.



SPECIMEN ILLUSTRATION.

THE

Printer and Publisher

The Organ of the Canadian Publishing, Printing and Newspaper Interests.

Vol. IX., No. 11.

MONTREAL AND TORONTO, NOVEMBER, 1900.

\$2 00 per year.

Current Notes.

THE question has been raised why there is not a Canadian typhotæ to look after the interests of employing printers in all parts of the Dominion, and to provide an opportunity for Canadian printers to meet together and exchange views upon matters pertaining solely to the printing trade in Canada, instead of having to meet at the conventions of the U. T. A., where the questions discussed, in the great majority of cases, arise from wholly different conditions, and have but little interest for printers on this side of the line.

* * *

According to one of the leading job printers in Canada, the greatest obstacle is that it is next to impossible to get the printers to "stick together." In cities where there are already organized employing printers' associations the difficulty is not so great, but in most of our cities there are no such organizations, and to get the printers of these places to enter a national union and abide by its rules would be very difficult. There would also be trouble in regard to the cheap French-Canadian labor at different points in Quebec.

* * *

Other employing printers take a much brighter view of the possibilities of a Canadian typhotæ. The advantages to be derived from an organized body of master printers throughout Canada might be lessened by some such conditions as mentioned in the previous paragraph but even the mere existence of such a union would give strength to the employing printers, as it would have to be recognized and dealt with by the Allied Printing Trades Council, which now has the advantage of dealing with the different local unions separately.

* * *

To insure a more successful result from the organization of such an association, one of the first steps should be to see to the formation of local master printers' clubs all over the Dominion. A circular sent out to the different places showing the benefits which have accrued to the employing printers of Toronto from their association and the friendly feeling that it has given to the members for each other would be one very great inducement to printers

in other centres to organize themselves into like unions. With a number of master printers' unions in the country, it would not be long before a national association, comprising all the unions, could be organized. Such an association could certainly not do any harm, even if all its ideals should not be realized, and even in the meeting together and discussion of the various subjects of interest to Canadian printers, there is much to be learned regarding the conditions of the trade at different points, business methods, etc., that would be of advantage to employing printers.

* * *

The country printer is apt to envy the city printer and to imagine that all is peace and prosperity within the walls of the producer of fine printing in a large city. He has perhaps looked into two or three city printeries, and noted a long line of cylinders, and a room full of jobbers, and gone to figuring what a lot of money must be made in running so many presses. The city printer, too often tired of having his notes extended, and scrambling every week to get money to meet a large pay-roll, sighs with envy when he stumbles into a rural printing office and observes the easy-going character of proprietor, compositor and devil. "How happy they must be with nothing to worry them," he thinks, and dreams not that he is himself an object of envy to his country brother. Let the rural printer who is making a living take comfort in the thought that his rather eventless business saves him many worries; and let the metropolitan printer rejoice in the idea that some day he may get a chance to sell out, on the flood tide of business, and retire to the country, where it is no crime to shut up shop on a hot day and go fishing.—American Printer.

* * *

The allowance by the Government to returning officers for the printing of the ballots in the recent election was so inadequate that printers reserved the right to charge more for the work. The price allowed was \$3 for the first 1,000 ballots and \$1 for each subsequent 1,000. The printers demand \$3 for the first and \$2 for each subsequent 1,000. This is certainly no more than a fair price, especially in constituencies where there are only 6,000 or 7,000 ballots. In larger constituencies it is a better price. The Govern-

ment has been somewhat niggardly in its dealings with the printers on all its work. Those who did the voters' lists say that at the prices allowed by the Government they could not pay the wages. In the binding of the ballots, 10c. per poll is allowed, which is a good price; but this amounts to so little that it is not worth considering in the general result. A prominent Toronto printer says that if printers were to do their work at Government prices they would all be bankrupt in a very short time. If all printers make the same movement it will probably be effectual.

* *

In one window of The Toronto Telegram office there may be seen a printing press, which, from an historical as well as a typographical point of view, is a curiosity. It is a very old style hand press, and was used to print The Upper Canada Gazette, in York (Toronto) 100 years ago. The framework is all of wood, and on one side hangs a clumsy hand roller, much the same as those used on the proof presses of to-day. The capacity was 120 impressions per hour, in curious contrast to the 48,000 per hour of the immense Hoe press "Goldwin Smith," which stands in the same room, and is now used to print The Telegram.

* *

The plan adopted by an American country editor to make his paper and job department pay might not always be as successful as he found it, but, on the other hand, may be worth trying. He says: "A few years ago we were struggling along in a hand-to-mouth sort of a way—published what news was handed in, printed on our shaky old presses what jobs came our way; bank account 'left handed' half the time, had 480 subscribers, nobody wanted paper at that, job patrons 'kicked' continuously. Woke up one day and saw ourselves as others saw us. Telegraphed that we were in the market for new presses. Ordered new press and new job fonts and went to work.

"Ideas beget ideas—we conceived the idea of having confidence in ourselves. We advertised to advertise everything, no matter what, at our own risk—no charge unless sale or purchase effected. First thing taken on that basis was a threshing machine. Advertisement run once, a five-liner—machine sold—our commission \$10. Now our circulation is 1,000 (our village population is only 500) our job work has tripled."

* *

The National Printer-Journalist contains the following of Mr. John Stovel, the Winnipeg man who was made a vice-president of the U. T. A.: "John Stovel, fifth vice-president of the United Typothetae of America, comes from the town of Mount Forest, Ont., where his father published a weekly newspaper. Early in his boyhood days he climbed an empty type box in order to reach the case and before entering his teens started to set type and in a year or two, on his promotion to working the hand press, thought he had attained the highest position to be desired. After serving some years in his father's office, he removed to Toronto, where he worked at the case and on the opening of the Canadian West, went to Winnipeg, taking a position with The Bishop Engraving and Printing Co. in 1884. Two years later he went on the staff of The Manitoban, afterwards The Morning Call. In 1889 he

and his brothers formed The Stovel Co., publishers of Stovel's Pocket Directory and The Northwest Farmer, and succeeded in building up the largest job printing business in Western Canada, being the first to install a battery of linotypes in the West and the first in Canada to secure a two-letter machine. Mr. Stovel served his country as a full-fledged private during the rebellion of 1885 and wears a medal for having taken part in the battles of Fish Creek and Batoche. He has always taken considerable interest in the U. T. A. and believes it capable of accomplishing a great work."

* *

W. V. Dawson, Montreal, and Buntin, Gillies & Co., Hamilton, wholesale stationers, are sending out samples of their "Homespun" cover papers. They are in the form of calendars, and very tastefully designed. The "Homespun" papers are put up in five colors, "Gobelin," a blue-grey; "Dawn" and "Suede," light and dark greys; "Sage," a light green, and khaki. These papers are some of the latest styles for covers for catalogues, booklets, etc., and printers who do anything in the way of artistic calendars will find them very desirable, as, besides being fashionable, they are exceedingly attractive.

* *

Some experiments recently made in London, Eng., showing the difference in time between correcting galley by hand and by linotype machines, give a result greatly in favor of the latter. A galley proof was given out to line hands, marked "very urgent," and the corrections were made in eight minutes. The next night the same proof was given out to a machine operator who corrected it in three minutes, a saving of 60 per cent. In another experiment a portion of matter from the daily press containing about 9,200 ems was taken, and into it were introduced a great number of errors of all sorts, including outs and doubles, and in that condition it was given to an operator on the linotype as copy. After he had set the matter with all its errors a proof was taken of the galley corrected by him. An accurate record of the time required was kept, showing that the composition took one hour and five minutes, and the correction 27 minutes. The copy containing the errors was then given to an eminent firm of printers, a first-class hand compositor put upon the job, and it was set as in the previous case. By hand it took five and one-half hours to do the composition, and one and one-half hours to correct the galley. In this case it will be seen that the experiment extended over a much larger area, and that the same matter required to be set and corrected quite four and a half times as long by hand as it did by the linotype composing machine. But all these statements would be incomplete if the fact were not noted that the time taken in the distribution which followed, in consequence of the use of movable type, is not included in any of the figures quoted above.

Mr. J. P. McConnell who has successfully filled the position of advertising manager of Semi-Ready Clothing has resigned and been succeeded by Miss L. G. Keyes, formerly with the C. Ross Co., of Ottawa, and more lately with John E. Kennedy, of Boston, the manufacturer of "Risilia" shoes.

The Consolidated Pulp and Paper Company, Limited

Telephones:
64, 2818.

TORONTO, ONT.

MANUFACTURERS OF AND DEALERS IN
ALL KINDS OF

Printing Papers, Bristol Boards,
Card Boards, Tissue and Toilet Papers.

AND EVERY DESCRIPTION OF

Book, Writing, Envelope, Envelope Manilla,
Poster, News, and Tag Manilla, ALSO
Brown and Manilla Wrapping Papers and
Bags OF ALL KINDS . . .

THE . . .

CONSOLIDATED PULP AND PAPER COMPANY

Limited

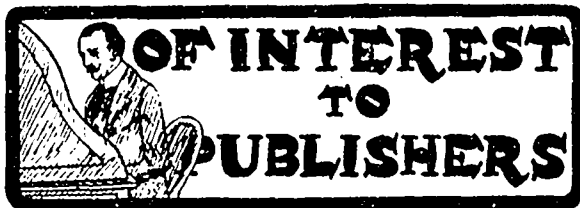
JOHN M. POOLE, President.

W. C. MACKAY, Secretary.

Mills:

NEWBURGH, ONT.

Head Office : 30 Front Street West, Toronto.



An Idea In Election Returns.

Many schemes have been invented for the reporting and displaying of election returns, but one of the nicest plans that has come under our notice was that adopted by The Woodstock Sentinel-Review on the evening of election day. The management of that paper rented the Opera House, and for a week before election day advertised the fact broadcast that on that evening subscribers to the paper would be admitted to the opera house free of charge, admission to be by ticket until the seating capacity of the house was exhausted, after which the doors would be thrown open to the public.

The Sentinel-Review reports the plan as being successful far beyond its expectations. The tickets for admission constituted in themselves quite a handsome advertisement for The Sentinel-Review, and the demand for these was tremendous, enough having been issued two days before the election to completely fill the house, which has a seating capacity of 1,200. The balcony and boxes had been reserved for ladies and their escorts, and the doorkeepers and ushers were members of The Sentinel-Review staff. Mr. Pattullo, M.P.P., president of The Sentinel-Review Company, presided and assisted Mr. J. F. Mackay, managing director, in announcing the returns, together with interesting comments upon the history and results in the various constituencies. The meeting was announced and conducted in a thoroughly non-partisan spirit, the Conservative candidate and his leading supporters having been invited to be present, an invitation which, however, they did not accept, although hundreds of Conservatives were present in the audience. During the evening music was supplied by an orchestra and a Highland piper in costume, and addresses of a humorous and semi-political nature were delivered by clergymen and other representative men from the town and various parts of the county. Considering the very large crowd present, the order was simply wonderful, and was attributed, no doubt, to the presence of so many of the fair sex. It will be many years before that gathering will be forgotten in Oxford county, and Messrs. Pattullo and Mackay are to be congratulated on the success that has attended their enterprise.

* * *

Encouraging Local Firms.

The Petrolia Advertiser has published, to the extent of several columns, a sort of local commercial directory, containing short write-ups of the various firms. The matter was given a good heading, and the edition of that date called a Trade Edition. The idea, which was not expensively carried out, must have done good to local commercial houses, and they would appreciate it. If the weekly publisher will keep his eye on the largest dailies in this country he will find that from day to day they do in their reading columns an extra-

ordinary amount of this missionary work for their best advertisers. Often they successfully conceal the reading notice under the guise of trade news, which, after all, is often more interesting than a lot of the trash which news papers publish nowadays.

A Weekly Experiment.

The Gazette, Montreal, is making a new venture. There is now going into Rectory Hill, P.Q., an eight-page weekly under the title, The Rectory Hill Megantic Gazette, seven pages of which is The Weekly Gazette and the front page of which is local news. All of it is, of course, printed in Montreal, and it means a good thing for The Gazette, for the circulation now reaches about 1,500. The result of the venture will be watched with interest by the newspapermen of the Dominion.

The use of Color.

Reference was made not long ago in this column to the employment by a Toronto daily of color printing to embellish advertisements. The Uxbridge Times of November 8 prints one of its best local advertisements in red, and the experiment is certainly a success as far as the advertiser is concerned. Although by giving up the top of the front page to the advertisement the publisher has rather spoiled the look of his paper, no doubt it was made worth his while to do it. This employment of color printing as a means of additional revenue is something which ought not to be overlooked.

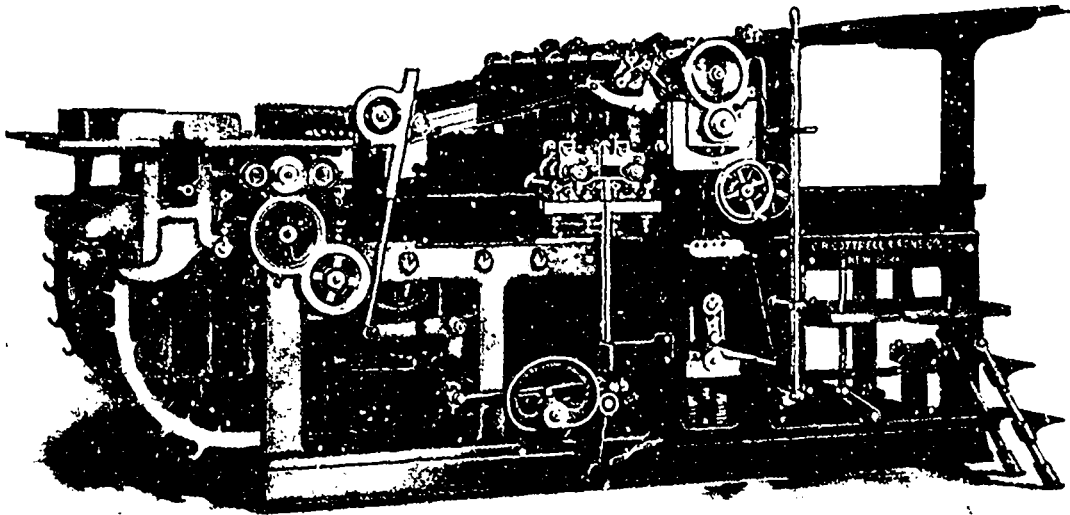
Election Articles.

The weekly papers have in many cases proved more valuable factors in the discussion of political questions during the recent campaign than at previous elections. The ability with which various questions have been discussed and the space devoted to them are proof that the editor of the weekly is just as well qualified to write leading articles as the writers for the daily press. In The Picton Times, for example, during the campaign one issue of the paper contained no less than seven columns of editorial articles. An advantage possessed by the weekly is that it can discuss the particular issues that arise in the neighborhood with more point than the city daily can. While one does not wish to see the weeklies take up acrid discussion of party issues, they benefit from being recognized as useful mediums of discussion by their own party, and should not neglect the opportunity.

The Quebec Chronicle has started an evening edition. The Andover News is a new weekly publication at Andover, N.B.

Mr. A. E. Rose, who has been Canadian advertising manager for J. C. Ayer Company, has resigned his position here and has gone to New York. His place here is being taken by Dr. Chas. H. Stowell.

The Bridgewater (N.S.) Enterprise has amalgamated with the Lunenburg (N.S.) Progress. The new title is The Lunenburg Progress and Enterprise. Mr. Wm. Duff is the manager.



NOT THE LOCATION.

"Uncle Mose," said the white man, "I want to cross the river. But I hain't got no money."

Uncle Mose scratched his head. "Don' you got no money 't all"? he queried.

"No," said the wayfaring stranger, "I haven't even a nickel."

"But it don't cost you but three cents," insisted Uncle Mose, "ter cross de ferry."

"I know," said the white man, "but I haven't got the three cents."

Uncle Mose was in a quandry. "Boss," he said, "I tole you what. 'Er man what ain't got three cents am just' ez well off on dis side ob de river as on t'other."

As a rule, a man who isn't making money believes his trouble is due to his location. He thinks of moving. The other side of the river looks more prosperous!

But it's a big mistake! There is no good location in which to run an out-of-date printing press. But, with a New Series Cottrell, a printer is eligible to any location, and he is equipped for making money there. And a New Series Cottrell costs much less than a removal!

Many printers to-day who are not getting ahead as they desire imagine that the success of the competitor who is doing a big business up the street is due entirely to his location; whereas, in many such cases, it is due to the fact that he is equipped with a New Cottrell, and is able to turn out more work at a bigger profit than his competitors.

If your printing business is not as profitable as it should be, write us about it. It's our business to make printing business profitable.

C. B. COTTRELL & SONS CO.

41 Park Row, New York.

279 Dearborn St., Chicago.

TORONTO TYPE FOUNDRY CO., Limited

GENERAL AGENTS FOR CANADA.

... THE ...

Printer and Publisher.

The Organ of the Canadian Publishing, Printing and
Newspaper Interests.

The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers that circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

OFFICES:

MONTREAL (Telephone 1255)	Board of Trade Building.
TORONTO (Telephone 248)	10 Front St. East.
LONDON, ENG. (J. Meredith McKim)	109 Fleet St. E.C.
MANCHESTER, ENG. (H. S. Ashburner)	18 St. Ann St.
WINNIPEG (J. J. Roberts)	Western Canada Block.
ST. JOHN, N.B. (J. Hunter White)	No. 3 Market Wharf.
NEW YORK (Edwin H. Haven)	21 Ann. Tract Society Bldg.
Traveling Subscription Agents	T. Donaghy, F. S. Millard.

Subscription, Canada and the United States, \$2.00.
Great Britain and elsewhere 12s.
Cable Address: "Adscript," London; "Adscript," Canada.

NEWSPAPERMEN came out of the elections with flying colors. In almost every case their victories were remarkable. Mr. Scott, of Regina, defeated that redoubtable Tory, N. F. Davin. Mr. Richardson, of Winnipeg, had a dangerous fight in Lisgar, for his own party put up a candidate against him, but he emerged triumphant. Mr. Maclean, of Toronto, had an unexpectedly large majority in East York, where the fight was supposed to be a close one with the odds against him. Mr. Holmes, of Clinton, held his seat by a sufficient majority in West Huron after a hard fight. Mr. Marcil, one of the most popular and experienced of Montreal reporters, has won in Bonaventure. It is curious to consider that he has been for years a member of the staff of that strongly Conservative paper, The Montreal Star. Mr. E. F. Clarke headed the poll in West Toronto, the most signal of his many victories. However, the palm is carried off by Mr. Alex. Johnston, who knocked out Sir Charles Tupper in Cape Breton, the first time that veteran leader ever suffered personal defeat. The list of newspapermen elected, therefore, as far as noted, is: W. F. Maclean, Walter Scott, C. H. Parmelee, Chas. Marcil, Robt Holmes, R. L. Richardson, E. F. Clarke, Frank Oliver and Alex. Johnston.

It seems that the statement published in the last issue of *PRINTER AND PUBLISHER*, that the Government had refused to grant an increase of wages to the compositors in the Printing Bureau, was erroneous. An Ottawa employing printer writes that, by taking advantage of the pending elections, the compositors insisted on an increase of wages without discussing hours of work. The increase was granted. The result is, according to our correspondent, that "the men now have the eight-hour day, with many holidays, and nine-hour pay or better."

The scale of wages in the Bureau is now as follows: Linotype operators—\$16.50 per week of 48 hours for day work;

\$20 per week of 48 hours for night work. Compositors—\$13.50 per week of 48 hours for day work; \$17.50 per week of 48 hours for night work. There are a number of Liberal publishers of country papers who maintain that they do not get adequate reward for their services to the community. If they properly used what "pull" they possess, they might make life easier for their contemporaries and themselves by forsaking journalism for the pleasant and free-from-care life of a night compositor in the Bureau. There is almost \$900 per year in it—paid in cash.

The condition of the libel law in Quebec is sufficiently illustrated by a suit which Mr. Henry Mason, of The Montreal Trade Bulletin, is defending. An individual took an action against the paper, and the jury decided in its favor. The paper republished the judge's remarks, and is now being sued for that as a new libel. If Mr. Mason wins again, and once more reports the case, he may find himself troubled for the third time. The Quebec libel law amendment should be pushed through.

There has been lately a recurrence in Victoria, B.C., of that old issue—the right of a reporter to attend a committee meeting. The meeting in question was that of a committee to investigate a recent fishermen's disturbance and the calling out of militia to quell it—an investigation that should clearly be public. Those who objected to The Colonist reporter entering did wrong. But there are occasions when the press can be excluded, although you would think to hear some reporters talk that they can attend the sessions of any public body. They haven't yet claimed to be present at the meetings of the Privy Council—but that will come.

A judge's ruling is to be sought on the question of a newspaper publisher being a manufacturer—for taxation purposes. The question came up in Toronto several years ago, and the city solicitor then decided in the negative.

The Huron Expositor complains of the publication in newspapers of wills filed for probate. Wills, it argues, are of a purely private nature, and it must be offensive to families to have their private affairs blazoned before the public. *We doubt the soundness of this view. When the state, for the purpose of taxation, takes cognizance of a deceased person's estate, it imparts an official nature to the details of what would ordinarily be a private affair. Like the assessment of property, it becomes a matter of public record and interest.*

W. L. Thomas, who founded The London Graphic, and who died recently at the age of 70, possessed exceptional qualifications for making the enterprise a success. He was an artist and engraver of the highest merit, and this enabled him to judge of and maintain the quality of the work put into the paper. Others put up the capital. He was also a good manager. Hence the success of The Graphic.

OBITUARY.

COL. SCOBLE, OF WINNIPEG.

THOMAS CLARKSON SCOBLE, C.E., who died at Winnipeg, October 26, was born in Devonshire, Eng., in 1840. After years of active service in militia affairs, he became connected with the press, was editor of The Winnipeg Nor-Wester in 1894 and 1895, and connected for a time with The Telegram, Town Topics, The Great West Magazine and other publications. He was a prolific writer and well informed, although not by training a newspaperman.

The Winnipeg Telegram says: "Both as a soldier, an engineer, a writer and a man of affairs, he has been prominently before the community. He was a man of much originality, and his memory was a storehouse of information, especially upon Northwest matters. As a writer, he had a clear and trenchant style."

JONATHAN WILKINSON, OF ST. THOMAS.

Jonathan Wilkinson, for 26 years publisher of The St. Thomas Times, died at his residence in St. Thomas, November 14, aged 73. Mr. Wilkinson was born in Yorkshire, Eng., in 1827, and, learning shorthand early in life, came to this continent as an amanuensis to a literary man, and, settling in Canada in 1856, became city editor and shorthand writer of The Hamilton Banner. During the Parliamentary sessions in Toronto, he went to that city each day, and returned at midnight with the reports, which were published in next morning's issue. In 1858, Mr. Wilkinson purchased The Guelph Advertiser from the Hon. A. J. Ferguson Blair, and published it for 13 years, during which time he transformed it into a daily. He subsequently removed to Hamilton, and started the publication of The Morning Standard. For two years, Mr. Wilkinson continued to publish The Standard, but, being attracted to the rising fortunes of St. Thomas, he founded there, June 22, 1873, The Times, which grew under his hands into a flourishing property. In August, 1899, he sold the paper to a company, of which Mr. John W. Eedy is managing-director. Alluding to the late Mr. Wilkinson, The Times says: "While at all times exercising a keen and constant personal oversight of the many interests involved in the publication of a big daily paper, Mr. Wilkinson never neglected his health or became careless in his habits of living. He was a firm believer in the virtue of plenty of fresh air and in the beneficial exercise of walking 'a thousand miles in a thousand hours.' For years it had been his custom to indulge in long rambles about the city and outskirts. Mr. Wilkinson was a journalist of the old school, conservative in all things, practical, scholarly, and a deep thinker. Naturally a student of human nature, this faculty was greatly enhanced by an early study of phrenology, and further strengthened by a wide contact with every type and character of mankind, extending over more than half a century. Having traveled very extensively both in the Old World and the New, and being an insatiable reader, Mr. Wilkinson was perhaps unusually qualified for the arduous and responsible duties

which for so many years rested upon his shoulders." The eldest son of the deceased publisher is Walter J. Wilkinson, of The Mail and Empire, Toronto.

PETER MURRAY, FORMERLY OF ORILLIA.

Peter Murray, who died November 3, at Glenville, Ohio, at the age of 57, was a pioneer in Orillia journalism. He was born in Scotland in 1843, and came to Canada as a child with his parents. In May, 1867, with C. Blackett Robinson, he started The Orillia Expositor. Selling that journal, the name of which was changed to The Northern Light, he established The Lindsay Expositor in 1869, returning subsequently to Orillia to conduct The Northern Light. That paper lasted until 1872, when a new company was formed to start The Times, with D. J. Beaton as editor. In 1877 The Times and Expositor amalgamated, the united enterprise being conducted by Murray & Beaton. In 1880, Mr. Beaton removed to Winnipeg, and Mr. Murray carried on the business until September, 1893, when he sold out to its present proprietor, Mr. H. T. Blackstone. Owing to ill health Mr. Murray removed to Ohio where other members of his family reside. The Orillia Times gives some interesting data regarding the deceased publisher: "The Times was published from 1872 to 1881 in Kean's block, the premises above what is now McConnell's store. A growing business made larger quarters necessary, and Mr. Murray erected a building in rear of his residence on Mississauga street to be used as a printing office. He had an uptown business office, with telephone connection—a primitive line installed before the Bell system came into operation in Orillia. A steam press, the first in Orilla, was introduced about the same time. In 1888, the office was moved to its present quarters, and still further enlargement made.

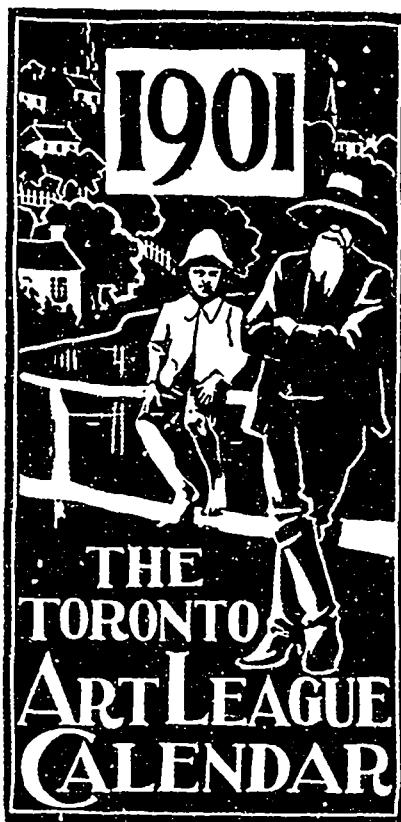
With his characteristic energy, Mr. Murray commenced the publication of The Daily Times on February 1, 1889, with the late W. A. King as editor. For a time the new paper did very well, but lost a valuable aid with the illness and death of Mr. King in March of the following year. Publication was continued for a year or more, and in March, 1891, The Daily Times ceased to exist.

EDUCATING CUSTOMERS.

A question that has often been asked of late is: "How shall we educate the cheap printer?" If the successful printer teaches him how to run a plant and make money out of it, he may be developing a dangerous competitor, who will secure a large plant and trade, and injure him more in the long run than he did as a cheap printer. Is not the better plan to educate the customer? When a successful printing house finds that it is losing trade to an irresponsible price-cutter, it ought to be the business of someone to follow up the customers lost, after they have had a few months' experience with cheap work, and see if they are not cured, or if they cannot be brought to a sense of the bad economy they are practising. The customer who leaves a good printer for a cheap one usually soon gets tired of poor printing and inadequate attention to orders, and is then too apt to turn to a third printer of reputation rather than go back to the original good printer.

AN ORIGINAL POSTER.

ANNEXED will be found a cut of the striking and original poster issued by George N. Morang & Co. in connection with their publication, the calendar of the Toronto Art League. The full size of the poster is 28 x 14 inches and it will be seen that clever use has been



made of the lights of the picture to bring out the subject in strong relief. The plan of engraving wood-blocks for the purpose of printing posters, so as to use the background as the chief factor, bringing out the design, lettering, etc., in white, has of course been long in use, but we do not remember seeing an instance in which the plan has been so cleverly and successfully used as in Morang & Co's poster. In this line as in all others there is, of course, room for originality and brains,

and it may be added, perhaps, room for ingenuity in producing a good effect at a moderate expense. It is the prerogative of Art to glorify the simple, and to add its magic touch to very ordinary materials. We may legitimately expect that, with increasing intelligence in artistic matters, the old and disreputable content with ugliness will gradually pass away.

Two of Montreal's progressive newspapers, The Star and La Presse, have moved into their magnificent new buildings this month.

The lower paper mill on the Don river, near Toronto, said to be Canada's first paper mill, owned by Taylor Brothers, was destroyed by fire lately. The paper making machinery was, fortunately, in another building, but a large quantity of material was burned.

The Typesounder, a quarterly publication issued by Barnhart Bros. & Spindler, Chicago, contains much that is of interest to the printing trade, especially in the advertisements of types, borders, cuts, etc. Besides these there are a number of pages of entertaining reading matter relating to the trade. The publishers will be pleased to send a copy of this booklet to any printer writing them at 183-187 Monroe street, Chicago. It is worth having.

Agawam Bond

16½c. per lb.

All standard weights and sizes, in white and tints.

Send for Samples.

Homespun Cover

5 COLORS

	Per Ream.	Per Quire.
20 x 25, 50-lb.,	\$7.50	\$0.45
20 x 25, 30-lb.,	4.50	.25

Buntin, Gillies & Co., HAMILTON.

MONTREAL OFFICE

21 Mechanics' Building St. James Street.

Has your sample book of folders, weddings, etc., been revised?

We Have Kept Pace With Progress

Have you?

What do your customers think about it?

You don't know.

You can only make a guess.

If you are using the bargain-counter kind of inks "for economy's sake" you are not doing first-grade printing.

You should use the Ault & Wiborg inks—the world's best.

Perhaps you rarely have complaints about the quality of your printing and probably you are often complimented.

But those facts prove nothing.

The majority of your customers will not make a fuss when they are only slightly displeased.

Many of them consider it good policy to jolly you whenever they have an opportunity, whether they like your work or not, especially if you have a newspaper.

Some do not know the difference between first and second-grade printing.

Some may think your work is better than your competitor's work but not as good as it should be.

Those who leave you do not give their reasons. You may think your competitor has underbid you when he is really charging more and getting the business because of the better work that Ault & Wiborg inks enable him to do.

Some people see samples of your printing and never give you even a trial order because they observe the fact that you use inferior inks. You think the reason they do not patronize you is because the other fellow has some kind of a pull.

To sum it up, your customers think all sorts of things about your printing and you are more likely to find out exactly what they think if you do first-class printing than if you do second-class printing. You cannot afford to use poor inks on the work you do for people who do not appreciate the best because the other (and larger) class of people will find it out. Ault & Wiborg inks are the best that can be made—better than any other makers have ever succeeded in producing.

They are the standard of the world. They are sold at the lowest prices for which the best inks can be sold. There are inks that cost less for just the same reason that brass jewelry costs less than gold jewelry.

You should have our catalogue.



KEPT IN STOCK BY . . .

The Toronto Type Foundry Co., Limited

AT ALL THEIR BRANCHES.

NEWS OF THE MONTH IN BRIEF.

PERSONAL MENTION.

W H. DICKSON will resume his old place as Ottawa correspondent of The Globe. G. C. Biggar, who has been doing the work for several months, has made an excellent correspondent.

W. Macdonald, of The Guelph Advocate, has joined The Hamilton Post staff.

R. v. Robert Haddow, of Waterford, Ont., formerly of Dalhousie, N.B., has joined The Westminster staff.

F. J. Scott, formerly of the Winnipeg press, is now connected with The Honolulu Commercial Advertiser.

H. W. Laird, of The Cobourg Sentinel-Star, who is now mining in Cariboo, is spending the winter in Cobourg.

R. E. Gosnell, formerly editor of The Greenwood Miner, has been appointed secretary of the British Columbia Bureau of Statistics.

Loran C. MacNutt, of The Fredericton Herald, met with a painful accident while stepping off a boat, fracturing the left leg.

W. S. Humphreys, a veteran editor of Montreal, and connected with The Star, has been spending a fortnight in Toronto.

W. B. Somerset, of The Winnipeg Free Press, was presented, on his marriage, with two handsome pieces of furniture by the staff.

A. W. Woodward, who bought The Chatham Banner, and is now issuing it as The Banner-News, has had many years' experience on The Chicago Journal and Detroit News, and is a Canadian, born in Hamilton.

BUSINESS CHANGES.

Adolphe Trudeau, printer, Montreal, is dead.

Stephen McAdam has opened a printing business in Sydney, C.B.

Thomas Riddell, printer, Embro, Ont., has sold out to Wm. Stewart.

The Franklin Press, Limited, Winnipeg, has been incorporated.

Thos. M. Groves, publisher, Lumsden, Man., has given up business.

H. Buckle & Son have commenced a printing business in Winnipeg.

McKowan, Mills & Hammill are the new proprietors of The Fergus Canadian.

The Review Printing Co. (T. M. White), Windsor, Ont., has been burned out.

The printing office of Wm. Craig, of The Grand Valley Star, has been burned out.

Robt. T. Lowery, New Denver, B.C., publisher, has sold The Slocan City Drill to Chas. E. Smitheringale.

Woodworth & Fielding, of The Windsor, N.S., Tribune, have sold out to Charles H. Seeley, of Halifax.

Smith & Greenwood, printers, etc., Victoria, B.C., have been succeeded by The Victoria Printing and Publishing Co.

IMPROVEMENTS AND SPECIAL ISSUES.

A typesetting machine has been installed in The Almonte Gazette office.

The Perth Expositor office has added a new stapling machine for pamphlet work.

An order for new type has been given by The Southampton Beacon to The Toronto Type Foundry Co., Limited.

The Bridgeburg Review, recently disposed of by Mr. J. T. James to E. W. Johnston, is to be enlarged. New presses, type, etc., have been secured from The Toronto Type Foundry Co., Limited, and The Review, with its associate publication, The Fort Erie Times, will soon give fresh outward evidence of its prosperity.

NEW PUBLICATIONS.

The Gaspé Gazette is the new weekly issued at Grand Basin.

An evening paper, L'Express, has made its appearance in Montreal.

There are now 22 papers in Waterloo County, Ont., and the latest is J. W. Green's new weekly, The Maple Leaf, issued at Wellesley.

THE LIBEL LAW.

Editor Downey, of The Guelph Herald, is applying for a new trial of the recently dismissed suit against The Guelph Advocate.

Mayor Macdonald, of Toronto, is appealing from Judge Meredith's decision in his action against The Mail and Empire and also from Judge Ferguson's decision requiring him to answer certain questions in the preliminary proceedings of his suit against Saturday Night.

Samuel Barker, M.P., is taking action against The Hamilton Times for printing a declaration by a railway employe, regarding an alleged reduction of wages under Mr. Barker's management.

LENDING THE PAPER.

The Palmerston Spectator man is down on the subscriber who lends his paper to his neighbor, and his remarks are of general application: A subscriber to The Spectator called at the office yesterday, paid the amount due on subscription, and discontinued the paper, at the same time expressing regret at having to do without it for a time, and stating that the only reason for discontinuing was the intolerable annoyance caused every week by neighbors borrowing the paper almost as soon as it came, sometimes not returning it, and sometimes even sending it away to friends. It is a small matter, perhaps, but it is worth while reminding people who thoughtlessly make a habit of borrowing the neighbor's paper, that it is both an annoyance and an imposition. In the average family a weekly newspaper will lie around and be read at intervals for several days; often there is something in it that they wish to keep; often they have not time to read at once, and put it aside for a while. In any case, they are likely to be annoyed at having to lend it.

"The Reputation"

OF THE

CANADIAN Brown & Carver Cutter

BELIEVING the Brown & Carver pattern of Paper Cutter to be the best, we made arrangements to have Westman & Baker build those machines for our trade. The **CANADIAN** machines have now been on the market for over a year and have outdistanced all other makes of Paper Cutters in their class.

The Canadian machine is heavier, stronger and better made in every way than any other cutter sold in Canada.

The following letters speak plainly as to the Reputation of the **CANADIAN** Brown & Carver Cutter:

Warwick Bros. & Rutter

Wholesale and
Manufacturing Stationers

Toronto, Oct. 30th, 1900.

THE TORONTO TYPE FOUNDRY CO., Limited,
Toronto, Ont.

Gentlemen,—Over a year ago we bought one of your 50-inch Automatic Clamp Canadian Brown & Carver Cutters, which our foreman, Mr. Charles Johnson, reports to be in every way satisfactory. The machine has been working day-in, day-out, and overtime during all this period on the whole range of work of our establishment with entire satisfaction, and it gives us pleasure to be able to recommend a Canadian-made machine.

Yours, very truly,

WARWICK BROS. & RUTTER.

Bryant Press

Printers and Publishers

44 Richmond St. West
Toronto, Nov. 13th, 1900.

THE TORONTO TYPE FOUNDRY CO., Limited, Toronto, Ont.

Gentlemen,—We think it only fitting that we should make known to you the satisfaction that the Canadian Brown & Carver Paper Cutter purchased from you since our recent fire has given us. We believe that our large range of work has given the machine a severe test, and it has met every demand with ease. It has been in constant use since last May, including a good deal of overtime, and it has never been disabled even for a brief period, and we have yet to find a single flaw.

With its capacity (50 inches) and sectional gauge, we are enabled to trim complete at one cut our largest magazines. Its great strength allows it to plow through strawboard and millboard as easily as through the softest paper. In brief, it is strong and reliable, accurate and rapid, is giving us perfect satisfaction, and is saving us money.

It is an additional pleasure to us to be able to recommend this machine as it is entirely of Canadian manufacture. We believe it is the duty of every loyal citizen to support and encourage home markets, and here is a chance to do so practically with every advantage in the purchaser's favor. "Canada for Canadians."

Yours sincerely,

THE BRYANT PRESS,
A. Maccomb, Manager

Canadian Printers know the superiority of Canadian Printing Presses and Paper Cutters. They have been using them for 25 years. We sell Canadian Machinery and fully guarantee it.

SPECIFICATIONS.

SIZE OF MACHINE.	APPROXIMATE SHIPPING WEIGHTS.	PULLEYS, DIAM.	BELT WIDTH.	SPEED OF PULLEYS.	FLOOR SPACE.		PRICE OF KNIVES.
					WIDTH.	DEPTH.	
38"	3,00 lbs.	20"	3"	100	5' 8"	6'	On
50"	4,500 "	21"	1"	125	6' 8"	7'	application.

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

Toronto Type Foundry Co.,

LIMITED

70 YORK STREET, TORONTO.

BRANCHES:

Hallifax—146 Lower Water St.
Montreal—787 Craig St.
Winnipeg—175 Owen St.
Vancouver—116 Columbia Ave.



NEW BUSINESS.

THE elections put a damper on business, but, since their passing, an improvement has been noticeable. A. McKim & Co. are placing some advertisements in Manitoba, N.W.T. and British Columbian papers for the Dominion Tobacco Company, and are using a list of Maritime papers for Walker's Canadian club whiskey. The Canadian advertising of Health Food Company has been placed in the hands of J. A. McKim & Co.

THE OLD QUESTION OF CHANGES.

A contemporary, in Norfolk county, calls attention to the fact that one of the weeklies in the vicinity contained, about November 1, an advertisement of a local firm announcing their millinery opening for September 27. This is one of the frequent evidences that advertisers will not change their advertisements, and are the first to declare that advertising does not pay. The local merchants are always complaining that the city stores take away their business from them. One of the first remedies to be applied is to go in for weekly changes of their own advertisements. The extension of city daily circulation into the towns and country districts brings the city firms before the attention of consumers. If the consumer does not find any store news in his local paper he will get it elsewhere.

This is a live question at the present time, and the weekly publisher should take the greatest pains to argue the whole matter out with his local advertiser. If the merchant hasn't time to change the advertisement it will simply be necessary for the publisher to do it. The prosperity of both the merchant and the weekly paper rests upon good local advertising. It is pretty clear that no fortune is made out of foreign advertising, and if the publisher allows matters to run on much longer the present tendency is going to seriously threaten the revenue of the local press.

MR. SCROGGIE CAPTURED AT LAST.

A thorn in the side of Montreal newspapers was removed a few weeks ago, when Mr. W. H. Scroggie, of St. Catherine street departmental store fame, commenced to advertise in the city dailies. Mr. Scroggie had long done a good business, chiefly on account of his good situation, his attractive window-dressing and his own close attention to business, but he never did a cent's worth of newspaper advertising. Indeed, his business success was so great that it began to shake Montrealer's faith in the efficacy of advertising. But now all that is passed and Scroggie's notices are appearing along with those of Montreal's other large stores.

Mr. Scroggie has not gone at advertising blindly; his advertisements outclass any of those of his competitors. Mr. R. Angus, formerly with Abbey's Effervescent Salt, has

been engaged, and he is doing a great deal to popularize Scroggie's store with the Montreal public. The public outside the city is also interested, for we hear that a mail-order department is being organized to accommodate the business resulting from the newspaper notices.

The "ads" are all chatty and convincing, which cannot be said of most of the advertisements that appear in Montreal newspapers. There is a great tendency among business men of that city to talk of discounts; there is a discount off goods on this floor for that day, and a discount off goods in that department for this day, all of which is very good if it were only understood. But to how many women will the idea of a discount appeal? Strange as it may seem, most women do not realize the fact that a discount of 25 per cent. is 25 cents off every dollar. To talk of discounts to the female public is to talk above women's heads. Mr. Angus recognizes this fact and he quotes prices. He has also adopted a peculiar kind of script to place at the head of his advertisements to familiarize the "ad" with his readers. Altogether, Mr. Scroggie's entrance into the advertising arena ought to do the advertising world of Montreal a certain amount of good.

BUSINESS PLACED FROM TORONTO.

The outlook for the holiday business in advertising is decidedly bright. The past month has also been a busy one. The Central Press Agency are placing a good deal of advertising in the leading papers throughout the country for mail-order houses. They have also put out a line of business for The Canadian Rubber Co. and Pure Gold Manufacturing Co. For the Indo-Ceylon tea-planters, the Central Press Agency have made a good contract for reading notices in all dailies and weeklies from Quebec to British Columbia.

THEY HAVE THEMSELVES TO BLAME.

The Great Pacific Tea Co., of Montreal, seems to have been a great Pacific swindle. We hope our confreres who are still running the ads. will do better than we have been able to do.—Mattawa Tribune.

Well now! How fortunate we were to have consigned the munificent offer made to us by this company to the wastepaper basket, where all take-it-out-in-trade offers in advertising should be lovingly deposited. This offer was to supply tea to editors who accepted the company's advertisements in payment thereof. We have noticed the ads. in many of our exchanges. When will the country newspaper decline to accept every trade proposition for valuable advertising space? It is a great Pacific scandal the way they allow themselves to be duped by sharp and unscrupulous houses.—Buckingham Post.

The Great Pacific Tea Co. commenced business in Montreal about four months ago, opening a small store and sending out copy for advertisements to a long list of newspapers throughout the Dominion. Enclosed were the wishes of the advertiser, who put on all the airs of a millionaire. He asked that the publisher insert the advertising matter and accept tea in payment, and if this did not suit then charge at the lowest cash value and draw on the Great Pacific Tea Co. in three months. Naturally, the drafts sent to the Great Pacific Tea Co. for acceptance at

the end of three months have been returned, and the proprietor seems to have gone on an extended holiday. It is surprising that such a number of Canadian newspapers were enticed by the bait. And some papers are still inserting the copy in apparently serene contentment. Comment is unnecessary. Canadian publishers have been warned time and time again to forbear from accepting such offers, fraudulent on their very face. Business is business. We only hope that experience is as great a teacher as it is proverbially said to be.

A NEW YORK MAN'S IDEAS.

I have received a copy of the report of the annual dinner given by the Sphinx Club in New York, the well-known society of advertising agents in that city, of which Mr. F. James Gibson is the secretary.

The discussions are very practical, and the remarks of Mr. J. A. Richards contain some interesting suggestions, which I quote for the benefit of the readers of this column: "Again, I would like to see this departure along the line of individuality, viz., a magazine, which could be furnished either with or without its advertising pages, and the advertising section to be entirely edited by the magazine itself, and charged extra for, with the frank statement made that no advertiser could enter its pages who wasn't endorsed by its advertising department. This would involve higher rates and better service.

"Again, I would like to see a newspaper tabulate bargain news in dry goods, giving names and addresses from day to day, just as they would stock sales, and charge the various advertisers for the space which they occupy, and

permit display advertising only on specialties which cannot be thus tabulated, thereby treating the dry goods store matter as news.

"I would like to see a company capitalized in the millions whose business should be to take hold of and exploit deserving commodities of those who haven't the capital to forward them, on terms profitable to owner and promoter.

"Again, I would like to see billboard advertising regulated by law, so that any man proposing to use boards would have to take his design and matter to some properly-constituted authority and get a license to go ahead. The face of nature belongs to the public. A man buys his newspaper, but the landscape along the railroad is thrust upon him; and there ought to be some effective way to prevent offences against taste either in art or morals."

PUSHING BUSINESS.

An exceedingly pretty little booklet has been issued by Mr. Abraham, the advertising manager of The Toronto Star, containing short testimonials from leading advertisers as to the value of the paper's columns. There are a great many weekly offices in Canada which can do just as fine printing as has been put into this booklet, and, as they can do the work for themselves, it is a wonder that they don't all go in for something of the kind. Such a booklet can be used for a long time, both for the purpose of confirming the good opinion of present advertisers and of acquiring new ones. It also shows that you are fully alive. The tremendous efforts which the dailies make to push their business necessitates a weekly publisher making unusual efforts himself and to keep his hold upon the advertising public is one of the best things he can do.

GET THE BEST

THE

HORTON MAILER

IS THE BEST.

THE HORTON MAILER is guaranteed to do better, easier and faster work than any other machine.

It is easy to learn to operate, requiring but a few minutes' practice to attain a good rate of speed.

It is held naturally, does not cramp the muscles of the hand or arm, and can be operated equally well with either hand.

It perfectly guides and thoroughly pastes the slips, scrapes off all surplus paste, and the papers or wrappers are not stuck together.

It has reversible knives, with two cutting edges, and by means of the adjusting mechanism the knives can be kept so perfectly adjusted that they will remain sharp much longer than those of other mailers.

The paste is supplied by a simple wooden roll, which is easy to clean and will last for years, and does not get out of order as do the troublesome, unclean belts and numerous pasting parts of other mailers.

It is nicely and strongly made in every part. No "gingerbread" work. It is made to last. It is 12 inches long, 3 inches wide, 5 inches high, and weighs 2 1/4 pounds. It is packed in a strong wooden box.

No matter what Mailer you now use, it will pay to replace it with the Horton.

Price with Paste Strainer, Extra Knives, Screwdriver and Oil Can, packed in a strong wooden box. **\$20** NET.

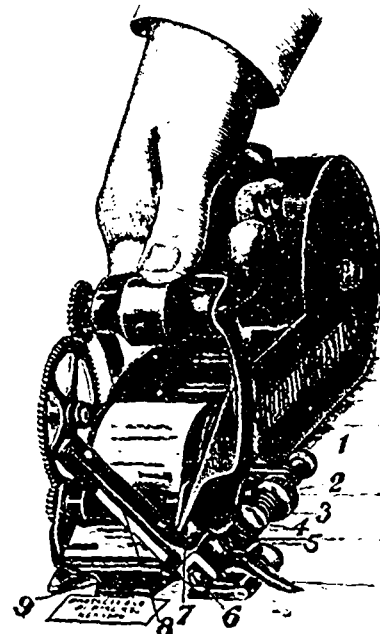
SEND ORDERS TO . . .

Full Instructions with each Mailer.

The Toronto Type Foundry Co., Limited, 70 York Street, TORONTO, ONT.

OR BRANCHES:

HALIFAX: 146 Lower Water St. MONTREAL: 787 Craig St. WINNIPEG: 175 Owen St. VANCOUVER: 116 Columbia Ave.



HOW TO GET AND HOLD COUNTRY CORRESPONDENTS.

THE above question is one of the most difficult questions with which country publishers have to deal, yet this difficulty has been successfully overcome, in very many instances, to the great advantage of the newspapers. Like every other desirable thing in business, there must be care, judgment and effort used. It is necessary, in the first place, to secure correspondents of reliability and good standing in each community, with a zeal for and pride in the work, who have a good deal of public spirit and pride in seeing their sections of the county and the people thereof properly represented. The more influential a correspondent the better. To secure the best, a personal and patient canvass is generally necessary, unless personal acquaintance is had. A canvass must be supplemented with and preceded by correspondence. There is nothing like starting right. Having selected a correspondent, the next thing is to thoroughly interest him or her in the work, to magnify the office and make each correspondent to feel a duty to the local community and a loyalty to the paper; then furnish every possible convenience in the way of neat stationery and stamped, directed envelopes, and a neat box in which to keep the same. Have full printed directions, instructions and suggestions pasted on the cover of the box; furnish each correspondent with a copy of the paper free, and also with such books, magazines and exchanges as may be desired and can be arranged for. Write frequently to each correspondent commending the work done and suggesting, in a friendly way, any possible improvement. Make each feel that he or she is a part of the paper. Give correspondents, as far as possible, official and social recognition, consulting with them, inviting them to the home of the editor, and, once or twice a year, plan an excursion or other public entertainment for them.

Try through excursions or picnics to get the correspondents together at least once a year to take part in social or literary exercises or to listen to discussions by prominent residents of the county on local interests, educational, moral, industrial and agricultural improvement and advancement—nothing stilted, but a picnic with speeches or discussions on lively local subjects in which the whole county is interested and the correspondents of the paper are recognized as helpers and promoters. If such gatherings could be held once every three months, in different sections of the county or adjoining counties, they could be made enjoyable and useful to the people as well as to the correspondents and the paper. They should be the picnics or meetings of the local correspondents of the paper and so advertised, and under the direction of the editor and publisher, they should be the committee on programme, though prominent citizens in each locality should be invited to take leading parts. On each occasion a basket picnic or midday dinner or lunch should be enjoyed together. Besides all these, or such as can be carried out and made practical, cash payments should be made for extra work and correspondents should be recognized as the local agents of the paper and be given liberal commissions on all new subscribers obtained. In many instances it will be found wise to make a small cash payment, previously agreed upon, for every letter of correspondence accepted. In many

cases, we know that the outlay of cash would be deemed too great a burden and an unprofitable investment, but this is frequently for the reason that the value to a paper of this local correspondence is not sufficiently appreciated by the publishers. What we have suggested has been with a view not only to economy, but to the securing of more enthusiastic, loyal, intelligent and valuable service. — National Printer-Journalist.

STARTING A PAPER.

An amusing little book has appeared in New York by Albert Payne, called "The Bread Line." It is dedicated to those "who have started, who have thought of starting, or are thinking of starting, a paper." Four New York men, two artists, a writer, and one with business training, planned a high-class \$1 weekly. Its name was "The Whole Family." They were going to make millions through premiums and a "cash for names" scheme.

They had heard of Frisby, who took hold of a moribund weekly and made it a howling success "without a dollar." This inspired them. After a year of it and three issues of the paper they were utterly stranded. Then, some man who knew told them the true story of Frisby. He had sunk \$40,000 of his own, then \$40,000 belonging to his family, and then when he was "without a dollar" the tide turned and success arrived. Where does the Bread Line come in? It is the name applied to a row of starving wretches who always line up at midnight in a certain New York street to receive a cup of coffee and a slice of bread, the gift of a philanthropic baker. The night the four adventurers planned their scheme, after a luxurious supper, they separated just when this "bread line" was forming up. A spasm of generosity seized them. They went along the line and gave each man 10c. and said: "Boys, a year hence we'll be millionaires and we'll turn up and make it something handsome."

At the end of the year, they were in the "bread line" themselves. The downfall of the scheme is told with much humor and insight. Bates, the man who promised brilliant things in advertising and only secured one contract for two insertions at \$4 per insertion, is one of several characters in the book. It is a warning to those who are chasing rainbows in the publishing line.

The man who tempts fate by launching a new enterprise without sufficient capital and under strong competition is, nine times out of ten, going to fail. There may be nothing wrong with the scheme. It's the floating of it that tells.

E. C. Reinecke, a resident representative in Cape Town, South Africa, says: "Of all the absolute necessities for which the South-African merchant suffers most, a first-class job-printing house is the most pressing. All paper bags bearing any printed matter are bought in New York. Of course, there are printing plants in South Africa, but they cannot do satisfactory work. Under the old regime they secured a prohibitory tariff on all printed paper—70 per cent. is the exact figure—and then they forced the local merchants to take such work as they gave them, or pay the tariff. Printed paper bags are returned to the grocers in most South-African cities, just as brewers' bottles are to brewers in America. All commercial printing orders go abroad."—Exchange.

LIST OF Rebuilt Machinery

...FOR THE USE OF...

PRINTERS, LITHOGRAPHERS, BINDERS AND ALLIED TRADES.

Every Machine advertised in this list has been thoroughly overhauled, and will be sent out in guaranteed good working order. Let us know your needs, and we will give you detailed description and prices.

SECOND-HAND MACHINERY:

WEB PRESSES.

- No. 163 **Cox Duplex Q. Q. Machine** in first-class condition, used only four years. This press has two fountains and will run at a speed of 1,000 per hour, printing and folding either 4, 6 or 8-page papers of 6 or 7 columns. Price on application.
- 172 **Goss Stero. Web Perfecting Press with Folder.** Complete outfit. Prints 4 and 8-page papers of 6, 7 or 8 columns, speed 10,000 per hour. Price on application.

TWO REVOLUTION CYLINDERS.

- 220 **Campbell, 32 x 46, front delivery, 2-roller, table distribution.**
- 263 **Campbell, 32 x 46, 2-roller, table distribution, front delivery.**
- 264 **Campbell, 37 x 52, 4-roller, table distribution, front delivery.**
- 265 **Campbell, 37 x 52, 2-roller, table distribution, front delivery.**
- 131 **Campbell, bed 37½ x 50, front delivery, 2-roller, table distribution.**
- 230 **Campbell, 41 x 60, 2-roller, table distribution, front delivery.**
- 208 **Campbell, 37 x 52, 2-roller, table distribution, front delivery.**
- 236 **Campbell Pony, 23 x 28, table distribution, front delivery.**
- 219 **Campbell Intermediate, 37½ x 54, table distribution, front delivery, wire springs.**
- (C) **Huber, 43 x 67, 4-roller, in good order; cannot be delivered until October.**
- 158 **Potter, 40 x 64, rack and screw distribution, 2-roller, tapeless delivery, air spring, back up motion.**

DRUM CYLINDERS.

- 199 **Babcock Standard, 19 x 24 rack and screw distribution, tapeless delivery, air springs, back-up motion.**
- 120 **Campbell Country, 24 x 28, table distribution, tape delivery, wire spring.**
Campbell Country, 31 x 46, table distribution, tapeless delivery, wire springs. (Montreal branch.)
Campbell Country, 32 x 46, table distribution, wire springs. (Montreal branch.)
- 111 **Campbell Complete, 32 x 49½, 2-roller, table distribution, tape delivery, wire springs.**
- 213 **Cottrell, Triumph Series, 33 x 47, tapeless delivery, rack and cam distribution, air springs.**
Cottrell & Babcock, 24 x 30, rack and cam distribution, tape delivery, wire springs. (Montreal branch.)
- 126 **Cottrell & Babcock, 34 x 52, tapeless delivery, rack and screw distribution, air springs.**
- 277 **Cottrell & Babcock, 32½ x 46, rack and screw distribution, tape delivery, air springs.**
- 201 **Cranston, 21 x 28, rack and screw distribution, tapeless delivery, air buffers, back-up motion.**
Cranston, 21 x 23, rack and screw distribution, tapeless delivery, wire springs, back-up motion. (Winnipeg branch.)
- 169 **Cranston, 21 x 30, rack and screw distribution, tapeless delivery, air springs, back-up motion.**
- 139 **Hoe Pony, 18 x 21½, rack and screw distribution, tapeless delivery, wire springs.**
Hoe Pony, 21½ x 23½, rack and screw distribution, tapeless delivery, wire springs. (Winnipeg branch.)
- 107 **Hoe, 31 x 43, rack and screw distribution, tape delivery, wire springs.**

No.

- 203 **Potter, 29 x 42, rack and screw distribution, tape delivery, wire springs.**
Potter, 32½ x 46, rack and screw distribution, tape delivery. (Montreal branch.)
- 100 **Potter, 33 x 50, rack and screw distribution, tapeless delivery, wire springs.**
- 101 **Potter, 36½ x 52, 4-roller, tapeless delivery, table distribution, wire springs. Will print 7-column quarto.**
- 221 **Taylor, 28½ x 41, 2-roller, rack and cam distribution, tape delivery.**
- 119 **Taylor, (Oshawa), 39 x 66, rack and screw and table distribution, tape delivery, for hand or power.**
- 216 **Ideal Hand Cylinder, 6 column quarto.**
- 222 **Acme Cylinder, 32 x 46, prints 3-column quarto.**

WHARFEDALES.

- 128 **Anglo-American, bed 47 x 51, 4 track, 1-roller, patent delivery.**
- 131 **Dawson, 27 x 31½, 3-roller, 2-track, pat. fly.**
- 124 **Dawson, 29 x 31½, 3-roller, 2-track, pat. fly.**
- 251 **Dawson, 42 x 43½, 3-roller, 2 track, tape delivery.**
- 121 **Fieldhouse, 46½ x 53, 4-roller, 2-track, patent fly.**
- 135 **Hughes & Kimber, 37 x 43, patent flyers, 2-track.**
- 148 **Miller & Richard, 18½ x 22, 2-track, 3-roller, patent fly.**
- 165 **Miller & Richard, 30½ x 30½, 3-roller, patent fly.**
- 115 **Miller & Richard, 41 x 47½, patent fly, 2-track.**
- 102 **Miller & Richard, Quad Royal, 43½ x 45 4-roller, 4-track, patent fly.**
- 202 **Payne, 37 x 42, 4-roller, 4-track, extra distribution, thin fountain blade, patent fly.**

LITHOGRAPH AND PLATE PRESSES.

- (C) **Two Hoe Litho. Cylinders, takes stone 23 x 31; in line order.**
- (C) **Hoe Litho. Cylinder, takes stone 23 x 24.**
- (C) **Hoe Litho. Cylinder, takes stone 26 x 33.**
- 117 **Litho. Furnival Press, 29½ x 31½, double crown.**
- 116 **Steam Copper Plate Press, 21-inch.**

JOB PRESSES.

- 274 **Pilot Lever, 6½ x 10.**
- 276 **Official Lever, 8½ x 12½.**
- 197 **Empire, 8 x 12.**
- 270 **Eclipse, 10 x 15.**
- 127 **O. S. Gordon, 7 x 11.**
- 191 **O. S. Gordon, 7 x 11.**
- 196 **O. S. Gordon, 7 x 11.**
- 218 **O. S. Gordon, 7 x 11.**
- 278 **O. S. Gordon, 9 x 14.**
- 271 **Liberty, 9 x 13.**
- 270 **Eclipse, 10 x 15.**
- 273 **O. S. Gordon, 10 x 15.**
- 217 **O. S. Gordon, 11 x 19.**
- 245 **O. S. Gordon, 13 x 19.**
- 240 **O. S. Gordon, 13 x 19.**
- 268 **O. S. Gordon, 13 x 19, fountain and steam fixtures.**
- 218 **O. S. Gally Universal, 13 x 19.**
- (C) **Chromatic Press, 11 x 2.**

No.

(In Stock at Montreal)

- Columbian, 6 x 9.**
Pearl, 7 x 11
Standard, 8 x 12.

PAPER CUTTERS.

- 280 16-inch Challenge Lever.
279 18-inch Advance Lever.
104 30-inch Sheridan Power.
297 32-inch Westman & Baker Power Cutter.
227 24-inch Eagle Card Cutter.
224 24-inch Eagle Card Cutter.
223 28-inch Ruggles Card Cutter.
141 23-inch Plow Cutter.
157 28-inch Plow Cutter.
161 24-inch Plow Cutter.
174 24-inch Plow Cutter.
133 23-inch Plow Cutter.
187 32-inch Plow Cutter.

MISCELLANEOUS.

- 103 Clamp Pad Press.
207 Simple Book Trimmer.
Field-Blow'er, No. 0.
162 Surplus Stereotype outfit, 8½ x 14 inches.
Gaal Stamper.
201 Hecok Book Sawing Machine.
224 Sanborn Book Sawing Machine, 6 saws.
226 S. H. P. Electric Motor, 500 volts.
108 Hughes & Kimber Puling Machine, 6-wheel.
205 Hoole Pager, 5-wheel.
115 Hoole Pager, 5-wheel.
112 Paging Machine, 3-wheel.
224 Sanborn Foot-stamping Machine.
151 Rotary Perforator, 27-inch.
183 Royle Radial Arm Routing Machine.
119 Royle Routing Machine No. 2.
126 Sanborn Hand Embossing Press.
236 Krause Hand Embossing Press, 7½ x 10.
(C) 15 H. P. Oil Gas Engine.
214 Hecok Standing Press, 16 x 24-inch platen.
217 Hecok Standing Press, 24½ x 48½ inch platen.
235 Perfection "C" Wire Stitcher.
275 Perfection "G" Wire Stitcher.
106 Thompson Wire Stitcher, 4-inch.
109 Hoe Ticket and Numbering Press.
111 Hoe Stereotype Shaving Machine.
160 Ranger Improved Staple Binder, No. 9.
150 Acme Staple Binder No. 4.
239 Book Roll-off Machine, 18-inch.

BOX MACHINES.

- 231 Scoring Machine, 24-inch.
229 Behmer Corner Wire Stitcher.

HAND PRESSES.

- 171 Washington; platen, 23 x 23; bed, 24 x 24.
147 Washington; platen, 21½ x 31; bed, 27 x 27.
159 Washington; platen, 32½ x 47½; bed, 29½ x 48.
132 Washington; platen, 27½ x 33½; bed, 26 x 36.
153 Washington; platen, 24 x 43; bed, 32 x 48.
114 Washington; platen, 24 x 37; bed, 27½ x 41½.
152 Washington; platen, 28 x 43; bed, 31 x 48.
213 Washington; platen, 19 x 23; bed, 22½ x 29½.
160 Washington; platen, 28 x 41; bed, 34 x 48.
190 Washington; platen, 23 x 3½; bed, 27½ x 40.
194 Washington; platen, 25 x 39; bed, 28½ x 41½.
177 Washington; platen, 22½ x 27½; bed, 26¼ x 34.
118 Washington; platen, 23 x 33; bed, 27 x 39.
215 Washington; platen, 29½ x 43½; bed, 22¼ x 47¼.

FOLDING MACHINES.

- 176 Dexter Folder, 7 column quarto, hand feed.
244 Stonmetz, 8-column quarto, hand feed.
247 Stonmetz, 6-column quarto, hand feed.
(C) Brown, 8-column quarto, hand feed.
211 Chambers' Point Book Folder, Three and four fold; folds double 16, and takes paper 24 x 32 and smaller; machine is as good as new.

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ART IN BOOKMAKING

A Scholarly and Practical Essay by Mr. Ernest J. Hathaway, of Warwick Bros. & Rutter.

Reported for PRINTER AND PUBLISHER by C. G. Hickey.

A LECTURE on the above subject delivered by Mr. Ernest J. Hathaway at a meeting of the Women's Art Association in Toronto recently was of considerable value to printers and others interested in the making of printed books. Mr. Hathaway thought that the best works of literature should be becomingly dressed, and what was a proper binding and printing formed the theme of his address.

Art in bookmaking, he said, did not consist in the illustration of the printed pages nor in the decoration of the cover; it was architectural—not pictorial. A book might be beautiful if only the type was printed clearly and neatly, so as to be easily read, and a proper regard shown for the paper and other materials that entered into its making. The decorations and illustrations might enhance the beauty of the book, but they were not essential to its art. In the production of a work of art, one central thought or feature should stand out above all, and in the making of a book, the chief place should be given to the author, and all arts and materials in its production should be subordinate to him.

So far as typography is concerned there are two requisites in a beautiful book—harmony and simplicity. Readability was the end to be sought. The fewest possible kinds and sizes of type should be used, and they should be arranged in as simple a manner as possible. The books produced during the first 100 years after the invention of printing were the most perfect models of typography and binding the world has seen, and the degeneration that followed was due to the fact that bookmaking, which once was an art, was now a mechanical process, and the motive of production was not how good, but how cheap. Printing alone, of all inventions, was born fully matured, and began to degenerate almost immediately. The printers of early days were under the influence of the manuscript writers, and, as there was a prejudice against printed books, as cheap imitations, it was necessary that they should follow as closely as possible the manner and style of the manuscript books. The early printers understood the arrangement of the type on the printed pages better than we do. As to the position of the type there was no fixed rule, but the plan of the early printers of making the inner and upper margins of the pages about one-half the width of the outer and lower margins seemed best, for it not only presented a more artistic appearance, but, if it was necessary to rebind a book, the edges could be trimmed again without spoiling its appearance.

Those engaged to illustrate the books of olden times were the best artists of the day, and, as education was then very limited, the use of pictures was necessary in order to convey more clearly the meaning of the author to the

reader. In the use of illustrations there should be two main objects; first, the pictures should help to make clear the author's meaning, and, secondly, they should add beauty to the printed pages. The early artists understood this, and every illustration not only conveyed some idea to the reader, but made the book more beautiful. The most important invention since printing, as regards the making of books, was that of engraving by photography, but, unless artists and printers unite to preserve the tradition of the art of illustration, this new method of engraving will be its destruction. It is too easy to make a collection of photographs or sketches and call them illustrations.

In the binding the two materials in general use were cloth and leather, each requiring a different treatment and different degrees of artistic skill. Cloth was entirely a nineteenth century invention, the original object in using it being merely to provide a temporary covering for the book until a leather one could be given. But at present very few books ever receive anything more than the cloth cover, and the object should be, therefore, to make it as fine as possible. At first, cloth bindings were of the commonest description, and a paper label on the back was the only decoration. The next step was the combination of a number of pieces of metal rule in a sort of geometrical design, and this was followed by the present custom of printing designs from special plates made from artist's drawings.

The work of the artist in the stamping of cloth-bound books consisted in merely making the original drawing on paper, but in finishing leather bound books the entire process was a work of art. Every design was original in itself, and the details had to be worked out by hand, each impression of the finisher's tools corresponding to a stroke of the artist's brush. The art of the finisher was limited by the tools at his command, and every design must be capable of being transferred to leather. The finisher, with a knowledge of the tools in his mind, outlined the scheme of decoration on paper, usually with the tools themselves. The paper was then stretched over the leather, and the design impressed through the paper on to the surface of the leather. The paper was then removed and the design again gone over, with the tools slightly heated, to make the impression sharp and distinct. The leather was then washed with a sizing to make the gold stick, and the design gone over a fourth time, again with the tools heated. The surplus gold was then brushed away. This process must be repeated on the other side and back before the cover is completed.

The description, however, is much easier than the accomplishment. The gold often cannot be persuaded to stick, the leather may be too dry, the tools may be too hot, or too cold, each kind of leather requires a different treatment, and what that is can be learned only by practice and study. The difficulties in the manipulation of the tools are many, and a host of other things make the discouragements and disappointments of the finisher very numerous and serious. The artist may toil over the work hour after hour and day after day, for the gold is exceedingly thin, and impression after impression is required to produce a satisfactory result. Hundreds of separate impressions of

the tools are required in intricate designs, and care must be taken that they are of uniform depth. But the joy of the artist as the work of his imagination unfolds itself beneath his hand in all its golden beauty is unbounded, and amply repays him for all the hours of work and worry which he has had to spend to accomplish it.

The great difficulty with the artist is to know where not to decorate. It is too easy to cover a book with an elaborate design, but nothing is so offensive to the sensibilities of the true artist as a gaudy, overdressed book, loaded down with gilt and tinsel. There must be harmony throughout the entire work, in the paper, type, illustrations and binding, but in no case, as mentioned before, must the artist's materials or handiwork take the first place. "Books," concluded the lecturer, "are made to read, not merely to look at, and if the readability be sacrificed, or the author's place be made subordinate, the value of the book is destroyed."

THE PROPOSED MONTREAL MEETING.

Since the last issue of *PRINTER AND PUBLISHER*, the project of holding the next meeting of the Canadian Press Association in Montreal has been the subject of correspondence between Mr. Cooper, the secretary, and various members of the executive. So far a balance of opinion favors going to Montreal. Even the western members consider the plan a good one, even if the attendance of Ontario members was not as large as in previous years. In *PRINTER AND PUBLISHER*'s opinion a good attendance of our own members is of more importance than even the pleasure of a joint meeting in Montreal. It would, therefore, be of great importance if some of our publishers would express their opinion before the executive holds a meeting to decide the question. Steps are being taken to prepare a good programme regardless of the place of meeting.

CARRYING NEWSPAPERS TO THE YUKON.

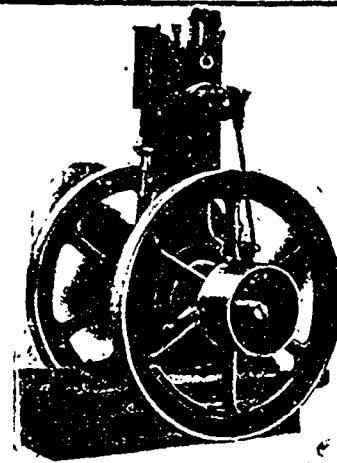
The Post Office Department has decided to continue the conveyance of newspapers by mail to post offices in the Yukon Territory and Atlin district for the Winter season. Arrangements have accordingly been made for the conveyance of a limited quantity of newspapers to Dawson, Pelly, Fort Cudahy and other post offices in the Yukon Territory, as well as to Atlin, Discovery and Spruce Creek in British Columbia. To Dawson and post offices in the Yukon Territory the quantity is limited to 500 lb. per week, and to Atlin it is limited to 300 lb. semi-weekly. If the quantity tendered for carriage exceeds this limit, priority will be given to newspapers sent to subscribers or to separate addresses. Under this arrangement all merchandise and articles coming under the head of fourth-class matter will be excluded from the mails, as well as parcels of books and samples. This prohibition does not extend to White Horse, Lake Bennett or Log Cabin.

A decision of considerable interest to newspaper publishers has just been delivered by Mr. Justice Rose in Toronto. It relates to the republication in this country of illustrations which are copyrighted in the Old Country. Messrs. Graves & Son, of London, England, took action against a Toronto printer and several newsdealers for printing and selling copies of the famous picture "What We Have We'll Hold," on the ground that it was duly copyrighted in Great Britain. Judge Rose has decided that copyright in illustrations only applies to the United Kingdom and does not extend to Canada. While this decision may seem to encourage the use by newspapers and magazines of illustrations which are registered as the exclusive property of the British publishers, it is likely to be appealed and should not be acted upon with too much freedom.

The Northey Gas and Gasoline Engine

Costs \$155.

At this figure no printer should be without the means of providing himself with a handy, economical form of power, such as the Northey Gasoline Engine. Every printer who has used it—and their number is large—has nothing but praise for the excellent results it gives, both in the way of cheapness, good press power and ease in management. Anyone can run it—requires no attention while working (saving special skilled help), will run a Wharfedale or Cylinder, two or three Gordons, or Paper Cutter, etc., all at once if desired—gets up speed in less than a minute—uses fuel in proportion to work done. A practical consideration of these advantages will convince you that the Northey Engine offers the best low-priced power proposition in the market to-day. To this end: Send for illustrated booklet and specifications.



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What Interests British Journalists.

AT the annual conference of the British Institute of Journalists in London a few weeks ago several questions of some interest to Canadian newspapermen came up. Sir James Henderson, president of the institute presided, and among the Canadians who attended were: Mr. A. F. Pirie, of Dundas; Mr. Martin J. Griffin, of Ottawa, and Mr. James Johnson, formerly of The Ottawa Citizen. The institute seems to flourish, and its objects; namely, to confirm the professional status of newspapermen and to provide a sort of insurance for members as well as a fund for orphans are all well maintained.

TWO TENDENCIES AT PRESENT—Sir James Henderson referred to the "New Journalism" in these words: "The sensationalism that used to be regarded as the sole possession of our American confrere is becoming too common in our British press which, consequently, is, in my opinion, in danger of losing much of its dignity and prestige." On the question of the increase in the number of women writers in the ranks of newspaperdom, Sir James said: "The lady journalist, though scarcely a product of the new journalism, has undoubtedly been helped forward by it to the fighting line of our ranks. We are glad to have the names of these talented ladies on the role of our institute and we have no objection to an increase in their numbers."

BENEVOLENT FUND.—The chairman of the orphan fund committee announced that the fund had grown from \$28,000 to \$37,000 in three years. During the nine years the fund had been established they had assisted 48 orphan children of members of the institute to the extent of about \$12,000. Subscriptions to this fund are not obligatory upon members of the institute.

REPORTS OF PUBLIC BANQUETS.—At the meeting a motion adopted by the London Council of the Institute was considered. It dealt with the question of invitations to dinners and other public functions which are often sent to one or two news agencies whose reporters are present while the newspapers which are not invited and send no representatives print the reports furnished by the agencies. Against this the London Council protested as tending to the reduction of reporting staffs in the London press and to the depriving of reporters of employment. It also urged that where, as a matter of news, it was necessary to report the speeches at these gatherings the editors should be asked to omit the name of the organization giving the function. The institute carried the "previous question," and refused to vote upon this resolution on its merits.

COPYRIGHT IN SPEECHES.—A paper was read to the members by Mr. J. A. Strahan, honorary counsel to the institute, upon the famous decision of the House of Lords in the recent case of Walter vs. Lane. This decision, as

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McFARLANE, SON & HODGSON

Wholesale Stationers, - - - MONTREAL.

Canadians are well aware, gave to the reporter of a public man's speech appearing in a newspaper the exclusive property in his own report. Mr. Strahan's opinion of the decision is that the exclusive property of the report resides not in the reporter but in the publisher for whom he works.

WANT A PAPER CUTTER ?

Do you want a paper cutter that is easily handled, a cutter that cuts square, a cutter that has the required strength to stand heavy work? These features are imperative. The "Advance" has all of them, and more. It is built by skilled workmen, with the latest improved machinery which enables the manufacturers to produce a high-class cutter at a very low price. There are six sizes, ranging from the 16-inch pony up to the extra heavy 33-inch lever, and 30 and 33-inch power machines. All are built to jigs, strictly interchangeable, and of the best materials throughout. The "Advance" has every desired improvement and is right in size, right in quality, right in price. The J. L. Morrison Co., Toronto, have them in stock for immediate delivery. Circular with full description and special features illustrated, free for the asking.



PAPER. Have you seen our list of odd sizes? If not, send for it, as it includes lots of paper of various qualities that can be used to advantage.

Some of our customers post it up where they can readily see it, and they tell us they can often save money by drawing on this stock.

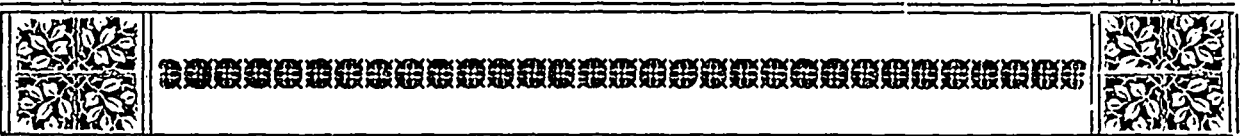
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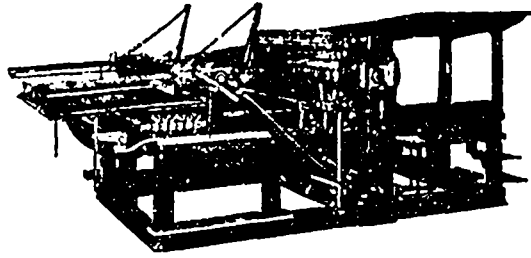
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The Miehle



The Miehle

HIGH SPEED, FOUR-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in eleven sizes, from 26x36 to 48x65. This press is built to do the finest class of printing, and is specially adapted for half-tone work both in black and in colors. It is the standard Flat-Bed Press of the world to-day, as the producer of a greater quantity and finer class of work than any other press on the market.

The Miehle

HIGH-SPEED, TWO-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in six sizes, from 30x42 to 45x62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four, otherwise it is similar in all its other features, and is faster.

The Miehle

HIGH SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30x42 to 43x56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

The Miehle

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

OUR NEW SHEET DELIVERY

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

FOR PRICES, TERMS, AND OTHER PARTICULARS, ADDRESS

The Miehle Printing Press & Mfg. Co.

MAIN OFFICE AND FACTORY,

Cor. Clinton and Fulton Streets, CHICAGO, ILL., U.S.A.

Canadian Agents: TORONTO TYPE FOUNDRY CO., Limited, Toronto