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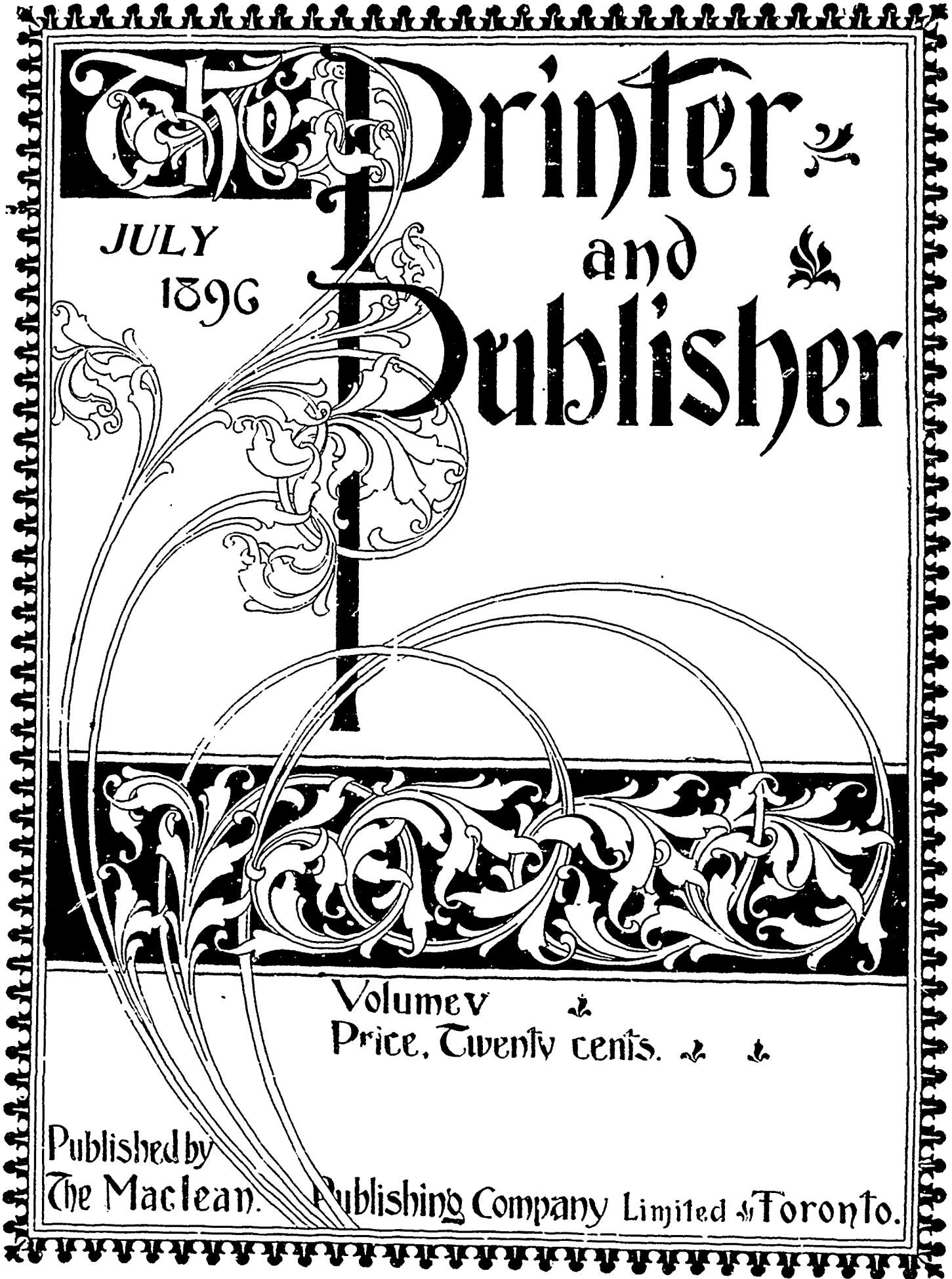
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The Printer and Publisher

JULY  
1896



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## CURRENT NOTES.

BY the withdrawal of Sir Oliver Mowat from the Ontario Government a portfolio had to be assigned to a new man. It is gratifying to observe that of the three gentlemen principally spoken of for the vacancy, two were newspaper men—Mr. Stratton, of 'The Peterboro' Examiner, and Mr. Balfour, of 'The Amherstburgh Echo. Mr. Balfour has been selected. *PRINTER AND PUBLISHER* offers its hearty congratulations to the country editor upon his success. Mr. Balfour is energetic, able, and has displayed in politics that acute intelligence which newspaper men may, without overweening vanity, claim as one of their attributes. During his term of the Speakership, Mr. Balfour's relations with the Press Gallery in the Legislature have been most cordial. It is not every country printing establishment that keeps a Cabinet Minister in the front office, but as a body we are not indolent, and if it becomes necessary for journalists to administer entirely the affairs of the country and still get the papers out on time, there will be no great difficulty about it.

The Amherstburgh Echo is one of the newsiest country weeklies. It is remarkable that while Mr. Balfour has been in the thick of the party fights for many years, *The Echo* has never been given over to politics unduly. That is another evidence of sound, common sense.

The dailies are giving lists of the journalists in the new Dominion Parliament. We may fairly lay claim to the following: Mr. John Ross Robertson, Toronto Telegram; Mr. R. L. Richardson, Winnipeg Tribune; Mr. W. F. Maclean, Toronto World; Mr. John V. Ellis, St. John Globe; Mr. J. Israel Tarte, *Le Cultivateur*; Mr. Fielding, Halifax Chronicle; Mr. Parmelee, Waterloo Advertiser; Mr. Bostock, Victoria Pro-

vince; Mr. Oliver, Edmonton Bulletin; Mr. Davin, Regina Leader; Mr. Hughes, Lindsay Warder; Mr. Innes, Guelph Mercury; and possibly some others, whose names, at the moment, are overlooked.

W. B. Nichol's newspaper in London, *The Daily News*, is doing well. Its circulation is up to the press capacity. Type-casting machines are used in the composing room. Mr. Mc Gillivray, the business manager, has been on a trip to England, and this has left the editor pretty busy, but he gets out his one and a-half to two columns per day editorial, we observe, just the same.

Mr. Brierley's temperate and able contribution, which appears in the July Westminster, and which is reprinted in this issue of *PRINTER AND PUBLISHER*, will be read with interest by newspaper men.

The Toronto Mail and Empire deserves a word of praise for its Saturday issues, which are well prepared and exhibit much careful work. The art supplement is now printed by the new fast press. The illustrations do not gain in quality, but with some change in the color of the paper used, this could be remedied. From a literary standpoint *The Saturday Mail* is admirable.

Among the standing business notices under the rate-card in *The Andrews, Ind., Signal* is the following significant remark. "Cards of thanks, poetry, and church notices with a financial import, 2½ cents per line each insertion." Poetry with a financial import is an aggravation of the original offence and is let off cheap with a fine of 2½ cents per line.

The Toronto Globe has one of its manly articles on the abuses of Government advertising. The Telegram started the subject by referring to the tendency to give advertisements to newspapers mainly through political favoritism and not because the country would get the value of the money spent. The Globe, at the outset of the term of Liberal rule, has no hesitation in condemning the practice. The Globe's timely endorsement of business methods in this matter is simply another of those courageous, honest moves which are making the paper what it is.

The Afro-Canadian, started in Toronto by Mr. John Sharpe, is the first paper to represent the colored citizens of the country. It will also, no doubt, defend the interests of our much-maligned friend, the colored gentleman on the fence.

## THE NEWSPAPER AND ITS CRITICS.

JAMES S. BRIBBLEY IN THE JULY WESTMINSTER

“THERE is in almost every city a daily newspaper of which [the] . . . business manager has no enterprise that rises above the level of blackmail. Its editor is alert for stories of crime, and sleepless in quest of scandal. The hanging of a criminal could call forth a special edition, while a Pentecost would be noted in a paragraph. The news of this paper is unclean, and its views purchasable. It keys its news to the tone of the vulgarian, who delights to read of lust and murder, and its views are determined by bargains made and cheques received in little rooms at the rear of the saloons. . . . The tendency of the time is downward.”

This picture of daily journalism is painted by a writer in a recent issue of a Canadian literary periodical. Is it true to life? If it is, we have in our midst a monstrous being, a dragon of the prime, to be curbed, crushed, destroyed. If it is not, then a grave injustice has been done in placing before the reading public a distorted, almost unrecognizable, image of the daily press. I have no hesitation in saying that such injustice has been done, and that the picture is little better than a caricature. The artist, seeking strength, has lost all sense of proportion.

It must be freely acknowledged, however, that there is much to deplore in the character of the daily press of Canada and the United States, and that fair and discriminating criticism should be powerful as a corrective of many undesirable tendencies. The opinion of the disinterested observer is not to be despised, inasmuch as the question is one of literary intelligence and ethics. The newspaper writer is generally too close to his work to pass just judgment upon it. The man at a distance, viewing the canvas as a whole, its details lost, its lights and shadows intensified, its perspectives developed, is perhaps better qualified to speak as to the merits and shortcomings of the work. Newspaper men, therefore, while justified in resenting calumny posing as criticism, should give thoughtful heed to all comment on their work that bears the earmarks of knowledge, sympathy and discrimination.

That the people should manifest concern respecting the press is eminently fitting, for it is they who make it, and who suffer by its deficiencies, and they who benefit by the elevation of its character. They should not lose sight, however, of the peculiar conditions under which it is working, fair consideration of which must modify the severity of criticism. To illustrate. Canada is fortunate in possessing a population of high average morality and intelligence, and the papers serving such a constituency may not unreasonably be expected to measure up to a certain standard; but in regard to the press of the larger cities of the United States, where the extremes of morality and of depravity, of culture and of ignorance, jostle each other on the street, such expectation would manifestly be unreasonable. In obedience to a well-known natural law, each class finds representation in the press, and generalization in criticism becomes impossible. The distinction between classes of papers in basic, and not until the demand for the vicious and the sensational in periodical literature diminishes by reason of the elevation of the “submerged tenth” need the public look for the disappearance of a class of papers, which unthinking critics too often take as a type of the daily press.

The duties of the press are so multifarious, so all-embracing,

that criticism should, in justice, stay its pen until they have been considered. The press has become one of the moving forces of civilization. Its history during the nineteenth century is that of a creation rather than of an evolution. Steam, electricity, fast-running presses, and cheap paper, have united to produce an engine so powerful, so potential, that the compass of its influence, the pale of its possibilities, cannot be defined. It is intimately associated with every social, industrial, political, educational, and religious movement. It touches the life of the world at every point of possible contact. Like a river in flood time it has risen from point to point, to-day compassing heights that yesterday were thought to be far beyond its reach. The limits of its duties can never be sharply defined, for they change with the changing years. Looking backward over the two centuries since the press began to be a potent factor in the life of Anglo-Saxon communities, a steady development of function is to be noted, accommodating itself to the demands of the hour, even as the British constitution contemporaneously broadened and strengthened under stress of circumstance. Restriction gave way to freedom; the pamphleteer became a leader writer; news-giving developed into the chief purpose of the paper; the press became the handmaiden of Liberty; by its aid governments were changed, wars made, and peace restored. Relatively to its opportunities, the press of modern days may not, owing to its own deficiencies and the growing intelligence of the people, wield the influence that once it did, but the future holds no barriers within which it may be pent if it be but true to itself. But with such a history of exotic growth, with such a dowry of influence, is it any wonder if it has failed in part to fulfil the duties of its high calling? Vast temptations have followed in the train of vast powers and possibilities. The political adventurer, the commercial gamester, the capitalistic schemer, the slanderer, the blackmailer—all these have found in the press an instrument for the promotion of their selfish ends. Compared with its temptations, have not its failures and weaknesses been strangely few?

The right to criticise rests on the relation of the critic to the criticized. The closer the relationship the stronger the right. The interdependence of the community and the press endows the former with the right touching the press, but it also implies a duty, which may be defined as the duty of encouragement. From a weakling press only the work of weaklings may be expected. A community has no reason to expect strong, strenuous, and unselfish effort on its behalf from a press which it supports but grudgingly. The trend of circumstance in placing on the shoulders of the advertising public the responsibility for the maintenance of the newspapers is not free from objection. In the last analysis, no doubt, the purchasing community provides the means, but the immediate effect is a weakening of the ties that bind the reader and the paper, a loss on the part of the subscriber of the sense of proprietorship, and with it the consequent right to insist on a high quality of service. There must also be, in the publisher's eyes, a lessening in the importance of the reader. It has already come to this in the case of some papers, and every new subscriber implies an actual loss of money. Naturally, where the publisher's treasure is there will his heart be also, for the newspaper is at bottom a business enterprise, wholly dependent on the money received in return for its services as a news-gatherer and a publicity-giver. So from the public the press has a right to expect encouragement, and not alone of a sub-

stantial character, but also that sympathetic interest in its worthier aims that is often of more importance than dollars.

Another duty incumbent on the public is to demand the best possible service, and to be satisfied with nothing less. It is often advanced, to weaken the force of attacks on the press, that the newspapers are as good as their readers—that they cater to the taste of those by whom they are supported. As acknowledged, there is a certain measure of truth in this allegation, but it does not justify newspaper men in groping in the slime for gold, and it does warn readers that one duty they owe to themselves and to the press is to refuse countenance to any journal that is playing the traitor to decency, honor and truth. In every large city there are papers that are striving to be clean, manly and thoughtful, and independent, and over against them stand papers that are vulgar, sensational, irresponsible. It is the public that is at fault, and the public that suffers, if this last mentioned class can boast of large circulations. To demand that such papers, bought for their stories of crime and passion, for their warped views of life, for their disregard of the conventionalities of decent society, should be patriotic, unselfish and clean would be highly absurd. It would be asking the pickpocket to descant on the virtues of honesty. But respectable people need not send flowers to the pickpocket's cell.

The United States has developed, perhaps, the most serious and disquieting perversion of the functions of the press. The inextinguishable energy of the race, aided by marvellous mechanical facilities for the collection of news and the production of papers, has found in newspaper publishing an almost boundless field for expression. Unfortunately, the evils of intense competition have met but little restraint in the character of the populations of the larger cities. On the contrary, these evils have been intensified by opportunities of serving the appetites of a large class steeped in ignorance, and capable only of appreciating the vulgar and the exaggerated. There has, in consequence, been a grave deterioration in the moral character of the press of the Union, for the influence of the larger cities is as wide as the Republic. Sensationalism, lack of the sense of responsibility, disregard of the sanctities of private life, misrepresentation of opponents, the deification of a false and inflated patriotism—perhaps these are the chief accusations to be laid at the door of the worst representatives of the United States press. And these faults, regarded in the bulk, constitute a character not merely wanting in moral force, but positively evil and dangerous. It is little matter for surprise that thoughtful men throughout the Union are viewing with ever increasing alarm this prostitution of the press, and are anxiously debating the problem of how to bring about reform. It is the echo of this discussion that we are hearing in Canada. What is applicable to one section only of United States journalism is being applied to the whole press of the two countries. As a warning, as an example of what is to be avoided, this picture of the worst of American newspapers may be held up to view, but to use it as typifying also the Canadian press is absolutely without justification. From the gross faults of the press of the Republic Canadian journalism is almost wholly free. It is, in the first place, essentially clean. It is the exception to find a Canadian paper overstepping the bounds of journalistic propriety in treating on subjects that are generally tabooed in the family circle. Crimes of violence may receive more attention than they should, but scant courtesy is shown to the suggestive and impure.

Enterprise is kept within legitimate bounds, and seldom loses its identity in sensationalism. Not often does political discussion degenerate into personal attack and misrepresentation. The sense of responsibility seems to lie heavier on the Canadian than on the United States editor, and on this side of the border far more respect is paid to the personal rights of the individual, as distinguished from his rights as a member of the state. The faults of the Canadian press are more venial, and not such as to provoke the thoughtful citizen to anxiety. There is in our press more to respect than to deplore. If we lament that the badge of organship should yet disgrace some papers, we must also bear witness to the rapid growth of political independence. If the spur of business competition or the prejudice of partisanship leads journals into excesses of speech, we must remember that much of the bitterness of former years has disappeared. If it be true that our discussions of public questions are not yet on the highest plane, consolation is found in the fact that in no other respect has there been a greater change for the better during the last twenty years. Courtesy and consideration to opponents is shown in larger measure than ever before. Broader conceptions of national and international subjects prevail, and local affairs are no longer always treated from the view-point of selfish or partisan interest. That many of our papers are little better than purveyors of news—and poorly digested news at that—may be true, but the news is seldom of the debasing kind, and by and by the controllers of these papers will be touched by the true spirit of the press, and will become teachers as well as tradesmen. Unfortunately, the claim made on behalf of the reading columns of our papers, that they are free from moral filth, is not to be made respecting the advertising columns. The business manager makes but a halting interpretation of the duties of his office, and many an otherwise admirable newspaper is marred by the suggestiveness of its advertising pages. But here, also, improvement is to be noted, and every year gives evidence that the advertisements are being edited with increasing care. It is perhaps true that, viewing the Canadian press as a whole, the odium of superficiality—of trivial thought and slipshod speech—may yet remain. The average newspaper man does not write “up” to the highest class of his readers, but “down” to those below. He fears to shoot too high, and the pressure of daily journalism makes excuses to mate his fears. This is a fault that time, and the growing demand of the reading public for stronger food, must be left to cure. To sum up, it may be emphatically denied that the tendency of the time is downward. On the contrary, the evidences of an upward tendency, of a quickening life, are all around. The political campaign of the last two months, with its illustrations of honest enterprise in the presentation of news, and of independence in the expression of views, is a striking illustration in proof. The press is growing stronger and more courageous. It is acquiring a keener sense of its duties, and is realizing, as never before, its opportunities and its responsibilities.

For what is being accomplished by the Canadian press due credit should be given to the men who have their hands on the lever of this modern engine, and who are, as a body, honest and conscientious. In their ranks is to be found as large a proportion—I had almost said a larger proportion—of men animated by a sincere desire to further the public weal as exists in the ranks of any other calling or profession. The sense of responsibility—the union of opportunity and conscience—should

be on every man, but more peculiarly must it be part of the moral equipment of the newspaper writer. Even with it his work will be faulty, but, without it, it will be a menace to the community. Such sense of responsibility, there is good reason to believe, rests heavily on the men who are making the Canadian press.

It may be said, sense of responsibility, under the conditions mentioned, implies special sacrifices, special efforts, and special and exceptional rules of conduct—in fact, changes the status of the newspaper publisher from that of a controller of a commercial enterprise, governed by the laws of supply and demand, to that of a guardian of the public peace, of a moral policeman, governed by the Sermon on the Mount. Why should men who invest money in the newspaper business be expected to fill any such office? What right has the public to demand that these men's ideals shall be high, and that their business shall be conducted with a view to the interests of the state? Well, for one reason, because the press has voluntarily donned the garb of the public servant, and cannot complain if it be asked to sustain the character. But a higher reason is the vital one. To whom much is given, from him much is expected. We are our brothers' keepers. If wealth, authority and power are public trusts; if it be true that every unit in the great race-aggregate is under obligation to every other unit; if life carries in its train duties wider than personal concerns; if altruism has any basis in fact—and these propositions are not generally disputed—then the newspaper publisher, endowed temporarily, one might almost say accidentally, with power over the thoughts and lives of thousands, or tens of thousands, of his fellows, must accept his share, large though it be, of this communal duty. He cannot escape it. It is part and parcel of the enterprise he assumes when he buys his press and his type. He may do so unconsciously. He may imagine he is conducting the journal with an eye single to the main chance, and without regard to any particular moral principles or humanitarian duties. But every issue of his paper belies him, for even as vice pays tribute to virtue by assuming its garb, so every paper, be it never so vicious, makes constant pretence of striving after the public weal. Happily, this Pharisaism is the exception. The spirit of genuine devotion to the public service is animating, in ever-increasing numbers, the men who make the newspapers. The tradition that the press is the people's tribunal, the consciousness that the public relies on its vigilance and courage, the opportunities that offer for proving to the people that their confidence is not misplaced—all these have a tendency to cause the newspaper man to feel that there are rewards in life's game not to be measured in gold and silver. It may be true, as charged, that the men who make the papers are not always properly equipped for their work. All of them have not enjoyed the advantages of academical training, nor studied the mysteries of their calling at the feet of some Gamahel of the press. But the atmosphere that surrounds the newspaper man provokes to high ideals and to consciousness of public duty. He comes to know men, to weigh them, and to judge them. He sees to the core of life. He learns a hearty contempt for cant, hypocrisy, and vanity. He grows to appreciate honesty and courage, and to base respect and honor on considerations higher than those of self or place. And so it may be that, after all, he is well equipped for the special work delegated to him.

Canadian journalism, then, is developing along safe and

honorable lines. Its sympathies are widening, its ideals rising, its moral tone strengthening. It is racy of the soil, and the constant efforts of its conductors should be to keep it so. Its individuality should be preserved. It must not be a feeble copy of United States journalism—sensational, superficial, unreliable—nor yet modelled after the British press, with pages devoted to scandal and crime, and all its news presented in the dullest of literary garb. The thoroughness and trustworthiness of the journalism of the British Isles, with the enterprise and brightness of that of the States, may well be grafted on the Canadian stock, but the stock itself must remain sturdily Canadian, with its roots sunk deep into our national life. There is a great work lying at the hand of the Canadian press. In this virgin land, crowded with infinite possibilities, is gathering a nation. What is to be writ large on the book of its history no man can foretell. But this we know, that if Canadians be but true to the glorious traditions of the races from which they sprung the record will not be one of shame. The book is already unfolding, and in the tale that must be written thereon the press has no unimportant part to play. It is for it to guide and counsel. From every side inspiration to high endeavor flows to it. It may lead the van of Canadian progress, and become a model to the mighty world. Within the hands of the men who control it lies the power of dedicating it to the service of the state, and of making the name of Canadian journalism a synonym throughout the world for courage, independence, and public spirit.

#### SEND FOR A BOOK.

Every Canadian printer should have a specimen book of the American Type Founders Co. Send to either the Dominion Type Founding Co., Montreal, or the Toronto Type Foundry, Toronto and Winnipeg, the agents for the big type company in Canada.

#### WANT A NEW DRESS.

It is understood that *Le Soir*, the new Montreal French evening paper, which has been using some of the old plant of *Le Monde*, is negotiating with several of the supply companies for an entirely new outfit. W. H. Welsh, the Boston agent of R. Hoe & Co., the celebrated printing-press manufacturers, is at present in Montreal in connection with the deal. He is registered at the St. Lawrence Hall.

#### MR. SCOTT'S NEW PAPER.

The first issues of *The Flag*, Mr. M. O. Scott's new weekly, published at Ottawa, for the dissemination of British news and British ideas in Canada, are highly creditable to the editor and publisher. It is a 16-page, 3-column paper, of *The Saturday Review* size, and has some illustrations, though the paper is almost wholly devoted to reading matter. There is nothing rabid in the tone or policy of the paper, and the first letter received after the issue of No. 1 was a year's subscription from Hon. Wilfrid Laurier. The editor appears to have no fads, and *The Flag* is presented in a light which will meet with approval from persons in both political parties. Mr. Scott shows sense in realizing early that the British cause in Canada is best promoted by unprejudiced and calm statements, whether of fact or argument. A great deal of conscientious work is put into each number of the new journal, and if its pecuniary resources are sufficient for the start, there is no reason why *The Flag* should not create for itself a prosperous constituency.

## HINTS FOR THE ADVERTISING DEPARTMENT.

By Fred Abraham, Advertising Manager St. Thomas Journal.

WHILE a successful advertising man may not necessarily be a practical printer, I consider such experience one of the essentials to success. One rarely finds a successful canvasser who has not graduated from the ranks. This experience gives



FRED ABRAHAM.

one a great advantage in the preparation of advertisements for prospective advertisers. And I might say, while I have that thought in mind, that this will be found a powerful lever in the cultivation of advertisements. I believe good advertising will pay in any medium, no matter what its circulation. Of course, the same advertisement will pay better in a paper having a larger circulation, covering equally as good territory. Consequently, the greatest difficulty is surmounted when you are able to get a contract from a merchant. It then rests with the advertising manager to see that the advertising is good. The returns will certainly come, and with them the renewal of future contracts. If I think a merchant is about ripe to do business I get out a number of the best advertisements I can think of and submit them to him. After he decides to go into advertising I see that his advertisements are frequently changed, give the merchant all the assistance and advice I can, until, as he sees results, he will gradually commence to give the subject closer attention, and frequently becomes a permanent source of revenue to the publisher.

## HAVE WRITTEN CONTRACTS.

No matter what the amount is, invariably have a written contract drawn up and signed. When a merchant has been brought to the point of advertising he will not hesitate to sign a contract. He may think better of it in a day or two and then the missionary work has again to be done all over. And, while you are talking a contract to a man it is just as easy to make it for a year as for three months. When I find an advertiser who wants to advertise, but probably not to the extent of a year, I always draw up a contract for a year, with the privilege of discontinuing at the end of any quarter or six months at a graduated scale of rates. I have drawn up a good many contracts this way, and I do not recall any who ever took advantage of the privilege of cancelling. On the other hand, if you allow a contract to lapse at the end of three months, you may not get your man so easily. In any event you are relieved of the necessity of looking after him every three or four months, the onus being on him to look after you.

## HONEST ADVERTISING.

Fortunately for the advertising manager, the tendency to be perfectly honest with the public is becoming more and more observed amongst merchants until the red flag kind is each day becoming the exception rather than the rule. I was talking the other day to a Chatham merchant who never advertised. He knew all about the principle of advertising. It is this class of merchants who have to be handled carefully by the shrewd advertising man. Nothing pleases me so much as to get close to such a man. If he wants to increase his prosperity, I am

pretty sure of seeing his name at the end of an advertisement in 'The Journal.' "If a man wants to delude the public," said this Chatham merchant, "and attract a large trade by mis-statements, I grant you that newspaper space would be valuable to him." Now this merchant merely represents a class who day by day are gradually disappearing from the active arena of commercial life. He was an honest man and, from his point of view, I charitably suppose that he could not advertise because he could not do so successfully and yet honestly. The merchant who advertises something he has not got, advertises an article for less money than he can sell it for, trusting to some scheme by which he hopes to sell the customer a higher priced article after he has attracted him to his store by a false statement, will do great harm to himself, and he usually does to such an extent that he either fails or gives up advertising. Such advertising is ruinous to any business. It is better not to advertise at all, for the merchant who does will often drive away old customers whom he has deceived.

## A FALSE DOCTRINE.

I find in the May number of a monthly devoted to the art of advertising (an obscure periodical by the way) an article on "Modern Advertising," in which the merchant is told to "adopt a head line which does not directly apply to your business." I fancy the fallacy of such a statement will be apparent to almost every advertising man. If he undertook to prepare advertisements for a merchant that did not directly apply to his business he would have a lot of sore advertisers on his hands. I fancy a merchant talking one thing to his customer over a counter while he was endeavoring to sell her something else. The newspaper is simply a vehicle through which he talks to a great many customers. I have spent the best part of my life in educating merchants to advertise exactly what they have to sell. A merchant can't be too plain in his advertisements. If a man wants insurance he will be thinking of insurance, and those companies who keep their names most prominently before the public will naturally suggest themselves to him when he is ready to do business. And so it is with every branch of trade. Encourage merchants to be perfectly frank and plain in their announcements. They will get better returns, and you will have less difficulty in keeping their names on your advertising book.

## SOLICITING ADVERTISING BY CORRESPONDENCE.

Soliciting advertisements by means of a printed circular is never, or seldom, effective. It is frequently a waste of postage, and while you are spending the three cents, you might better give the matter another moment and write the advertiser a letter—one that will leave the impression that you were in earnest and were really anxious to do business with him. At the same time aim to make your letter distinctive, so that he will recall your paper to mind when you follow your correspondence up by a personal call as you are making your yearly rounds in those outside towns where advertising may be picked up. I frequently call on an advertiser who will recall 'The Journal' by glancing up at one of our large calendars, which is so striking that most of those who received it preserved it. Often I have had an advertiser say, "Oh, yours is the paper that has the bicycle routes into the country."

## ADVERTISING SCHEMES.

I have no confidence in advertising schemes outside of the columns of a newspaper. You cannot conscientiously combine the two. Any kind of a Christmas or similar edition will



cost hundreds of dollars, and if you get enough advertising to pay for it you will be fortunate, while my experience has taught me that in the course of time you are systematically robbing your legitimate advertising columns—a patronage that is profitable alike to the merchant and to the publisher. Merchants are now setting apart each year so much for advertising, the same as for rent, fuel, light, etc., and if you get \$10 or \$20 from one on some advertising scheme, on which you will not make any money anyway, he will figure you out of that amount by curtailing his newspaper space, on which there is a profit.

**SEND A COPY OF YOUR PAPER.**

Always send a copy of your paper when soliciting advertisements by letter. If you expect your correspondence to fall on profitable ground, the prospective advertiser will certainly want to see your paper, and if he is at all favorably impressed with your territory he will write back asking for copies of the paper.

**CULTIVATING LOCAL PAPERS.**

There is an increasing tendency on the part of wholesale men to cultivate the local paper, instead of depending on the larger dailies to disseminate the virtue of their goods. The grocer, the hardwareman, etc., have joined hands with the druggist in recognizing the value of patronizing a firm who will make a demand for their goods. The outside circulation of the big dailies is taken largely by men, and men as a rule do not read advertisements. Ninety articles out of a hundred are bought by women, and such readers can only be reached through the local paper. During the last year The Journal has secured a large share of this class of advertising, and such advertising has usually paid for itself on the first canvas made by the traveler. A contract with the local paper is a strong argument for business in the hands of a commercial traveler. Cleveland baking powder, Hood's sarsaparilla, Slater's shoes, etc., were made by reaching the consumer.

**HAVE A COPY OF YOUR PAPER IN YOUR POCKET.**

Never be without a copy of your paper in your pocket. So sure as you interest a man in a contract he will want to see the position you can give him. If you have it handy you can close your business on the spot, whereas, if you allow the opportunity to slip you may not get so favorable a one again.

**KEEPING TRACK OF ADVERTISEMENTS.**

One of the chief annoyances in a newspaper office, in spite of the most elaborate system of checking to avoid the same, is to get the news foreman to carry out faithfully his instructions. In spite of the best regulations, complaints will come in of wrong position, omissions, etc., which in even small offices amounts to a good many dollars in a year. Some papers have adopted the principle of fining their foreman for such omissions, but this is not always satisfactory, since even the best of men are prone to err. The Journal's news foreman is provided with a book in which a perfect record of all daily and weekly foreign advertising may easily be kept. This chart has enough space to last three or four years. There are spaces for advertisements that have the run of the paper, next to reading matter advertisements, next to and following reading matter, reading notices, line contracts, etc., spaces for each day in the week the advertisement runs, and other means of reference which makes it seem impossible for a make-up to get astray. For the benefit of the foreman we have also tablets by which he is able to keep track of local advertisements. Each tablet is lettered, there

being two or three tablets of each letter. The tablet as here-with shown will explain itself:

NAME	AGENT	SPACE R. OF D.	POSITION	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.	EXPIRES.

The foreman does not receive a verbal order of any kind. Every advertisement must be accompanied by a written order from the business office, the following plan, which was recently introduced, being found the most effective:

No. ....	No. ....
Date .....189	Date .....189
Name .....	Name .....
Space .....	Space .....
Time .....	Time .....
Particulars .....	Particulars .....
Received above ad.	
..... Foreman.	

These orders are in book form; the stub remains in the business office, while a duplicate goes upstairs. It answers both as an order for the insertion of advertisements and for their discontinuance. As will be observed, there is no latitude here for a foreman to place the responsibility of errors on other shoulders. He cannot claim that he did not receive an order, or that it was indefinite, since the order is accessible in the business office, with his signature, showing just what his instructions were, and that he understood them.

When a contract is received at the business office the book-keeper at once enters it in the advertising book, each entry occupying a full line across two pages, showing the date, number, name, address, rate, time, first and last insertion, amount, and such particulars as may be necessary to guide him. The contract is numbered to correspond with the number in the advertisement book and the foreman's order, and filed. The terms of payment, whether monthly, quarterly, etc., are entered in the book-keeper's diary when the accounts are made out for collection, copied, and, to simplify and keep constantly before the eyes of the collector, a memo of each account is made out on such a form as this:

NAME	L. F.	AMOUNT	DATE RENDERED	REMARKS

The daily and weekly subscription accounts, subscribers wanted, etc., are kept on similar cards.

## BRIEF NEWS OF THE MONTH.

## ONTARIO.

**E.** B. BIGGAR, of Toronto, proprietor of The Canadian Journal of Fabrics and The Canadian Engineer, has left with his bride on a trip to England.

The Flesherton Advance entered its 16th year on the 4th inst.

The Berlin Telegraph has decided to continue its daily issue, started during the election campaign.

Alex. Henry, formerly of The Napanee Standard, was married to Mrs. Francis Murdoff at Napanee, July 7.

R. A. Millions, editor of The Carp Star, was in Toronto attending the session of the I.O.G.T. Grand Lodge the other day.

The Barrie Examiner has now been one year under the management of J. A. MacLaren, formerly of The Chatham Banner, and looks well.

The Sarnia Post has suspended the daily issue and will revert to semi weekly editions—Thursdays and Saturdays. The Observer is left alone in the daily field.

C. R. Gummer, of The Guelph Herald, was elected high chief ranger of the Grand Lodge of the Canadian Order of Foresters at the June convention in Montreal.

The Khan was in Hamilton the other day and told The Herald he had stopped writing poetry. He has been rusticated at Rushdale Farm, Beverley, for some time. A Toronto report says that his poems are to be collected and published in a volume this autumn.

The local news staff of The London Advertiser has been reorganized. George Yates, who has been an efficient member of it for several years, having resigned, Melville Rossie resumes control of the city and suburban news gatherers. His assistants will be Harry Passmote and Harold Atkinson.

One of the latest accessions to the weekly press is The Cold-water Planet, the first issue of which has just been brought out under the editorship of Mr. H. S. French. The issue contains a reasonable quantity of news and appears to be well patronized by the business men. The paper will be independent.

Little Goldwin Pirie, the son of Mr. A. F. Pirie, of The Dundas Banner, narrowly escaped drowning the other day at Grimsby. He was playing with his sister on the pier when he fell over. The little girl's screams brought a man, who fished the boy out with a pole, after he had been under the water seven minutes. It took two hours to bring the lad to consciousness.

## MANITOBA AND THE WEST.

On July 17 The Rossland, B.C., Miner enlarged to an 8-page, 6-column weekly.

Rossland, B.C., has now a daily paper. It is called The Record and is well edited.

Sympathy is felt for W. A. Myers, editor of The Gladstone Age, in the death of his young wife, formerly Miss McDougall, of Neepawa.

Joseph Dillabough, formerly of The Winnipeg Free Press local staff, has been appointed city editor of The Chicago Chronicle. The Chronicle is the leading Democratic paper of Chicago.

S. T. Scott, formerly of The Winnipeg Free Press staff, who has been for nearly two years foreman of The Qu'Appelle Pro-

gress, has purchased the plant of that paper from Fred. Bell and will hereafter conduct The Progress under his own management.

C. H. Gibbons, of The Victoria Colonist, has an article on the recent bridge disaster in the July Bostonian.

Mr. Marshall, editor of The Patrons' Sentinel, has returned to Brandon from Marquette constituency, where he was Patron nominee, and has again assumed charge of The Sentinel.

The Nanaimo Mail has completed its first year of publication, the first number having been issued June 22, 1895. The paper has advanced from a weekly to a semi-weekly within one year.

## MARITIME.

St. John, N.B., was visited the other week by over one hundred members of the New England and Massachusetts Press Association. They were particularly pleased with their visit.

The Halifax papers are putting on a spurt just now. The rivalry is between the evening papers. The Echo, which was in a sort of comatose state for the past few years, has taken on new life. It has changed to an eight-page paper, and presents a fine make-up. The Recorder is to enlarge. It will not discard the blanket sheet, but will add a column to each page. The Morning Herald appeared on a recent Saturday as a 24-page paper, but for that one occasion only.

There is talk of a Conservative paper being started at Windsor, N.S. There are two papers there now, but both are independent.

## DRY-PAPER PRINTING.

**I**N a paper on "Fine Printing," read before the New York Library Club, Theo. L. DeVinne said that in his younger days he had been taught that anything which was difficult, eccentric, or striking was fine printing; but that idea has now largely been outgrown. "Printing," said he, "is a secondary art. The best printing is that which does not obtrude the personality of the printer. Men buy books to get the thoughts of the author, not for illustrations, fancy letterings, and many-colored inks. That is the one idea the printer should always have before him. He should use the best types, inks, paper and presswork in his secondary work, but should never set out to make it primary in any sense."

He further said that printing was degraded in the sixteenth, seventeenth and eighteenth centuries, when the printers departed from the true path and sought fine lines and embellishments of color and fancy lettering. "We have had what was worse than the inundation of fine arts, that is, ornamental letters," said Mr. De Vinne. "Printers have distorted and otherwise misused the plain letters in an endeavor to make something graceful. We have suffered for years, but this rage is now almost over.

"There is another thing that has injured really good work—dry-paper printing. In former days printers used to wet their paper, but that has been almost abandoned since some man discovered that a glossed paper could be used almost as smooth as glass. This is a necessity in the printing of the delicate half-tones now used in our periodicals. Nevertheless, it is very irritating to the eye. In order to produce this work publishers have strayed out of the proper channel. Type work has been sacrificed, with firmness, stability and reliability, to pictures. We now have better characters, better presses, better skill and better ink, and yet the printing of to-day is not superior to work done fifty years ago."

## OTTAWA VALLEY PRESS ASSOCIATION.

THE annual meeting of the Ottawa Valley Press Association was held at Almonte on Friday and Saturday, July 17 and 18. The following attended. W. H. Allen, Herald, Carleton Place; W. W. Cliffe, Central Canadian, Carleton Place; C. F. Stone, Expositor, Perth; G. F. McKimm, Rideau Record, Smith's Falls; A. J. Jeffery, Chronicle, Arnprior; A. Smallfield, Mercury, Renfrew; Geo. Reeves, Enterprise, Eganville; W. H. Bone, Standard, Pembroke; R. A. Millions, Star, Carp; W. P. McEwan, Gazette, Almonte; Jas. McLeod, Gazette, Almonte; W. W. Pittard, Times, Almonte; E. K. Johnson, Watchman, Arnprior; R. A. Jeffery, Chronicle, Arnprior; J. B. MacLean, PRINTER AND PUBLISHER, Montreal; A. H. U. Colquhoun, Toronto.

The meeting was highly successful in every way. The visiting pressmen were received most cordially and entertained in a whole-souled manner by the local members of the craft. The association having organized, with Mr. Allen, president, in the chair, a regular programme for procedure at all annual meetings was drawn up and agreed to. The president, in the preliminary discussions, referred to the benefit which the association had already been to the publishers of Renfrew and Lanark—the district now covered by the organization. A friendlier tone now prevailed and the marked improvements made in the Valley press during the past ten years were, in part, due to the association.

Messrs. Bone, McKimm and Cliffe having been appointed auditors, reported the accounts of the treasurer to be correct, and a small balance to the good in the vaults of the association.

## ADVERTISING RATES.

Mr. A. J. Jeffery then raised the question of rates for advertising in a practical address. He believed the present rates inadequate in proportion to the cost of production. The weeklies of Ottawa city got 10c. per line for first insertions and 8c. for subsequent insertions, though they could not pretend to have the valuable circulation of their rural contemporaries. The members of the association, he contended, would lose nothing by agreeing to raise their rates. He favored a rate of 10 and 5c. for transient advertisements in country weeklies. Then, as to space advertisements, the city weeklies were getting \$1.40 per line, which was more than we were getting. Special positions in the country weeklies were not bringing what they should. For contract advertising a rate of \$1 per line should be practicable, and a uniform rate should prevail. It ought to be a principle with every publisher that the paper should be self-sustaining outside of the job work.

Mr. Bone pointed out that circulation had much to do with rates, which could not be uniform with all the papers represented in this association. So far the members had not been able to stick together in this matter, and the first step should be to hold the papers in one town to a uniform rate. He admitted that rates now were low, but competition was the cause. The Pembroke rate was \$50 per column and \$20 per quarter column, but even this schedule was sometimes broken. He believed also in the paper being self-sustaining, and thought a uniform agreement, if obtainable, was much to be desired.

Mr. Allen explained that while the association had its price list drawn up and printed, members were not bound down to

adhere to it, except when possible. It was chiefly a guide to the members.

Mr. Pittard pointed out some of the difficulties of a uniform rate. The older of two papers in a town, having usually a bigger circulation, had great advantage in securing good prices. He was convinced that 2c. per line for transients did not pay for the wear of the type.

In Perth, Mr. Stone said, the papers agreed between them to maintain rates.

Mr. McEwan said that a local agreement was the easiest worked, and in Almonte the prices on job work were thus maintained.

Mr. Smallfield related his experience in raising the subscription to The Mercury to \$1.25, its present rate. At first he lost, perhaps, 100 subscribers, but ultimately they all came back. In securing a local agreement he thought it would be difficult for an older paper in a town to prevent cutting by a new one just starting.

## AFTERNOON AND EVENING PROGRAMME.

On invitation of Mayor Thoburn, the members then enjoyed a drive about Almonte, visiting the Rosamond Woolen Co.'s mill, the Almonte Knitting Co.'s mill, and the beautiful residence of Mr. B. Rosamond, M.P., who hospitably entertained his visitors. In the evening a public entertainment took place in the town hall, where a programme of musical numbers and addresses was carried out. The songs given by Messrs. E. K. Johnston, of The Arnprior Watchman; A. J. and R. A. Jeffery, of The Arnprior Chronicle, were received with enthusiasm. The Mayor having welcomed the association, Mr. G. F. McKimm, of The Rideau Record, replied in an earnest and fluent speech, referring in graceful terms to the position and duties of the press, and thanking the citizens of Almonte for their welcome. Mr. J. B. MacLean said he had hoped that Mr. J. S. Bierley, president of the Canadian Press Association, would be present, but that gentleman's engagements prevented this. Mr. MacLean dealt with various newspaper topics. He believed that the mutual good understanding between newspapers was steadily advancing; while there was keen competition the standard of honor in their dealings with one another was higher. He regarded the reporter, rather than the editor, as the potent force of the modern newspaper. On the subject of advertising, he advised advertisers to make frequent changes, and to see that the advertisements were bright and attractive.

After the concert the guests were entertained to supper at the Almonte House by leading citizens and the genial local pressmen, Messrs. McLeod, McEwan and Pittard. Mr. Rosamond, M.P., filled the chair and Mayor Thoburn the vice-chair. The speeches were bright, witty, and to the point. Mr. Smallfield, one of the senior and most respected members of the craft, alluded, amid applause, to the services of Mr. McLeod, the secretary-treasurer, who had done so much to keep the association together. Some good-natured badinage between the representatives of Arnprior, Smith's Falls, Carleton Place, etc., arose out of the toast to "Sister Towns," Messrs. Bone, Jeffery, McKimm, Stone, Millions and Johnston replying. Mr. Jeffery "hit back" at Arnprior's rivals with the story of the bankrupt whose estate was paying next to nothing. There was one Yankee creditor. He said: "Gentlemen, you may have the ordinary assets; for my share I'll take this man's gall." Mr. Johnston related a pleasant incident of the evening, when, since

arriving in town, a delinquent subscriber had tapped him on the shoulder and paid up seven years' subscriptions. The toast to "the Ladies" drew a fitting response from the handsome bachelor of The *Almonte Times*. Before separating, the company joined hands and sang "Auld Lang Syne." The Messrs. Jeffery charmed the audience during the evening with their vocal accomplishments.

#### HIGHER RATES RESOLVED ON.

On Saturday Mr. Pittard moved that the rates for legal advertising, covering insolvency notices, judicial sales, etc., be raised to 10c. and 3c. per line. Mr. McKimm seconded this and it carried unanimously.

A short discussion on municipal printing ensued. It transpired that in Almonte the authorities pay \$6 per year for the publication of the proceedings of the Council; in Carleton Place, \$12; Pembroke, \$25. Renfrew has ceased to pay anything.

Mr. Boliithe, of The *Mattawa News*, was elected a member of the association, and Messrs. John A. Macdonald, late of The *Arnprior Chronicle*, and John Bayne MacLean, Montreal, honorary members.

#### ADVERTISING AGENCIES.

Mr. Jeffery made a protest against advertising agencies. He instanced the McKim Co., of Montreal. (N.B.—It was pointed out that this company was not to be confounded with Brother McKimm, of Smith's Falls, who, as Mr. McEwan said, "is an em wider.") This agency's rates were so low that The *Chronicle* was dispensing with their advertisements. He referred to the proposed formation in Ottawa of a \$50,000 company, the Canada Publishing Co., to handle advertising and patent insides for the Ottawa Valley papers. Mr. Nolan, representing the company, addressed the meeting. After some discussion, in which the general view seemed to be that whenever papers showed some backbone and stood out for the rate card they ultimately got the business, the whole question was relegated to a committee consisting of Messrs. McKimm, Jeffery and McEwan, who will report in a month, and if its recommendations are adopted by all the members of the association, with whom correspondence will be had, the reforms will go into force at once.

#### OFFICERS FOR 1896.

The following officers were elected: President, W. H. Bone; vice-president, A. Smallfield; sec.-treas., James McLeod; Executive Committee, Messrs. Pittard (chairman), Johnston, Stone, Millions and Miller. It was decided to meet next year in Pembroke. Mr. Jeffery was appointed delegate to attend the next meeting of the Canadian Press Association. Among the votes of thanks passed was one to Mr. Allen for his able discharge of presidential duties. The meeting was in all respects practical and most harmonious. Nothing could exceed the courtesy and kindness of the local brethren to all outside members.

#### THEIR AGENTS IN CANADA.

The American Type Founders Co., which includes the celebrated MacKellar, Smiths & Jordan, Dickinson, Central, Boston, Cleveland, Marder Luse and other type foundries, has branches all along the Canadian frontier, commencing at Boston to Buffalo, Cleveland, Chicago, Milwaukee, Minneapolis, Portland (Ore.) The Dominion Type Founding Co., of Montreal, and Toronto Type Foundry, Toronto and Winnipeg, are agents in Canada.

#### GROUND FOR COMPLAINT.

"THE fund that I have to put away for tips," said a well known printing-ink salesman in Montreal the other day, "is becoming an increasing drain on my cheque-book." This rather enigmatical statement *PRINTER AND PUBLISHER* investigated, and found that there was a lot of truth in it. It appears that some time long ago, history does not relate when, a near-sighted drummer for a New York ink house conceived the idea that it would pay him to tip the foreman pressman in a leading office to boom up the ink that the salesman was trying to place on the market. This was done in a very moderate way, and, accordingly, the grateful foreman pressman told all sorts of angelic things about the ink to his employer. It would not have mattered much had the affair rested here. But the weeds grow apace, and, like a snowball, the practice has increased until if there is no "grease," to use the term adopted by one pressman, you may expect misrepresentation of your ink. Several salesmen spoken to admitted that there was foundation for the complaint; in fact, two of them said that the demands in some instances were simply outrageous. An instance had occurred the very morning that *PRINTER AND PUBLISHER* interviewed him, when his telephone rang up with an order for half a barrel of ink, and it was added "be sure and send along the 'grease' with it." Complaints had been made by some of the conscientious salesmen to employers, but there had been little result. One, the managing director of a leading French newspaper, told the agent, "give me facts that I can work on and I will discharge any employe of mine who tries this sort of blackmail." But, as the agent added, the trouble is to get the proofs. The employer may be well meaning enough, but he does not want to be bothered with the constant whining of his pressman about the ink; that it is too gritty, that it is too soft; that it is too liquid; that it sets off, and so on, ad libitum. The pressman, having been educated to believe that a perquisite of some sort is his just due, can make matters so unpleasant that in the long run the exasperated and worn-out employer, in desperation, tells him to get the ink he likes and go to a warmer place than Suez. The chief seat of the evil, in Montreal at least, is in the pressrooms of some of the large daily newspapers. Sales agents have no complaint to make about the job offices, where their goods are treated on their merits.

#### GENERAL NOTES.

The Laurel borders shown on page 13 have a flexibility seldom found in so simple a combination of characters. These attractive borders are low-priced, effective, and waste no time in setting.

W. Stewart, who represents the Canada Type Foundry, of Toronto, on the road, was in Montreal for a couple of days last week.

E. F. Slack, the night editor of The *Gazette*, last month joined the ranks of the Benedicts, wedding Miss Carrie Martin, a sister of J. Martin, Q.C., of Montreal. "Ted" is a popular member of the craft, and all who know him wish his wife and himself all the happiness possible.

Fred Williams, well-known to the press boys of Montreal and Toronto, who went to Australia two years ago on account of his health, has returned. He has accepted a position on The *Montreal Herald*, and will likely be in the press gallery at Ottawa for them during the coming session.

THE PRINTER'S CORNER.

THE bad printing one sometimes sees, due to the springing of the type, has often been the cause of trouble in the pressroom, for it is much easier to blame a shaky press, that cannot reason back, than to point out the faulty compositor. This has been the experience of a correspondent in London Press News, who has come to the conclusion that the blame lies in his cylinder press, and writes for a remedy. To this printer The News replies: "If the machine is steady and properly on its bearings, it ought not to slant the type. Type may be off its feet in two ways; it may be either sprung up away from the 'coffin' so as not to touch it, owing to the powerful arm of a thoughtless compositor, or it may be standing on the 'coffin' but inclined out of the upright. The locking-up has much to do with this. If the quoins are jammed and smashed in, and the furniture and chase well driven down by means of the mallet afterwards, you may reckon on being able to slip a thick lead under the type, and all the banging in the world will not make it right, although it will bring the spaces up. When a form gets off its feet sideways during working, look to the leads and white lines, as they may be a little too long—that is, the compositor who set the type may have made his stick up rather tight, and then justified loosely, which would make a scaleboard difference. Look well about you before you blame the machine."

The most useful borders are those that are composed of repetitions of the same unit. And this unit should be as small as possible, in order that the border may be easily adjusted to fit all sizes of advertisements. If, for example, an advertisement should occupy three and three-sixteenths inches of space, it would be possible to fit a border composed of one-twelfth inch units to it with a waste of only the slightest amount. If, however, the border was composed of inch units, the length of the advertisement would have to be increased thirteen-sixteenths of an inch—a rather expensive proceeding if the advertisement in question should appear in a large number of papers.

Nothing will so quickly take the snap out of an otherwise attractive illustration as a disagreeable face on the figure used—especially if the latter is a woman.

One great reason, says The Iowa Editor, why type and quads rise in the form on a job press while printing is because there are too many underlays under the type, thus giving a continual spring to the chase while the press is in motion.

When electrotypes are out of use and require to be stored, they should be kept in a dry place, and the surface of the plates should be oiled in order to prevent verdigris. When they become clogged with hard, dry ink, which the brush and benzine fail to remove, they may be cleaned and made equal to new in a few minutes by covering their surface with a little creosote, afterwards brushing the surface with benzine.

To prevent damaging the type when printing envelopes, open the flaps. If the envelopes are high-cut, an even paper surface will be presented to the type. Tags and envelopes should be locked up with the head to the top of the chase; and, to prevent the form from springing, the quoins should be placed at the top.

When using copying ink, if it is too thick and does not take, apply glycerine to the ink plate with the tip of the finger, until the trouble is removed. If the ink is too thin, add powdered

gum arabic. It is absolutely necessary to have rollers, form and press perfectly clean.

If the rollers are shrunken so that they do not ink the form sufficiently, put one or two sheets of paper at the back of the form, which will bring it up to the rollers. In that case reduce the packing on the platen.

The Galt printers, headed by Andrew Laidlaw, editor and proprietor of The Reformer, played baseball with their Guelph brethren at the Maple Leaf grounds, Guelph, Saturday, July 11. The Guelph Herald gives the result as follows:

GALT.		A.	R.	E.	B.	O.	A.	L.
Dennis, 2b	.....	4	2	1	1	6	1	1
Wilkinson, c	.....	5	1	1	1	13	0	1
Laidlaw, p, 1b	.....	5	0	0	0	0	0	4
Trotter, 1f	.....	1	0	1	0	0	0	2
McQueen, lf	.....	1	1	1	0	0	0	2
Keath, 3b	.....	4	2	0	0	0	2	1
Knowles, 1b	.....	2	1	0	1	0	0	1
Skelly, c, f	.....	1	0	1	2	0	0	1
Gilby, s, s	.....	4	0	0	0	0	1	1
Scars, r, f	.....	1	1	0	0	0	0	1
Radigan, r, f	.....	2	1	0	0	0	0	0
Totals	.....	34	9	5	7	24	0	17

GUELPH.		A.	R.	E.	B.	O.	A.	L.
Colson, ss	.....	5	1	4	2	0	1	1
Spices, 2b	.....	6	3	0	1	1	1	0
Golds, 1b	.....	5	2	1	2	1	1	1
Armstrong, p	.....	5	2	1	0	4	1	1
Kelso, r, f	.....	6	2	4	0	0	0	0
C. O. Knowles, c, f	.....	6	1	1	0	0	0	0
Gilby, 1b	.....	5	1	2	2	0	0	1
King, 1f	.....	6	1	1	0	0	0	0
Holly, c	.....	5	2	1	1	1	4	1
Totals	.....	49	19	15	7	26	12	9

\*Radigan out, hit by batted ball.  
 By innings—  
 Galt..... 2 0 0 2 0 1 0 4 0  
 Guelph..... 4 0 2 0 1 2 2 0 5-10  
 Two-base hits—Kelso, Knowles, Wallace. Three-base hits—Golds, Wallace. Stolen bases—Galt 2, Guelph 10. Base on balls—by Laidlaw 3, by Keath 1, by Armstrong 6. Hit by pitcher—C. Knowles, Radigan. Struck out—by Laidlaw 4, by Keath 7, by Armstrong 11. Passed balls—on Wilkinson 3, on Holly 2. Wild pitch—Armstrong. Time of game—1 hours 30 min. Umpire—E. H. Johns. Scorer—Harry Johns.

The printers of London had their picnic to Port Stanley, July 11, and an enjoyable affair it was. A baseball match, news vs. job room, races, etc., made up the day's programme. The committee in charge of the arrangements, and judges, were: Committee—James McNeil (chairman), Frank Plant (secretary), R. F. Matthews, Charles Ruse, F. W. Parkinson, H. Ferns, William Lyttle, Wm. Hunter, Charles Doe, H. Talbot, Geo. McKenzie, Geo. Wilkey, J. B. Henry, A. Marshall. Judges—M. John Cameron, Mr. Thomas Coffey, Mr. Ed. Fleming.

NOTES.

Thomas Anderson, a well-known Halifax compositor, attached to The Chronicle staff for eighteen years, is dead of consumption, aged 54. The union attended his funeral.  
 Through the efforts of Organizer Geo. W. Dower, of Toronto, a typographical union has been formed in Belleville, Ont. Wm. Black, formerly a member of London Union, is one of the charter members.  
 A. Perrault and H. Perrault are registered partners in the firm of Perrault & Fils, bookbinders, Montreal.  
 A neat piece of work was turned out of The Cornwall Standard office, being the printing of an historical sketch of St. Columban's parish, in connection with the opening of the new Catholic church there. It was profusely illustrated, and the letter-press clean and well made up. The cover, with its tinted surface and embossed lettering in gilt, was daintily done.

A PRACTICAL MODERN CONVENIENCE.

A COUNTRY newspaper publisher, who had recently installed an Ideal hand cylinder press in his office, was so overjoyed with the prospect of no more sinew stretching and bone-aching labor on publication day, as a consequence of his investment, that he was led to exclaim, for the benefit of his brother laborers :

"What is the use of wasting so much time and labor in working the old Washington hand press, when better work can be done in less than half the time on the new Ideal hand cylinder press? You can afford to set the old hand press on one side, as a relic of a past age, and put in this modern invention, which has made a complete revolution in my printing office. The Ideal runs so light that one may easily print an edition of 1,000 copies without being fatigued in the least. With this press the labor of press-day becomes a pleasure. The Ideal has solved the problem of how to get out a country paper in clean, handsome shape, and with the least amount of wear on type, and less expense for ink, rollers, and oil than is possible on any other press ever manufactured."

The statement of this country newspaper man is perfectly true, as many another of his class has learned and rejoiced in the fact. But it is not in the country newspaper office alone that the Ideal press has been found a valuable institution. A short time ago the writer happened to be in the office of The Dry Goods Economist, in New York City, which is fitted with every facility known to the modern printer, and saw one of these machines in almost constant use. The Economist prints a large

number of full-page advertisements, proofs of which have to be sent out to the customers as quickly as possible. The old style method of taking proofs by planer and mallet is both laborious and very uncertain, as every printer knows, so that in the work of The Economist the Ideal is not only a great convenience and labor-saver, but an almost indispensable part of the equipment.

Of course, The Economist is not the only large publishing house to have discovered the utility of this practical invention, but this instance is given to exhibit one of the uses to which it has been put and for which it is so eminently applicable.

As a galley press, the chase, tympan, and frisket are lifted off, when eight ordinary column proofs can be taken at one impression. The cylinder travels over the form or galley. Clad in a close-fitting felt blanket, regulated by impression screws at either end, and provided with bearers and track, there is no chance for blurring or unevenness in the product, which is printed by one turn of the crank.

It should be stated that this press is the product of the Challenge Machinery Co., of Chicago, and can be procured of all dealers in printing materials. —Newspaperdom.

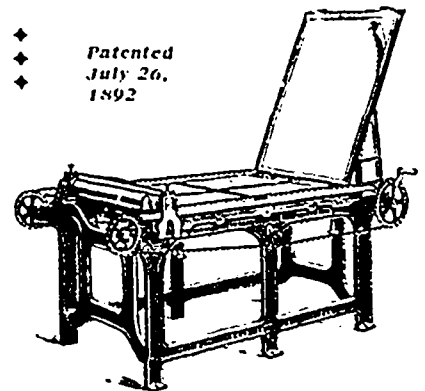
A NEWSPAPER OFFICE CLUB.

The new club organized some weeks ago by the employes of The Mail and Empire, including every department in the office, has been formally opened. The publishers have placed rooms on the top storey of The Mail building at the disposal of the club, and these are nicely fitted up as reading, smoking and billiard rooms. Mr. W. J. Hambly, the popular editor of The Weekly Mail, is the president.

THE IDEAL HAND... CYLINDER

THE MOST WONDERFUL MACHINE FOR COUNTRY NEWSPAPER PRINTING

An impression is taken by each forward or backward turn of the crank. The press runs so easily that a boy or girl of fifteen can operate it without undue exertion. It is the fastest hand cylinder made. It is the "IDEAL" PROOF-PRESS for large book and news offices. It does not stretch the paper, and one man with the Ideal can easily do the work of ten men with ordinary proof presses.

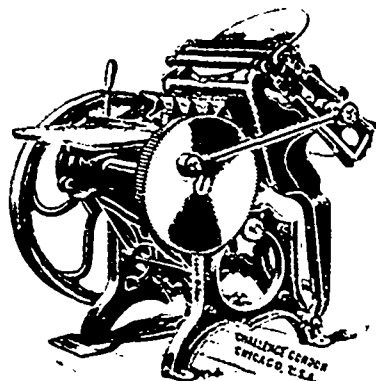


Patented July 26, 1892

CHALLENGE=GORDON

WORLD'S FAIR PREMIUM JOB PRESS.

Has many new features which commend it to all practical men. It has shown by actual test in many of the leading printing offices throughout the country that it may be run faster on fine work than any press ever made. Printers have to figure close and it takes a modern machine to show a profit. The Challenge-Gordon is such a machine. It is unequalled for color work, easy to feed at high speed, and registers to a hair.



THE CHALLENGE MACHINERY CO.

Write for circulars and price lists.

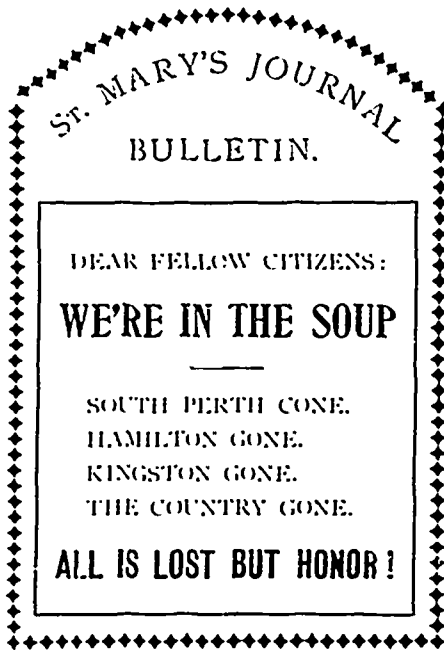
Sole Mfrs. . . . Chicago, Ill.

All Type Founders and Dealers Sell Them.

GOOD HUMOR UNDER DEFEAT.

We beg to congratulate a number of the weekly papers of the country on the accurate and well-presented election reports which appeared after the general election, on June 23.

Another feature which deserves acknowledgment is the good-humored way some of the journals supporting the defeated party accepted the result. A good illustration of this is the bulletin board of The St. Mary's Journal, which Mr. J. W. Eedy has made a feature of his office. The morning after election the tidings on the board were :



A NARROW ESCAPE.

A fire which occurred in the Taggart Paper Co.'s boiler room, Watertown, N.Y., recently had its origin in a peculiar manner. Workmen were engaged in filling one of the large rotary boilers used for bleaching jute. Mellis Smith, one of the men, was on the interior, distributing and packing the material. An incandescent light which swung inside of the boiler was the cause of the fire. The insulator had worn off from the wire, and the boiler was nearly filled when the jute rubbed against this uninsulated place, and a flash, and the fire

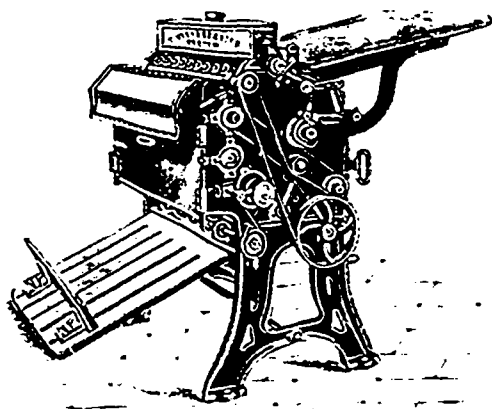
was the result. Smith managed to crawl over the blaze and escape without being suffocated. The alarm was given in the mill, and the hose was turned into the boiler and the flames were extinguished. The loss was almost nothing.

AN ELECTION LIBEL SUIT.

THE preliminary hearing of the charge of criminal libel preferred against Mr. F. H. Dobbin, managing director of The Review, by Mr. J. B. McWilliams, Crown timber agent, was opened before Police Magistrate Dumble at a special session of the Police Court, says a Peterboro' despatch to The Mail of July 10. The charge is founded on an article printed in The Review during the recent campaign, dealing with the independent candidate here (Mr. Newman). Mr. Clarke Wallace had been here on the night previous, and spoke in Mr. Newman's behalf. The portion of the article complained of, and embodied in the information against Mr. Dobbin, was: "We think that a prominent Mowat official from Peterborough who has suddenly renewed his interest in the Orange Order, and who gave Mr. Wallace, strong support at the time of his recent election in Grand Lodge, could give a great deal of information about Mr. Wallace's visit. However, it was worthy of note that this Mowat official, while his name appeared on the address presented to Mr. Wallace, was absent from town on the night of the rally, and did not appear with his candidate in the opera house." The case had been enlarged several times, and the magistrate, who had heard argument on a demurrer to the information made by the defence, reserved his judgment, but proceeded with evidence. The only witnesses examined were Mr. F. D. Mackay, editor of The Review, and Mr. McWilliams, the complainant. In his evidence, Mr. McWilliams admitted that in a conversation he had said that if Mr. Dumble, the magistrate, did not commit in the case, he would take the case before the grand jury, and that he would publish letters of Mr. Dumble's. The magistrate said he would refuse to deal with the case on the admission made, and he defied Mr. McWilliams to publish any letters he might have. The hearing, therefore, ended, Mr. Dumble saying he would hand it over to another magistrate.

The Leamington Post has stopped its semi-weekly edition.

The Journal, Newbury, Ont., has moved into B. L. Moorehouse's store, thus securing more convenient premises.



THE **EMMERICH.** Improved Bronzing and...  
**Dusting Machine**  
 OVER 800 IN USE

**EMMERICH & VONDERLEHR**  
 191 & 193 Worth St. New York

Special Machines for Photograph Mounts and Cards.  
 Embossing Machines for roughing Paper and  
 Tablet Sheets, also for Wall Papers.

The characters in the Black and the Outline fonts are the same, also the sizes and prices of fonts



Note the Flexibility of . . . these Borders



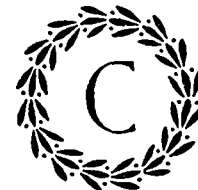
12 Point Laurel Border and Laurel Border No. 2 (Outline)

CHARACTERS

FONT OF EITHER BLACK OR OUTLINE, EACH 36 IN. HIG. \$1.75 EACH



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6 Point Laurel Border and Laurel Border No. 2 (Outline)

CHARACTERS

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18 Point Laurel Border and Laurel Border No. 2 (Outline)

CHARACTERS

FONT OF EITHER BLACK OR OUTLINE EACH 36 INCHES. \$2.00 EACH



The Laurel Border and Laurel Border No. 2 make a fine effect when one is printed over the other in different colors or shades

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## CANADIAN PRESS ASSOCIATION INFORMATION.

ONE British Columbia editor, at least, read this column in last month's *PRINTER AND PUBLISHER*, for he clipped it out and, enclosing the following note, addressed it to "The Canadian Press Association, Toronto, Ont.":

VICTORIA, B. C., 27 June, 1896

The editor of the ——— presents his compliments to the Canadian Press Association and will be pleased to receive full particulars as to its constitution, objects and regulations respecting membership.

For general information it may be mentioned that the secretary of the association is John A. Cooper, editor *Canadian Magazine*, Toronto; that the membership of the association includes over 170 newspaper men; that publishers, editors, business managers, and reporters of three years' standing are eligible for membership; that the annual fee is two dollars, payable in advance, with an additional \$3 during the first year of membership, that this is the largest and oldest organization of its kind in Canada, and its members are always proud of their connection with it.

## OTHER PROVINCES.

Ontario has its press association, miscalled "The Canadian Press Association." Quebec has a similar organization, but where are the other provinces? The newspaper men of the Maritime Provinces should have an association. So should Manitoba and the N.W.T., and likewise British Columbia. If each of these provinces had an organization similar to those in Ontario and Quebec a Dominion association might be formed, to be governed by a council comprising representatives from each of the seven provinces. Then there would be a body in this country to look after the interests of the press at Ottawa, at the head offices of the railways, and at the advertising agents' headquarters. Then there would be an esprit de corps which would frown down illegitimate business methods and degrading practices, and which would elevate the Canadian press to the honor and dignity of the greatest and most respected power in the land.

## AN EX-PRESIDENT.

It is rumored that Andrew Pattullo, publisher of *The Woodstock Sentinel-Review*, will be the successor to Sir Oliver Mowat as the representative of North Oxford in the Ontario Legislature. Those acquainted with Mr. Pattullo's charming manner, taking oratory and broad grasp of public questions, must feel that in Parliament he would be able to do great service for his country.

## THE SECRETARY'S MARRIAGE.

The marriage of J. A. Cooper, the esteemed and energetic secretary of the association, took place at Kingston on Wednesday, June 24. The following account is from *The News*. "To-day noon the home of Vet. Capt. J. Massie, R.C.A., was the scene of an attractive event. That event was the marriage of his eldest daughter, Miss Agnes M. Massie, B.A., to Mr. John Cooper, LL.B., of Toronto. The drawing-room was gaily adorned with smilax, roses, and plenty of various nature. At one end stood the piano and tables, literally covered with handsome presents from all over Canada. At the other end, and suspended from the ceiling, was a large bell made from smilax and daisies, under which the happy couple stood, while the Rev. A. W. Richardson made the twain one. The bride was dressed in rich folds of white muslin, with neat trimmings. Miss Edith Massie, first bridesmaid, was attired in yellow organdie muslin, and Miss Johnston, Montreal, was dressed in mauve organ-

die muslin. Mr. W. H. Moore, assistant editor of *The Monetary Times*, Toronto, acted as best man in a very efficient manner. After the marriage ceremony the company sat down to a well-spread table, prepared by Mr. W. Bassam. The presents were numerous. Miss Savage, of Lowell, Mass., cousin of the bride, presided at the piano and played the wedding march. Among the visitors were Mr. G. Ferguson, Toronto, and Mr. Abner Cooper, of Clinton. The groom is an honor graduate of Toronto University, editor of *The Canadian Magazine*, secretary of the Canadian Press Association, and lieutenant in the Queen's Own Rifles. The couple left on the 2 o'clock train for Quebec."

Mr. and Mrs. Cooper returned in July from their trip down the St. Lawrence, and are now residing in Rosedale, Toronto.

## THE LATE MR. MOYER.

Though expected, the death of Mr. P. E. W. Moyer, editor of *The Berlin Daily News*, which took place at his house in Berlin July 9, was a shock. He had been ailing for years, but most people expected him to rally, as he had done on other occasions. Mr. Moyer was an able writer, and was known all over Canada. He travelled extensively, and has visited most places of interest on this continent. He at one time owned the now defunct *St. Catharines Times*, afterwards *The Waterloo Chronicle*, and for the past eighteen years *The News*, of Berlin. He was a graduate of Victoria University. For years he occupied a position in the Town Council, of which body he was a moving spirit. In his paper he always advocated the best interests of the town, and that Berlin has a fine waterworks and sewerage system, and an electric street railway, besides many other enterprises and improvements, may in a measure be credited to him. Mr. Moyer leaves a wife and nine children, most of whom are grown up. His eldest son, Mr. W. A. Moyer, has during the sickness of his father conducted the paper. The deceased remained rational almost up to his death, and only a day or two ago dictated his last article for his paper. He was 59 years and 9 months old.

## NEW PAPER AT SPECIAL RATE.

The *Lucan Sun*, the new Conservative weekly published in that thriving place by Mr. James Irwin, is a neat and promising enterprise. It is moderate in tone and deserves to do well. The publisher says. "The small sum of \$1.00 per annum usually asked for a local paper is a most reasonable one—is, in fact, hardly sufficient to buy the paper and pay for the press-work, to say nothing of the cost of composition—and that is the price we intend to ask for *The Sun* when once established. In order to get it introduced, however, we will send it to any address till the first of January, 1897, for the small sum of 25 cents.

## A PIECE OF ENTERPRISE.

The fire souvenir number of *The Vancouver Daily World* does credit to its publishers. It is a fifty-two page seven-column paper well illustrated and replete with information not alone of local but of provincial interest. The history of the Terminal City is well told from the date of the big fire in 1886 up to the present, and those who helped to make the city and the province what they are to-day are given due credit for their work. The souvenir number is the largest paper ever published in British Columbia, and will no doubt accomplish much in making known the great natural resources of the province.

## POLITICAL TRIBUTE TO MR. PENSE.

The Kingston Freeman prints the following well-deserved tribute to Mr. Pense, of The Whig:

"Next to the candidate, the most interested personage in the recent campaign in this city was Mr. E. J. B. Pense, president of the Reform Association and proprietor of The Whig. As a captain he had his army of workers well-disciplined, and when the word of command was given all were ready for action at a moment's notice. His great experience in the ranks and as a leader rendered his services extremely valuable in a hot campaign like the one just past. Being of sound judgment and a close student of human nature, Mr. Pense was able to settle frivolous disputes that happened to arise from time to time and send the complainant in each case on his way rejoicing. He has the respect of all when a campaign opens, and is held in still higher esteem when it is finished, which fact testifies to his popularity not only with his own party but with his opponents as well. With his voice and pen he is a great vote-maker, and it is certain victory once he enters a political battle in or out of this city. There is something magnetic about The Whig and its proprietor that hunts the Jonahs over to the other fellows."

## CANADIAN EDITOR AND M.P.

The following story of Mr. John V. Ellis, editor of the St. John Globe, is timely now that this well-known journalist has come out successful in his contest in St. John as Liberal candidate for the Commons.

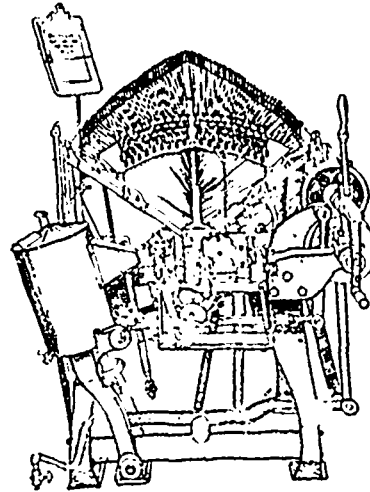
Years ago, when Mr. Ellis was a compositor on one of the dailies in St. John, a man was required to report a meeting. All the reporters were on other duty, and it was important that a full account of the meeting should appear. The editor was bemoaning his inability to get anybody. Young Ellis volunteered his services, but the editor laughed at him. He, however, gave him the assignment, and he returned with so good account of the meeting, that he was regularly employed as a reporter. Later, in company with Mr. Armstrong, Mr. Ellis established The Globe, which takes high rank among the newspapers of the Dominion.

## ROOFING TILES OF WOOD PULP.

One of the latest things in the way of roofing tile is made of wood pulp, the goods being turned out by an enterprising Norwegian firm doing business in Christiania. The roofing material is known as Norway tiles, the pulp under high pressure being formed into thin cakes of sizes similar to ordinary roofing slate. After a chemical treatment, which is the inventor's secret, the tiles become hard like brick, and attain a deep black appearance, which lends itself admirably to give a soft tone to houses with prominent roofs and gables. It is claimed for the Norway tiles that they possess every advantage of the best slate in the market; their composition makes them light and durable, and they are not so liable to breakage as ordinary slate. They are not subject to any expansion or contraction, and when a roof is once covered with this material, it will stand for a good many years without any repairs whatever. Prominent architects in Norway who have had the opportunity to examine the tiles pronounce them superior as to quality, appearance and price, and the insurance companies seem to regard them as a very desirable and safe roofing material.—Canadian Architect and Builder.

THE

A Money Earner.



A Time Saver.

Rogers . . .  
Typograph

Can be used with the greatest success and economy in the small country office as well as the larger towns and cities.

It is used at present in eight offices where only one machine is required to do all the typesetting.

There are five or more composing rooms of the smaller afternoon daily papers where two machines set all the type, including the solid ads., etc.

We have supplied plants of from three to fifteen machines each in thirteen of the larger morning and evening papers of Canada, all of which are in daily use.

It will not pay you to buy a new dress for your paper without first consulting us. We will be pleased to hear from you and do business with you. Catalogue for the asking, showing results in money saved, etc., in offices at present using this machine.

Manufactured by . . .

THE  
Canadian Typograph Co., Ltd.

WINDSOR, ONT.

THE ACME CUTTER.

ONE of the modern machines which printers invariably speak well of is the Acme cutter, now used in so many offices in America. The distinctive features of the Acme are: Self-clamping, combined hand and self-clamp, combined foot and self-clamp, wide and narrow clamp, round cutting-stick, metallic strip for moving back gauge, accurate indicator for showing size of work, perfect system of side squares, power applied to both ends of knife-bar, increased speed by continuous motion, interchangeable parts and careful manufacture. The principle on which the Acme is based is automatic self-clamping. To get this action, the manufacturers point out that the Acme utilizes a power which is wasted on other cutters by making the clamp act as a fulcrum to give the knife the end motion, instead of swinging arms attached to the frames, or slots made in the frames. Whatever resistance there is to the knife's taking a lateral motion makes it bear just so much harder on the point that is giving it lateral motion; and the clamp being that point (on the Acme), it gives a harder pressure the more it cuts, just in the proportion that is needed; for the harder the cut the more resistance, and the more resistance the more clamp. Making use of the power which is wasted on other cutters, it does not add to the draft of the machine, and is a clear gain and saving of power, and each pile of paper cut gets a clamp just in proportion to its size.

Many Canadian offices use this cutter, including Lovell and The Gazette offices, Montreal, and the following Toronto establishments: Methodist Book and Publishing Co., Davis & Henderson, Toronto Lithograph Co., Brown Bros., Barber &

Ellis, W. J. Gage, Copp, Clark & Co. The manufacturers, the Child Acme Cutter and Press Co., 64 Federal street, Boston, Mass., have issued a neat pamphlet describing the cutter and their two-revolution press which may be run by hand or power. A copy will be sent on inquiry by mail.

A NEW JOURNALISTIC M.P.

[MONTREAL HERALD.]

Mr. Parmalee, of Waterloo, who is to represent the county of Shefford in the new House of Commons, will prove an able and very useful member of that august body. Mr. Parmalee is the proprietor and editor of The Waterloo Advertiser, and like his paper has always been a staunch and faithful Liberal. In his earlier days he was an esteemed member of the editorial staff of this paper. Mr. Parmalee is a trenchant and vigorous writer and speaker, and his journalistic training will prove of value not only to himself, but to his confreres in the House.

CLEVER LITERARY WORK.

In the current issue of Werner's Magazine, Mr. W. F. Traves, of The Port Hope Times, has a brief, clever, single-incident dialogue, entitled "Olga," and suited to the amateur stage. Mr. Traves' elocutionary talents are well known, but it is not so generally known that his pen has the time and taste to get so far away from the treadmill of daily newspaper work as this. The magazine, which is devoted to the elocutionary art, has also a portrait and sketch of Mr. Traves. "Olga" is an apt piece of work, and excellently adapted to public entertainments. It does its author credit.

THE "ACME" SELF-CLAMPING CUTTER

The only AUTOMATIC Self-Clamping Cutter made. We combine Self and Hand Clamp. Also, Self and Foot Clamp.

Used by...

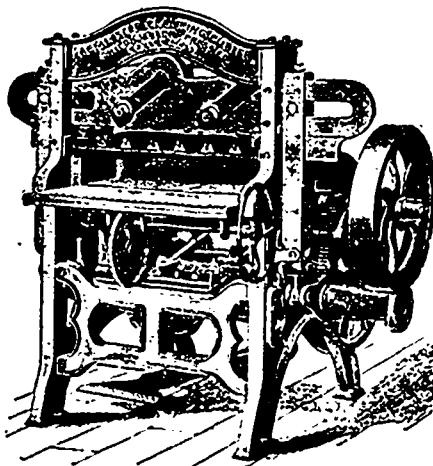
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And the leading...

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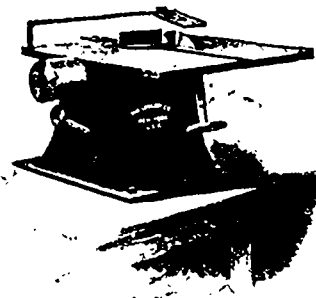
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It will pay you...



Labor saved will pay entire cost of Cutter in two years. HIGHEST AWARD at the World's Fair. FORTY sizes and styles, 28 to 72 inches.

CHILD ACME CUTTER & PRESS CO. 64 Federal St. BOSTON, MASS.



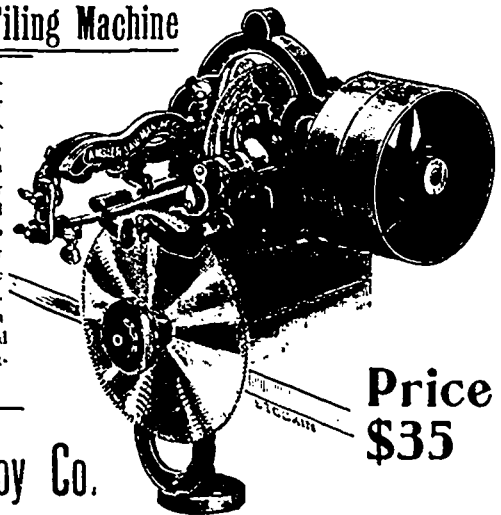
"Baby" Saw Table.

Top of table 11 x 11 inches. Hinged at back so it can be lifted to change the saw. Adjustable to height desired by the screw in front. 4 1/2 in saws can be used. Will cut through a piece that is type high with a 1 1/2 in saw. Pieces 1/2 in. long can pass between the saw and the belt.

Weight, 35 lbs. Weight of counter-shaft, 40 lbs. Price, \$30. Counter-shaft, \$15 extra.

Ambler Saw Filing Machine

Automatic in operation and will keep a saw true and round. Files straight across the teeth. Will operate on teeth 1/2 in. in length or smaller. The vise will admit saws from 4 to 16 inches in diameter and with any size hole not smaller than 1/2 in. Can be fastened to an ordinary work-bench and does not require a counter-shaft.



Price \$35

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29 Rose Street

NEW YORK

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LITHOGRAPHIC  
INKS . . . .

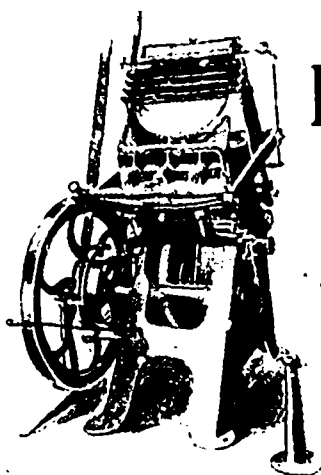


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Agent Western New York and Canada:  
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THE . . .  
PERFECTED

# Prouty Jobber



The modern Prouty upon investigation will be found to contain all the qualities and requirements that are called for by the most advanced of the printing craft. Machinery designed for times gone by does not fill the bill today.

For embossing, half-tones and speed you must buy a press which has strength, distribution and is correct mechanically.

Also manufacturers  
of . . .  
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And dealers in  
S. H. Machinery

## George W. Prouty Co.

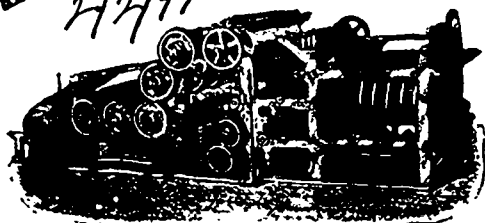
100-102 High St.

BOSTON, MASS.

# The SCOTT

## Rotary Web Perfecting Press

RETURNED  
4/2/97.



CLASS UN  
Newspaper Printing and Folding Machine.

Of the Class UN is not a mountain of multiplied mechanisms, but a first-class invention to enable the publisher of a small-city daily to print his paper quickly and economically.

It is a Rotary Plate, Web Perfecting Press, and folds 4 and 8 pages at a speed of 10,000 per hour.  
We will send our Illustrated Catalogue at your request.

NEW YORK—  
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# WALTER SCOTT & CO.

PLAINFIELD, N.J.

ST. LOUIS—  
Security Building.  
BOSTON—  
Carter Building.

## JOURNALISM IN NOVA SCOTIA.

DOWN in Nova Scotia the rural press have a passage at arms once in a while. Here is a sample, culled from recent issues of two Bridgewater papers:

The Enterprise says: "Now that the election is over, we notice Judas Cragg is eating humble pie. In his leader of the 24th he advises all political parties to eat and drink, buy and sell together just as before. There's nothing the matter with this advice in the abstract, and the abstract is the only way it can apply in this singular case. As far as we can learn the utmost good nature prevailed during the contest, unless this Iscariot, who has not recovered from the fright, which no doubt filled his body on Tuesday night last, when some of Midville's sons formed a ring round him and threatened to pitch him in the river. Even if there were, he is the last man on earth to moralize and advise people to bury the hatchet and smoke the pipe of peace. If he is not belied by his cronies he has more, than once, since he started his journalistic career, acted the agitator in the interest of public and private mischief. Now, forsooth! he appears as the apostle of harmony, without cause or even occasion, except as concerns himself. The gait of this ink slusher certainly entitles him to a species of treatment he has not been accustomed to since his sojourn under the stars and stripes. Read the history of this Bulletin which now preaches peace on earth, good-will to men, without provocation (except the troubled conscience of its owner), and judge whether it is not a very clear case of Satan rebuking a son of his own production."

The Bulletin replies:

"The Bulletin can take credit for showing up to the public the true condition of the disreputable and dirty sheet issued in this town by John Levi Oxner. We brought it out of its shell to-day and exposed it in all the filth and mire which only contact with a creature like its proprietor can produce. Low verbiage and foul statements are as natural to a coarse-grained lout like Jumbo as mud is to a porker. . . . If there is a rapscallion to be picked up for a dollar consideration, who possesses a glib pen, for the time being, he is the editor of The Enterprise. Jumbo's language will not suit the type, but with the assistance of quasi druggists and others of the lapsed classes (who still retain a smattering of their early common school education) this unsavory rag, viler than any Police Gazette ever published, is forced upon a long-suffering public. In our next issue we will deal with Jumbo, The Enterprise, and other vileness."

## SOMETHING FOR NOTHING.

IT is probably the fate of newspaper men more than others to give something for nothing—one of the appurtenances, so to speak, of the business. These attempts to get service free come far less frequently from the poor and those unable to pay than from the class of people abundantly able to be free from obligation to newspaper publishers. The very worst offenders with whom the newspaper offices have to deal are those good people who run church, society and similar entertainments. These worthy citizens beset the newspaper offices to do advertising without consideration. They are told that they must announce their entertainments for admission fee in the business columns first, and that then such publicity will be given to the affair as its news quality warrants, though in

cases of pure charity and public-spirited effort the paper will do a good deal more than that. But this is rarely satisfactory to the applicants. They go away grumbling, and no doubt sincerely puzzled to understand why a newspaper cannot run without an income from legitimate sources. Finally, however, they return, finding the necessity for reaching the public imperative, and haggle to the last cent for the smallest possible outlay under which they can secure the largest possible space for their own ends. We have had instances in this office in which these well-meaning people have frankly said, "We do not want to spend money in advertising; we want to make all we can, and spend as little as possible." They are totally oblivious to the fact that that somewhat resembles the case of the newspaper. It wishes to do all it can, but to have as large an income as possible, that it may lay by a penny for a rainy day. The idea that newspaper conduct is a business is the most difficult to drive into the understanding of a large number of people. These same people would never dream of entering the store of the merchant, and on the basis of a purchase of twenty-five cents' worth of tape ask the gift of a suit of clothing or a dress pattern. Yet they do just that thing with the newspaper, and are aggrieved by refusal.—Sacramento (Cal.) Record-Union.

## Maple Card and Paper Mills

You can save money by doing business with us. We can offer "Snaps" that no other firm can. Write for our samples of fine Card and Papers. It will pay you to do so.

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14 St. Therese St., MONTREAL.

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LINENS . .  
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Papers

.. Also General Stationery ..

Special Bargains in Coated Book and Label Papers.

KIDDER PONY  
CYLINDER PRESS \*

This machine embraces all the features which make up the modern press. It is built to wear, to print a full size form of wood cuts, half-tones, or any other matter, and produce work equal to the best stop cylinder press.

It has special features which distinguish it from and render it superior to presses of other makes.

We claim that it is the most durable, the simplest, most convenient, and best pony cylinder press that has ever been offered to the trade. We are ready to substantiate our claim by sending one to any responsible house on 30 days' trial. If it is not found as represented it can be returned at our expense.

The Kidder Press Mfg. Co.

26-34 Norfolk Ave.

Roxbury District.

BOSTON, MASS.

# Paper AND Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

## THE PROPOSED EXPORT DUTY ON PULP WOOD.

NOW that the elections are over the question of the placing of an export duty on pulp wood is assuming greater interest than before. The matter is causing no little agitation among the paper manufacturers of the United States, and all the journals devoted to the interest of the paper trade of that country freely comment upon the result of such action by the Canadian Government. The present time appears opportune for the merits of the case, and the benefits which would be derived by Canada from an export duty, to be brought officially to the notice of the new Government, which will shortly be announcing its trade policy. The arguments in favor of the movement which were presented for the consideration of the late Government were potent. Since that time the continued development of the paper-making industry in Canada, and the large increase in the export of pulp wood which has taken place, together with the enlarging opportunities for an export trade in paper, have all combined to emphasize and strengthen the arguments which were then advanced. The effect of the imposition of such an export duty, of sufficient amount to neutralize the duty now imposed upon ground wood pulp going into the United States, would be either to increase the revenue of the Dominion by some \$1,000,000 per annum or else would, by causing the logs to be reduced to pulp in Canada, result in the much larger sum that is now expended annually in the United States for wages and plant being distributed among Canadian workmen. It would also have a tendency to bring about the establishment of additional paper mills and the ultimate building up of a large export trade. Experience has shown that in the contiguity of the pulp wood supply to the necessary water-power lie the elements essential to the profitable operation of the industry. The vast supply of spruce wood to be found throughout Northern Ontario, and the numerous natural water-powers which abound in the very heart of the supply, combine to give Canada the greatest and cheapest facilities for becoming the centre of the paper-making industry of the American continent, if not of the whole world. Under these circumstances it does appear that in allowing another nation to take away her supply of raw material to be manufactured, and in some cases brought back and sold in competition with the native manufacture, the Dominion is pursuing a very short-sighted policy, and is deliberately sacrificing all those advantages with which nature has endowed her.

Pulp and paper making is not the only industry which suffers from the export of logs from Canada. For a number of years now the fishermen of the Georgian Bay have been loud in their complaints of the loss they have suffered through the immense rafts of logs which are annually towed across the upper lakes to American ports. The bark which becomes

detached destroys their nets and has driven the fish from their usual haunts. The fishermen of the upper lakes will, no doubt, also make themselves heard on this subject when the proper time comes.

## THE HOME MARKET.

Prices for writing grades exhibit a slightly downward tendency, the result of keen competition among Canadian firms. It is asserted that the home factories have practically driven the English and United States manufacturers out of this market. In some cases the outside makers have offered to lay down their goods freight free in an endeavor to retain their business.

The demand for "news" continues large, and the anticipated slackness after the elections has not yet made itself manifest. One Toronto traveler, just returned from a trip through the Maritime Provinces, reports that he had no difficulty in closing new contracts at old prices for periods extending from one to two years. There is evidently more of this class of paper being used than ever before. This is accounted for partly by the fact that public interest in political matters remains unabated; partly because of the reduction of price and other additional attractions offered to subscribers by some of the dailies, and partly because the number of publications continue to increase. The change of Government has not yet had any appreciable effect upon the paper trade, which is mainly to be accounted for by the fact that paper was probably one of the least protected of all the industries under the National Policy, and dealers are not therefore afraid that there will be any material change in the duty upon this article.

## THE TRADE IN BRITAIN.

London.—The paper trade is now reported to be kept fairly busy, the mills being well supplied with orders. There is an indication of trouble among the operators in some of the mills owing to the suspension of the Saturday half-holiday. The National Union of Paper Mill Workers are urging the machine men at the mills to shut down on Saturday afternoons.

The arrivals of foreign paper at British ports show a falling off for the month of May as compared with the corresponding period of last year. The values of the importations were as follows: Unprinted paper, £183,093; printed paper, £20,177; strawboard, millboard and wood pulp boards, £35,644. The imports from Germany and Holland were largely decreased, and those from Sweden and Belgium increased. With an increased home demand and a better export trade the British paper makers are enjoying more satisfactory times. Wood pulp continues to be in good request, the importations continuing to increase. Several arrivals of Canadian pulp have been reported

and there is talk of large shipments in the future. The quality is good, but the competition from the Scandinavian makers is keen and at low prices. Prices for mechanical continue unaltered.

Pine, dry, in sheets, per ton. . . . .	£4 15 0 to	£5 5 0
" containing 50 per cent. air-dry pulp.	2 5 0 to	2 10 6
Brown pulp, dry, light, or dark (nominal).	4 15 0 to	5 2 6
Aspen, dry. . . . .	6 10 0 to	7 0 0
Spruce, American, 50 per cent. . . . .	4 5 0 to	4 10 0
Cash in 14 days, less 2½ per cent. ex ship London, or cargoes anywhere.		

The imports of wood pulp into Great Britain for the four months ending 30th April were 89,005 tons.

#### ON THE ENGLISH MARKET.

The Laurentide Pulp Co. recently led the way in what should prove an important and rapidly increasing export trade from Quebec, by a consignment of seven carloads of pulp, which was shipped at the Louise docks on board the Dominion liner Ottoman for Liverpool. Canadian pulp is increasing in favor with the paper manufacturers of the United Kingdom, and regarded as preferable to that obtained from Norway.

The Sault Ste. Marie Pulp Co. has already started in business with England. About 6,000 bales arrived from Montreal at the London docks a few weeks ago.

I hear that a new firm representing Canadian pulp interests has opened an office in Liverpool under the name, I think, of the Canadian Pulp Co. It is overwhelming the trade with circulars, and is pointing out, perhaps with some truth, the better quality and longer fibre of its product.—Paper Trade Journal.

#### RAPID PAPER MAKING.

On April 17, 1896, an experiment was undertaken at the paper mill of Elsenthal, near Grafenau, to determine the time taken to convert wood, at that time standing in the forest, into paper, at the same time producing a newspaper complete and ready for mailing. Notary Bott, in Grafenau, records the following appertaining to the matter :

"I proceeded, accompanied by two manufacturers, Arthur and Curt Menzel, to the state forest, situated near Grafenau, close by the paper mill. Here the trees were cut into short pieces by a circular saw, deprived of their outer bark by another machine and split by a splitting machine. The wood was then sent to the planishing mill, where five machines were in readiness to receive it. After this had been done, it was given to another machine, which in conjunction with other material prepared it for the paper machine proper. This process completed, the fluid matter contained in the forementioned machine was put into an iron vat, and then the paper machine began to operate. At 9.43 I received the first perfect sheet of paper, completing the process from hewing the trees in the wood to the presentation of the first complete sheet in one hour and fifty-nine minutes.

"With a few sheets of this paper I went by carriage, accompanied by Messrs. Menzel, to the printing establishment of Mr. Charles Morsal at Grafenau, which is situated about two miles from the paper mill at Elsenthal. At 10 o'clock I was in possession of No 32 of The Grafenauer Anzeiger (Advertiser), dated April 18, 1896. It therefore took a period of two hours

and twenty-five minutes to convert wood which was in its natural condition at 7.35 in the morning into a complete newspaper."—Grafenauer (Bavaria) Anzeiger.

#### TRADE NOTES FROM THE UNITED STATES.

**NEW YORK.**—There is little new in the paper market. Trade is quiet, with the usual summer activity. Writings are quiet, book is in moderate demand, news is well taken up, and manillas are in fair request. Local trade in manillas, bags, etc., keeps up in good shape, and in results is a gain on the corresponding time last year.

**Wood Pulp.**—Ground wood is in steady request, and prices are regular, state product going at \$18 to \$20. Two thousand two hundred and sixty-seven bales were imported from Europe for week ending 8th July.

**Wood Fibre.**—The volume of business in domestic sulphite has steadily grown, and at the present time the mills all appear to have plenty to do. Among the orders of the week was one for 250 tons for export. Bleached soda is quoted at 1¾ to 2⅝c. Domestic sulphite is quoted at 1.60 to 2c., as to quality, for unbleached, and 3c. for bleached. Foreign grades are quoted as follows: Unbleached pine, soda process, 1¾ to 2⅝c.; bleached, same process, 2.30 to 3¼c.; unbleached, sulphite process, 2.05 to 2.55c.; bleached, do., 3 to 3¼c.; bleached straw pulp, 3½c.

**Ground Wood.**—The demand for ground wood pulp continues steady and strong. Prices vary materially with locality.

The market for gunny remains quiet, with the quotation at 75c., and no transactions reported. Manilla imports for the week aggregated 1,261 bales from European ports.

**DAYTON, OHIO.**—Midsummer business in the Miami Valley is not as flattering as it might be, locally or generally. Some of the mills have been practically closed for a week, owing to the "meet" of the wheelmen here.

**APPLETON, WIS.**—The water in Lake Winnebago is gradually falling and the manufacturers are daily expecting to be compelled to curtail their power. Among the manufacturers generally the market seems to be picking up, although they all say it has not as yet affected the prices, but is certain to if the demand continues to increase. A good demand for news is anticipated this summer.

**WATERTOWN, N.Y.**—Trade at the Northern New York mills is brisk.

**HOLYOKE, MASS.**—The outlook for the local manufacturers and their employes for this summer is far from encouraging. Never before in the history of Holyoke have all kinds of business been at so low a mark as at present. As nearly all of the mills are running on reduced time the local merchants find a poor market for their goods and have a hard time collecting money for what they sell. A number of the paper concerns contemplated, a year ago, making extensive additions and improvements to their plants during the annual July shut-down this summer.

**BOSTON.**—Reviewing the paper business of the month just passed, reports from city dealers show a very limited volume for the thirty days of June. With the paper manufacturers business has been just as quiet as with the dealers. So unfavorable are trade conditions that manufacturers of manillas and finer grades of paper are figuring on a shut-down to reduce production. Some effort has been made in a quiet way to get certain paper manufacturers to close down for a while, but so far no concerted action has been agreed to.

## AS OTHERS SEE US.

Canada appears to have got her industries into a comfortable position under her present National Policy—that is, if a story which comes to us is true. One of the Canadian journals prints a statement to the effect that the proprietors of a newspaper published in the United Kingdom communicated with the Dominion Government, asking to be put in the way of securing a supply of paper from Canadian manufacturers. It is alleged that inquiry developed the fact that Canadian manufacturers of news declined to take the order on the ground that their output was fully contracted for. Truly this must be a pleasing condition of affairs for our paper-making friends across the border, and we most sincerely congratulate them that it exists. Thus do we have another exemplification of the wisdom of keeping home industries employed.—Paper Trade Journal.

## CANADIAN PULP AND PAPER MAKERS.

The Northeastern Lumberman says: "Canadian pulp and paper manufacturers are increasing their product. They claim to have cheaper raw material, cheaper labor and lower rates of freight than the American manufacturers. One of their largest mills was built to ship its stock to England. So long as the latter market was open everything went smoothly, but the Scandinavian manufacturers soon entered the contest, and proved to have a good claim on the market by virtue of prices and nearness to the customer. Some of the Canadian manufacturers are now forced to seek an American outlet. The present American tariff is more favorable to the Canadian than the late tariff. This is likely to be changed to his disadvantage in 1897. Probably this will lead to an export duty being placed upon the shipments of spruce pulp wood from Canada into the United States, in which case our American mills will have to depend upon local supply, which is undoubtedly ample for many years."

## A PAPER TRADE VIEW.

The Paper Mill and Wood Pulp News, of New York, says: The danger—to American pulp and paper manufacturers—that the Dominion of Canada would impose an export duty on pulp wood shipped across the American border has probably passed away. The Dominion Government was practically pledged to impose such a duty in the event of being retained in power, but the Government suffered a crushing defeat in the elections of Tuesday. It is true that the pulp wood duty was not at all an issue in the campaign, but it is well known that the Liberals, who were successful in the election, are in favor of very liberal commercial dealings with the United States; in fact, that they look forward to something akin to reciprocity, and are distinctly opposed to any such action as the imposition of an export duty upon anything. If this view of the case be borne out by the facts, it is probable that large tracts of Canadian spruce lands will soon be secured by American pulp and paper manufacturers, under such contracts with the Dominion Government as will make the investment of American money safe and expedient.

## AMERICAN CAPITAL INTERESTED.

It is learned that the new Masterman sulphide mill is likely to be turned into the hands of a joint stock company shortly. Negotiations are now in progress, and will be completed in the course of a day or so. Several prominent American capitalists

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AGENTS —

H. D. Wade & Co.'s Printing Inks.  
The Century Linen.



are interested in the venture, showing clearly that they believe that there is a future for the industry in Canada. In fact, it is only a question of time when the mills will all be located in Canada. In the meantime we are giving away our raw material.

#### IMPROVEMENTS AT CANADA PAPER CO.'S MILLS.

THE Canada Paper Co. has made extensive improvements in the plant, which will place the company in a much better position to give its customers good service. Formerly the pulp was turned out at some distance from the paper mill, causing some inconvenience and loss in manufacture. By the employment of the new pulp mill, which has been erected, and in which the grinders are now at work, the company can turn out its pulp right alongside the paper mill, thereby saving expense in handling. By being enabled to use the pulp while quite fresh, it is expected that a finer, whiter and better article will be produced. The company are also about to let contracts for a new electric plant, which will be installed to utilize the surplus power which may be obtained, and carry it across to the other mill when the water is low. The pulp mill is situated at the new dam, which the company has constructed across the St. Francis River.

#### PULP IN NOVA SCOTIA.

Mr. Walter G. Jones, of Halifax, secretary of the Milton Pulp Co., Ltd., accompanied by Mr. F. W. Orrs, a paper maker of Troy, N.Y., and Mr. McGregor, a Congregational minister from the same city, visited the pulp mill at Milton on Friday. Mr. Orrs is the purchaser of the Milton pulp, and speaks very highly of its quality. He appeared very much interested in the mill, and considered the advantages for making pulp good, the only drawback being the distance the pulp had to be trucked to shipping points.—Liverpool, N.S., Advance.

#### AT THE CANADIAN SAULT.

The Sault Ste. Marie Pulp and Paper Co. has got all its logs out of the rivers. In the various drives are 20,000 cords of pulp wood, 4,000,000 feet of pine logs, and 50,000 cubic feet of waney pine. The latter has been sold to a Quebec firm. All the pulp wood will be ground at the company's mills.

The pulp mills at Sault Ste. Marie, Ont., have started work again after a few days' idleness while repairs were being made and a new dam constructed.

Work on the new American Sault water-power canal will be begun at once.

The ground has been broken by the company for the foundations of their paper mill. As soon as it is ready a portion of the building will be utilized for the manufacture of calcium carbide. Mr. F. H. Clergue, vice-president of the Lake Superior Power Co., states that a plant is projected with a capacity of from three to five tons per day. The lime will be obtained from St. Joseph's Island and the coke from Cleveland. If the experiment is successful large works will be erected.

The reduction of nickel, copper and other metals by electricity generated by the water-power here is in contemplation.

A syndicate of English capitalists is negotiating for the establishment of various suitable industries here.

A serious accident occurred at the pulp mills here recently. An employe named Tom Scott, who runs the machine, got up on his machine to put on the felt washer strap, when someone

started the machine. One of his legs was drawn to the rolls, and was badly cut, but fortunately no bones were broken.

The schooner Bavarian, lying at the dock, loaded with pulp for England, has been paid off, waiting orders from the Sault Ste. Marie Pulp and Paper Co. The barge Austin, belonging to the same company, is also loaded, ready to sail when ordered. Other vessels have been loaded and sent away to the American side.

#### WHY NO EXPORT DUTY?

"I was down in Boston the other day," said a well-known Canadian pulp man, "and the question of an export duty on spruce pulp wood came up. Now the American press can talk as they like, but American pulp makers outside of those who control special limits in Maine and Michigan don't want a Canada export duty. They told me that the pulp makers in Canada should come this way. If there was any serious possibility of an export duty being imposed I believe that they would join hands in making strong representations to Washington to have the duty now imposed by the American Government on manufactured pulp abolished. This is pretty good evidence that we have the whip hand, and the sooner we impose an export duty the better bargain we can make. Like the Americans, always a bluff may be tried at first, but as soon as we raise it they will lay down their hand, to use the expressive vernacular of the poker table."

#### PULP PRICES.

"Prices on pulp are down to bed rock" said a leading maker to a representative of this paper in Montreal the other day, "and I am of the opinion that they will go higher in the near future." This seems to be the general opinion among the manufacturers in Montreal and elsewhere. During the past month prices were cut quite sharply by a mill in New Brunswick which has lately entered the market. It was learned, however, that there were special conditions governing the deals in question. It was the first few carloads run out by the establishment and prices were shaded to introduce the goods on the market. Since then orders had increased and they had more than they could do.

#### IS THERE ANY CORE IN YOURS?

The cores belonging to a shipment of paper not having been returned to the mill, the manufacturer made enquiry for them. The dealer through whom the goods had been sold, and who was unable to find the missing articles, wrote back: "This is a case parallel to the newsboy's apple. There ain't going to be no core." The reply of the manufacturer has not been recorded, and probably never will be in this column.

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- Rolling Machines for Stamping. P. in G. No. 68647.
- Steam Stamping Presses, with disposition to work simultaneously on both sides. Registered No. 42077.
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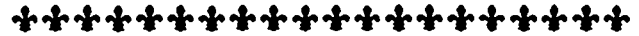
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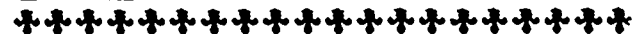
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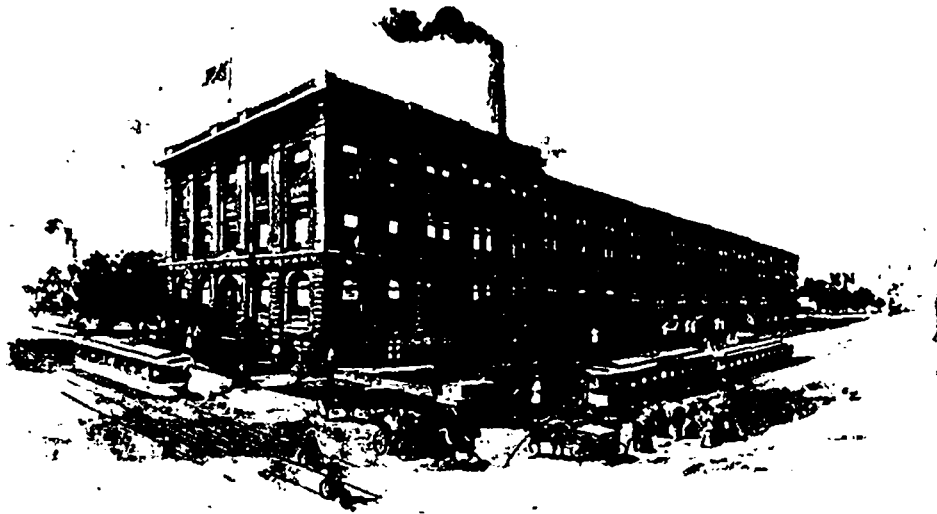
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Carefully look over this list of rebuilt machinery, pick out what you require, and send to me for terms.

JULY, 1896

- 22x26 Babcock "Standard" Two-Roller Drum Cylinder.** Air-springs; tapeless delivery. Price \$750.
- 29x29 Payne Wharfedale.** Patent flyer. Price \$550.
- Campbell Two-Roller Job and Book Two-Revolution.** Size of bed 33x46 in.; table distribution. In first-class condition. Price \$1,000.
- Campbell Country Cylinder.** Bed 31x46 in., with fine distribution. Press as good as new. Price \$550.
- Campbell Two-Roller Oscillator.** Bed 33x48; good condition. Price \$600.
- Campbell "Economic" Two-Revolution.** (Late build.) Four rollers; bed 47x64; table distribution; tapeless delivery. Good as new. Price \$2,500.
- Campbell Two-Revolution.** Four rollers; bed 41x50; double ender inking apparatus, table distribution; tapeless delivery. Price \$2,000.
- Campbell Two-Revolution.** Four rollers; bed 34x50; double ender inking apparatus, table distribution; tapeless delivery. Price \$1,500.
- Cottrell & Babcock Four-Roller, Two-Revolution.** Bed 35x42 in.; table and rack and cam distribution and tapeless delivery. This press will do fine book work. Price \$1,600.
- Cottrell Two-Roller, Two-Revolution.** Rack and cam distribution and tapeless delivery; bed 41x60 in. Relinquish by Cottrell. This is a fine press for book or newspaper work. Price \$1,600.
- Cottrell Drum Cylinder.** Two rollers; bed 32x40; air springs; table distribution. In good order. Prints 6-column quarto. Price \$500.
- Cottrell Drum Cylinder.** Two rollers; tape delivery; bed 32x40; air springs. Prints 6-column quarto. Price \$650.
- Tay or Double Cylinder.** Bed 40x52; air-springs. Price \$1,200.
- Hoe & Co. Double Cylinder.** Bed 31x48; wire springs. Price \$1,200.
- Hoe Presto.** Length of columns 20; sheet 21 1/2; prints either four or eight pages, 6 or 7 columns wide; speed 2,000 four pages or 1,000 eight pages, including stereotyping outfit, this press has rotary delivery. Price \$4,000.
- Hoe Three-Revolution.** Wire springs, rack and screw distribution; bed 45x44 inches; prints 7-column quarto; speed 2,000. Price \$1,700.
- Hoe Three-Revolution.** Wire springs; rack and screw distribution; bed 41x50 inches; prints 6-column quarto; speed 2,000. Price \$1,400.
- Potter Drum Cylinder.** Four rollers; size of bed 36 1/2x52 in.; table and rack and cam distribution; tapeless delivery; good register. Good as new. Will print a 7-column quarto. Price \$1,200.
- Potter Drum Cylinder, Extra Heavy.** Two rollers; bed 20x42. Will print double royal sheet. Splendid order. Price \$500.
- Reliance Wharfedale.** Bed 47x51. With patent flyers. A good press. Price \$300.
- Scott Job and News Drum Cylinder.** Two rollers; bed 31x41; rack and cam distribution; tapeless delivery; air springs. Good order. Price \$1,100.
- Little Wonder Cylinder.** Bed 34x40 1/2. In good order. Price \$225.
- Cottrell Stop Cylinder.** Bed 34x48; six rollers; cylindrical distribution; front chain delivery. Price \$2,500.
- Two-Revolution, Four-Roller Babcock Optimus.** Bed 35x42; front delivery. Price \$1,650.
- Cottrell Two-Revolution, Four-Roller.** Bed 33x50; table distribution; tapeless delivery; air springs. Price \$1,600.
- Fairhaven.** Eight-column folio; rack and screw distribution; tape delivery. Price \$175.
- Campbell Pony.** Bed 23x28; table distribution, front fly delivery. Price \$200.
- Cottrell & Babcock Four-Roller Drum.** Bed 33x50; wire springs; table distribution; tapeless delivery. Price \$600.
- Campbell Complete.** Bed 27 1/2x41, box frame, table distribution; tapeless delivery. Price \$700.
- Drum Cylinder, Cottrell & Sons Co. Monarch.** Bed 33x47; table distribution; only eighteen months old; air springs; tapeless delivery. Price \$1,000.
- Cottrell & Sons First-Class Drum.** Bed 21x27; box frame; table distribution; tapeless delivery; three years old; first-class condition. Price \$900.
- Cottrell & Sons Job and News.** Bed 33x47; table distribution; tapeless delivery; two-and-a-half years old. Price \$1,250.
- Cottrell Drum.** Bed 21x30; table distribution; air springs; tapeless delivery. Price \$700.
- Cottrell Drum.** Bed 25x15; rack and cam distribution; tapeless delivery; air springs. Price \$850.
- Cottrell Drum.** Bed 18x22; rack and cam distribution; tapeless delivery; air springs. Price \$600.
- Cottrell Drum.** Bed 35x52; rack and cam distribution; tapeless delivery; air springs; loose. Price \$950.
- Cottrell & Babcock Drum.** Bed 18x22; rack and cam distribution; tapeless delivery; air springs. Price \$600.
- Cottrell & Babcock Drum.** Bed 25x42; rack and cam distribution; tape delivery; air springs. Price \$700.
- Hoe Drum.** Bed 26x44; rack and cam distribution; tape delivery; wire springs. Price \$575.
- Cranston Pony Drum.** Bed 21x28, rack and cam distribution; tapeless delivery. Price \$600.
- Dexter Folder.** Three folds; trimmer, etc. Price \$300.
- Brown Folder.** Three folds; trimmer, etc. Price \$300.
- Washington Hand Press.** 8-column. Price \$150.
- Peerless Job Press.** 14x20; with steam fixtures and throw-off. Price \$175.
- Peerless Job Press.** 11x16; with steam fixtures and throw-off. Price \$160.
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- Perfection "C" Wire Stitching Machine.** Stitches 1/2 inch. Good as new. Price \$110.
- Seven Horsepower "Reliance" Electric Motor.** With extra armature. Cost \$420; Price \$200.
- 30-Inch Peerless Paper Cutter.** Price \$85.
- 30-Inch Westman & Baker Paper Cutter.** Price \$120.
- 30-Inch Eclipse Paper Cutter.** Price \$75.
- 30-Inch Shears.** Iron frame. Price \$75.
- 28-Inch Shears.** Wood frame. Price \$45.

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