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Vol. VII.—No. 7.

TORONTO, JULY, 1898.

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## THE WEEKLY PRESS.

TO SECURE AND RETAIN CORRESPONDENTS.



EDITORS often have trouble in maintaining a satisfactory correspondence department. The National Printer-Journalist has been showing how Mr. Folsom, editor of The Argus, an Arkansas paper, works this, and the plan may contain some points of interest to Canadian editors. In the first place, the proprietor of the paper had in his own mind a very high opinion of the importance and dignity of the country correspondent, and of the standing and qualifications necessary to one who was to fill that position. Having this high ideal, backed by judgment and enthusiasm, he was able to impress others—and those the prominent men and women in the different communities—with his views. The result is, so far as we have been able to investigate, that The Argus undoubtedly has one of the largest and finest lines of correspondents of any paper in the country, and, of course, the proprietor of that paper is very proud of the fact. It was no little work, however, for him to enlist those whom he most wanted in the ranks, and to impress on them the importance of their work. Among them are numbered preachers, teachers, merchants, farmers, lawyers and intelligent young women. In making selection of correspondents great care was used to get only the best and most responsible citizens of the respective communities. Each was furnished with stationery and stamps, and with a reasonable number of subscriptions to the paper to send as complimentary to their relatives or immediate friends. As an

inducement to regularity and punctuality on the part of correspondents, Mr. Folsom instituted a prize contest, offering a \$20 prize himself. In addition to this he secured the offer of similar prizes by the merchants of the city, in the way of the best pair of handmade shoes, a \$5 silk umbrella, a fine pattern hat, etc., for the second, third, fourth, and so on in the contest, so that each and every one of the correspondents would receive some prize. The merchants offering the supplementary prizes receive full value for their enterprising gifts in having their offers stand prominently in the paper throughout the year, and having attention called to the same by the paper and the correspondents. Then an annual outing of the correspondents is given each year. These pay ten times the cost in more ways than one. The publisher keeps in close touch with each of his correspondents by writing or going to see them regularly.

The rules governing the prize contest were given in the paper as follows :

"Every communication sent in for publication to count four points; every new yearly subscriber, eight points; every new subscriber for six months, four points, and every new subscriber for three months, two points. At the end of the year, the correspondent having the greatest number of points will be awarded the prize. The points for new subscribers are offered so that the correspondent who enters the contest will have an opportunity to 'catch up' with the others.

"No correspondent will be allowed to write more than one letter each week, except in cases of important happenings occurring soon after the regular letter has been mailed. Then it may be supplemented with another report, and two letters will be credited.

"No letter will be credited if not received in time for publication the week it is written, unless there is evidence to show that it was delayed while en route. No subscription to be counted unless accompanied by the cash.

"A true record of the work of each correspondent is kept, and the result published from time to time. Every correspondent is urgently requested to also keep a record of his own work, so as to compare with the published reports. The contest began the first week in February, and closes on Thursday, December 29, 1898.

"The object in inaugurating this contest is to induce correspondents to write every week, even if the letters are short. We want to publish news while it is news."

### THE WEEKLY FIELD.

There are at present, as there are at nearly all times, some good weekly newspapers in Canada for sale. Sometimes, a

weekly publisher who wants to sell out, owing to ill health or other good cause, finds it hard to get purchasers. This is due to a widespread notion that the fruits of toil in the weekly field are inadequate. They may be, but they are more lasting than the larger opportunities and salaries on the city press. There is nothing permanent in city newspaper life, at all commensurate to the vitality, time, and strain which have to be expended. In Canada the number of posts on the daily press which yield salaries large enough to provide a good living and a margin for saving are about a dozen in number. There is, of course, always room at the top. When you get there the prize is the top. Once past your prime you give way to someone else. Are there six well paid managing editors on the daily press of Canada over 50 years of age? Make enquiries and see. The larger the salary and the higher the position, the greater the cost of living. The life may be more agreeable and fuller of incident, but in the end the results are poor. The man of small capital, whose weekly paper nets him \$1,000 or less per annum, is better off than the editor of a daily at \$2,000 or \$3,000.

#### AN ECCENTRICITY IN HEADINGS.

One of our weekly contemporaries has a peculiar way of putting in its headings on boiler-plate matter. The headings referred to are double-column ones, and, instead of cutting the plate to place the headings across the top of two columns, the headings are placed in the columns sideways. This method of arranging headings is new: It may save time, but the effect cannot be called neat or pleasing.

#### THE ADDRESS ON THE ENVELOPE.

The Acton Free Press made a timely hint which was calculated to bring business to the job department. It pointed out that the new post office regulations, which went into effect on July 1, would do away with a great deal of the work now imposed upon the dead-letter office, if the public will pay attention to the request which the Department is making, by means of posters at all the post offices, asking that the name and address of the writer or sender shall be placed on the upper left hand corner of all envelopes or wrappers. If this is done the postmaster will at once communicate with the sender, instead of sending the letter to the dead letter office. In addition to the saving in time and labor, the public would, in this, be relieved of the unpaid postage charges now made for the return of mail matter through the dead letter office.

#### A CIRCULATION SIMULATOR.

The Windsor, Ont., Review is working a new plan to push circulation. Arrangements have been made with a local photographer, who takes free the photographs of people who get new subscribers for The Review. The announcement in the paper says: "The terms are simple. We are offering The Review for a trial trip, from now until the end of the year, for 25 cents, or from now until Jan. 1, 1900, for \$1.25.

"Any subscriber who brings us ten trial trip subscribers and \$2.50 in cash will be given a coupon calling for one dozen medium-sized cabinet photos, 'The Trilby,' without one cent of cost.

"Or you may bring us two new subscribers at the \$1.25 rate and \$2.50 in cash, and you will be given the same privilege."

It remains to be seen how the plan works.

#### OBITUARY.

##### THE LATE RICHARD JAFFRAY.

MR. RICHARD JAFFRAY, the last of the Jaffray boys of his generation, one of the quartette so long known to the people of Galt and vicinity, associated as they were with the founding of The Reporter, over fifty years ago, passed away July 4 at his residence, after a brief illness. Harry Jaffray was drowned in 1858. In September, 1895, Mr. George J. Jaffray, editor and proprietor of The Reporter, died in his 59th year, and just twelve months later William, the elder brother, for 34 years postmaster of Berlin, passed away in his 65th year. And now Richard has died in his 65th year. The deceased, who was born in Shrewsbury, England, entered the printing office of his father, the late Peter Jaffray, fifty-two years ago, and he was chiefly responsible for the editorial work on The Reporter for 25 years. He, early in life, posted himself on town, country, and Dominion affairs, and naturally drifted into public office. He served in the town as councillor, deputy reeve, reeve, and mayor for two years, for, though a Conservative, his Liberal friends in town were among his strongest supporters, and he never was defeated at the polls. In 1883 he became warden of Waterloo county, and, after retiring from the council the same year, he was appointed to the county board of audit, holding the position till the day of his death, with the exception of one year, 1897. He was one of the best platform speakers the Conservative party had in South Waterloo for many years, and was frequently urged to enter for political honors, but refused, contenting himself with working with pen and voice for the cause he had at heart.

##### THE LATE W. HAM HALL.

W. Ham Hall, editor and proprietor of The Markham Sun, died suddenly at Markham July 4. Mr. Hall was taken ill about a week before with appendicitis, and it was thought that he would soon be well again, but having taken suddenly worse, an operation was performed, from which he failed to rally. Mr. Hall was the eldest son of County Councillor W. H. Hall, of Markham, and was only in his 25th year. He was educated in the public and high schools of his native village, and had been proprietor of The Markham Sun for about three years, was married less than nine months ago, and leaves a young widow, who, together with his father and immediate relatives, have the heartfelt sympathy of the whole community. The funeral took place at Markham.

##### A VALUABLE PAPER.

The Press Bazaar, which opened in London, on June 28, was productive of a unique publication, The Press Bazaar News, a little four-column folio, issued daily during the continuance of the bazaar. One shilling was the price per copy. The News was served by Reuter's Agency, The Central News and The Exchange Telegraph Company, while its staff of 200 comprised the leading lights and ablest intellects in England. Lord Dufferin edited the department of foreign politics. Sir Arthur Sullivan was the musical reporter, Sir Henry Irving and Ellen Terry were the dramatic critics, Lord Ronald Sutherland Gower was the art critic, Thomas A. Edison contributed scientific notes, Ambassador Hay acted as United States correspondent, while the woman's department was edited by the Dowager Countess of Shrewsbury and Lady Addington. Distinguished editors in all parts of the Kingdom were contributors.

## BOOK COVER DESIGNS AND DESIGNING.

It would be interesting to know how many people have ever considered the individuality of book covers. To the casual observer, the cover design is merely a part of the book. It is accepted as a portion of the machinery involved in turning out a saleable article, and, except to notice whether the general effect is pleasing or the reverse, very few people bestow any thought upon the design at all.

The object of this sketch is to give a glimpse of the life of the book cover behind the scenes, before it emerges from obscurity into the publicity involved in a bookseller's window.

From personal observation, it would appear that laymen—so to speak—who take any interest in the matter, have a vague idea that a book case is bought on the same plan as dry goods, for example. The publisher needs a cover for a new book—novel, essays, or poems, as the case may be; goes to a place where such things are kept, and picks out from a number shown the article he considers most suitable for the book in question. This is a great mistake. Every cover, except in the case of a design intended for a series (as one publisher said, suitable for everything, from "Thomas a Kempis" to "Alice in Wonderland") is designed on purpose for the particular book on which it appears. In many cases, several persons are trying designs for the same book, and a designer may make as many as five or six sketches for one cover before hitting upon an idea which takes the fancy of the publisher.

Many things have to be considered in designing a cover; originality, suitability, the time of the year, sometimes, the book is to be published, the peculiar style of the publisher even. For to take a light, fanciful sketch design to a man known to make a specialty of rich conventional covers would be as unsuitable as to take a learned scientific article to Munsey's or any of the other light monthly magazines. "Beauty" in this as in other things "is in the eye of the beholder," and very much may depend on the individual taste of the publisher.

The two things most considered are originality and suitability. Originality has intentionally been more important than anything else. A designer remarked to the writer lately: "Above all things be original. Never mind what it is you are drawing, don't copy anyone else. If you draw a cat sitting on a fence, draw it in a way that no one has ever before drawn a cat on a fence, and you have gained more than by copying the style of the best man who ever lived."

Suitability is another very important question, and this includes the colors to be used, the style of the design, the question of whether the book is a dignified costly volume or a light summer novel, and also includes symbolism, more or less veiled.

Having read the book and considered its style, the designer proceeds to think over the salient points, and from these to get an idea for the cover in which symbolism plays an important part. In some cases the idea is at once gained from the title alone, without going any deeper. Crockett's "Lilac Sunbonnet" is an example of this, as well as Richard Le Gallienne's "Quest of the Golden Girl." Harold Frederic's "March Hares" is another instance. To go a step further, the designer may grasp

the main idea of the book and embody it in his design without making the latter a mere illustration for the title. This is symbolism, but very plain and easily understood. The cover for the story of a penniless duke who marries an American heiress shows a very large dollar sign and a coronet. "Pride and Prejudice" has for a cover design a peacock with wide spread tail, and it only requires a small amount of thought to see how appropriate this is. A good example of veiled symbolism is shown on the cover of Max Nordau's "Degeneration." It is of brown cloth, and the design, done in darker browns, represents a Roman hanging lamp with the flame blown downwards, gradually going out. There is always the danger, however, of veiling the symbol so successfully as to make the meaning somewhat obscure.

The style of the book, as already mentioned, affects the design. A strong, powerful book needs not only a strong design, but a strong color scheme as well, while light, dainty, sketchy covers are appropriate to light reading. Conventional designs are popular with some publishers, and pictorial designs are used by others. The latter are not considered very good, being rather illustration applied to design than actual design.

Every year fresh books are published by scores, and though one may give a passing glance at the pretty cover, there is little thought or even known about the men and women who give time, talent and originality to the beautifying and attractiveness of the last novel. Sometimes, down in the corner, two or three modest initials tell a tale to those who know the password, but for the most part the book cover designer appears born to blush unseen.

MARY MACLEOD-MOORE.

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### PRECIOUS GIFT.

I regard a sense of humor as one of the most precious gifts that can be vouchsafed to a human being. He is not necessarily a better man for having it, but he is a happier one. It renders him indifferent to good or bad fortune. It enables him to enjoy his own discomfiture. Blessed with this sense he is never unduly elated or cast down. No one can ruffle his temper. No abuse disturbs his equanimity. Boredom does not bore him. Humbug does not humbug him. Solemn airs do not impose on him. Sentimental gush does not influence him. The follies of the moment have no hold on him. Titles and decorations are but childish baubles in his eyes. Prejudice does not warp his judgment. He is never in conceit or out of conceit with himself. He abhors all dogmatism. The world is a stage on which actors strut and fret for his edification and amusement, and he pursues the even current of his way, invulnerable, doing what is right and proper according to his lights, but utterly indifferent whether what he does finds approval or disapproval from others. If Hamlet had had any sense of humor he would not have been a nuisance to himself and to all surrounding him.—London Truth.

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### A HINT TO PUBLISHERS.

The publisher who neglects to identify his paper with his town, by omitting the name of the latter from running heads and the card over the editorial column, fails to do his duty to his town and loses no small benefit himself.—Newspaperdom.

## BUSINESS POLICY.

BY D. A. VALENTINE.



WHEN gradually drawing near to the serious consideration of the subject assigned me, and, let me say, it was a gradual process—so gradual, in fact, that it almost if not quite escaped the due and serious process, I was confronted with the growing conviction that there was no such thing as a well-defined business policy in the average weekly newspaper office. And, as I understand it, we who amuse you are expected always to deal with the average office and not the exceptional.

Business ability of the determined, watchful, cool, calculating, careful, competent, economical variety is sadly deficient in the average office. It may be scarce in many vocations and professions, but in ours it is almost an unknown quantity. We do business by inspiration, trusting to luck for results. Instead of these requisites we sometimes find only penuriousness of the penny-wise, pound-foolish stripe that passes current for true, high-bred economy. There may be brains and brightness on the editorial page, faithfulness in the country correspondence department, but as a profession we are as sadly deficient of business sense as is the average lawyer who can take care of every other man's commercial affairs save his own.

First-class business ability is hard to find and hard to secure. It is paid better wages than is the reportorial talent. This is a significant pointer. The Star, just across the line, pays its solicitors, I understand, more money per man than it does its reporters; pays its business heads better than it pays its display heads. It seems that young men who are jostling and crowding each other for the places in our profession would notice this and govern themselves accordingly. For when analyzed to its last ingredient, money is what we are all after. The man who is in the business for the money there is in it is a newspaper man; the other fellow is a journalist, and the newspaper man always get out the best paper.

To particularize a little, few of the craft have any knowledge of correct and comprehensive bookkeeping, even though we really have more running accounts than any other business or profession I know anything about, and should have the best and simplest system on earth, the best understood. There is more necessity for sharp, aggressive collections, because of the lack of size and the multiplicity of debits we have to contend with. We are notoriously poor collectors. Compromise is our general practice, and standing by our books as do other business men is almost an unknown practice.

There is reason why prices governing advertising should be plain of comprehension, exact and equitable. That reason is cold, entirely separated from all that is sentimental, self-evident when studied, and, while the tendency has been the past few years among well-established papers to reach this condition, there are still a great many where prices vary outrageously and where practices exist that would swamp any other business in the land. In my humble opinion the practice of swapping advertising for store truck is most pernicious and demoralizing when adopted as a settled policy by the management of a paper. It cheapens the product of your money and your genius, and,

merchandising being an exact science, where ours is largely only a speculative result, a more or less shrewd guess, this swapping nearly always results to our disadvantage. The mere exchanging \$3 worth of space for a \$3 pair of shoes seems on its face fair, legitimate, and of strict equality before the commercial eyes of a discriminating public, but it is not when adopted as a settled rule of action. Without going into detail concerning a very important matter, I give it to the young man just establishing himself in the newspaper business, as the result of careful study, some practice and wide observation, that it is always accompanied by a large loss of commercial dignity and a cheapening of the values of advertising space in the eyes of the shoe man. Better by far pay the merchant in good hard dollars, then demand of him the same treatment. You then occupy with him the true plane of commercial dignity and relative importance. Unconsciously, perhaps, but truly, he elevates the value of your trade and puts you on equality with his cash customers, entitled to and receiving all the courtesies, favors, discounts and thoughtful consideration he accords spot cash buyers. Mr. Merchant cannot, under these circumstances, dictate to you details of dicker; he does not try it. Advertising takes on new rules of business etiquette in his eyes, and you and your enterprise are elevated and receive dollar for dollar of his consideration and wares.

Speaking of exactness, did one of you ever think it that you cannot state exactly the cost of an inch of space in your paper, or the exact cost of the job you are soliciting? Long experience and familiarity with the cost of the articles used teaches how to guess with more or less accuracy. But it is a guess after all. The merchant knows exactly what every article in his store costs him, then, after a few years, he takes average sales for a twelvemonth, compares them with average cost of doing business for the same time, and thus reaches figures that to all intents and purposes are mathematically correct. Not so with the newspaperman, whose principal reliance must always be a series of shrewd guesses, reinforced with a few exact cost prices. From this we can see why we are nearly always worsted in a dicker. The other fellow knows more about his business than we know about ours. Few there are in this large audience of pretty competent publishers who can tell within reasonable limits the cost to them of an inch of space. They should know as nearly as possible, then they can go to the merchant and solicit advertising on pretty nearly an equality. Then they can meet the foreign advertising agent on an equal footing. Cost sales, clearance sales, surplus stock sales, and all such, are denied us. Our prices must be fixed so that the law of averages will step in and harmonize in dollars and cents the poor seasons and the good seasons of the year, making of all combined paying average seasons. If a merchant of ordinary acuteness is made the beneficiary of a material reduction, ever afterwards he must enjoy the same privilege. He reaches the logical conclusion that you are making a little money out of his patronage at the reduced price, and he thinks a little is enough, and he sees to it that you shall not make more. Suppose in a burst of confidence he tells his neighbor in some other line! There you are.

Another thing of immense importance to a newspaper, and that is exactness. An honest but mistaken attempt to collect the same bill twice is a grievous error, and, believing as I do, and as some other good pious men do, that one mistake is

# Dexter Folder Company

Main Office and Factory  
Pearl River, N.Y.  
(One hour from New York City)

Highest Grade . . .  
Paper Folding and Feeding Machinery

**NEW YORK**  
97 Reade St.

**CHICAGO**  
315 Dearborn St.

**BOSTON**  
149 Congress St.

always followed by two others of the same nature, or in the same locality, it becomes almost more than an error—a crime.

Now, to summarize this brief travesty. Business policy and business practice, in which we are so sadly deficient, as compared with the average banker and merchant, should comprehend good bookkeeping, exact bookkeeping, where error is crime; pay cash, demand cash; pay pleasantly, pay promptly, pay liberally; be liberal in cash if your means will allow; do not be liberal in space any more than the grocer is liberal in sugar or any other staple; contribute a little money to nearly everything, it all comes back with interest if keen discrimination is used; do not accept free tickets to church entertainments, home shows, or home doings; pay cash or stay at home; the people unjustly rank you, when accepting these favors, as a dead-head, and make mean remarks about you; keep up your commercial dignity; if a man does you a cash favor, try to do him one in return, or at least acknowledge it; do not try to fool your advertisers, give them every fraction of an inch they pay for, and make your bill so clear that they comprehend it all at a glance; they are good business men and want to know what they are paying for and how much.

#### THE U.S. IDEA IN HEADINGS.

A newspaper should emphasize its strong features. Attractive headings, double-column articles, headings which run clear across the paper, do much to impress the reader and make features of ordinary merit seem important. The habit of seizing the central idea of a long article, putting it in black type and surrounding it by rules or stars, is a good one. Artistic and sensible use of type may greatly aid the editorial and news pages to impress their merits upon the reader. If you want readers to appreciate the strong features you must put them before the public in an attractive way; flaunt them, shout them, as it were, through your columns. The most intensely important matters will be overlooked and not half-way appreciated, if printed in dull, solid type. The city papers set a good example to country papers in this direction, and in the way they treat foreign news we may profitably present matters of local interest and thus magnify the value of what we publish.—Country Editor.

#### THE PRICES OF BRISTOL BOARD.

Buntin, Gillies & Co., Hamilton, are showing samples of excellent value in bristol board, the "Dundee." The prices are quoted in the advertisement on page 14.

#### A REFERENCE BOOK FOR EDITORS.

"Personnel of the Senate and House of Commons" is a new book from the press of John Lovell & Sons, Montreal. It contains biographical sketches and photos of every member of both houses and will be found simply invaluable as a work of reference. It is illustrated with full-page portraits of Lord and Lady Aberdeen, the Premier and Cabinet, and other parliamentary

celebrities, and with views of the legislative buildings and chambers. The book contains 208 pages of toned paper and is bound in full cloth. The retail price is \$2.

#### A FRIENDLY INVITATION.

MR. IRELAND'S PLAN TO ARRANGE A CAMP IN AUGUST AT PARRY SOUND FOR NEWSPAPER MEN.

MR. W. IRELAND, the hospitable and energetic editor of The Parry Sound Star, has addressed to members of the Press Association a circular, of which the following is a true copy:

PARRY SOUND, ONT., July 4, 1898.

As was mentioned at the annual meeting of the Press Association, I am endeavoring to get a number of the members of the press to establish a summer camp for fishing and pleasure in this neighborhood. Should you find it in your power to tear yourself away from business about the middle of August, you will have a good time, get plenty of fresh air, outdoor exercise, and big fish. You can come by rail direct to Parry Sound, or to Penetang, Midland or Collingwood by rail and then by steamer. I can arrange cheap fares on the steamers, and am writing the president to ask him to try for single fare on railways. Will you please let me know by return mail whether or not you can come and the time most convenient. After waiting a reasonable time I will fix a date suitable to the majority who may be willing to come, and will then advise all as to date, arrangements, etc. Please let me hear from you, and make a special effort to come.

This promised outing should be a great success, and Mr. Ireland's kindness in planning it out will be appreciated by all members, whether they are able to go or not. To those who are not familiar with the Parry Sound and Muskoka district, it may be said that it is an ideal place for camping, fishing, bathing—in short, a regular holiday loaf. In June, Mr. J. T. Clark, of Toronto Saturday Night, spent some holidays there, and, on his return, reported enthusiastically upon his trip.

PRINTER AND PUBLISHER feels sure that if a large or small band of newspapermen could accept Brother Ireland's suggestion they are certain to have a jolly time, good sport and a beneficial vacation. In August the mosquito has betaken himself to his winter lair and troubles us not. There are no laws against fishing or shooting which the powerful sway of King Ireland cannot overcome. "Why, he about owns the district," said a newspaperman, impressively, to the writer not long ago. There is plenty of time to arrange details, and, as one visitor to Parry Sound reported, "you can have a good time whether it rains or is dry weather."

#### THE PRINTING OF RETURN ENVELOPES.

Return envelopes are used so much now (and it is a good thing for the printer) that an envelope of slightly more than ordinary size is a boon. All the No. 7 and No. 8 commercial envelopes made by Morgan Envelope Co., for whom Buntin, Gillies & Co., Hamilton, are Canadian agents, are large enough to contain the ordinary No. 7 and No. 8.



## NOTES HERE AND THERE.

A LITTLE discussion on "ethics" was brought to my notice the other day. It arose out of G. W. Smalley's article on "Journalism," in Harper's. The article contained the following anecdote of the late Mr. Delane, the famous editor of The London Times: "He met at dinner Sir William Gull, then the leading physician of London. There was a discussion at table upon the effect of climate on constitutions. 'By the way,' said Sir William, 'Lord Northbrook was asking me to-day whether I thought the climate of India would suit him.' The subject was dropped—no more was said. Mr. Delane drove straight to The Times office, and The Times next morning announced that Lord Northbrook had been appointed viceroy of India. His sole authority was this casual remark at dinner. Lord Northbrook, who was then Under Secretary for War, had not been mentioned as a candidate for the post. To name him was some thing more than a splendid guess—it was an act of courage which success justified. How great a part courage plays in the conduct of a great journal is best known to those who conduct it."

\* \*

The comment of one man who heard this anecdote related was that only a cad would print without permission the information given at a private dinner table in all innocence. Another man, with equally strict notions of propriety, retorted that he thought there had been no breach of good faith or good manners committed. What was my opinion? Well, I replied, that considering the circumstances the editor should have investigated the story and got it from the proper authorities before printing it. A great journalistic luminary appeared on the scene at this moment, and murmured that the average newspaper man would pray to be delivered from a similar temptation. Of course, you mustn't analyze a good story. In point of fact Mr. Delane was not dependent on casual remarks at dinner tables for his news. Anyway, the journalist who enjoys the private conversations of the social hour, and then takes a cab to his office to print them before going to bed is a gentleman I would cross the street to avoid. His source for getting news must be limited.

\* \*

Mr. Goldwin Smith has just added his testimony to the body of suspicion which already exists relative to the cable news. In The Toronto Sun recently he remarked, under the signature of Bystander: "Our reports of British opinion are coming through American channels, and, unless the Bystander is misinformed, should be taken with some grains of allowance." Make the necessary grains of allowance, and the requisite grains of disallowance, and what is left is a mere skeleton.

\* \*

In this issue appear Mr. Moberley Bell's opinions on the question of copyright in news. They are interesting. As to the habit of one paper copying the special despatches of another, it is not confined to one city or one country. A story used to be told in Montreal of a joke which Mr. R. S. White, of The Gazette, once worked off on his contemporaries. The morning papers used to allege that their local news was systematically appropriated by the evening papers. A trap was laid. In the late 70's a large tunnel was being made under Craig street across the city of Montreal. One day the engineer allowed the morn-

ing-paper reporters to inspect the interior of the tunnel. An account of the inspection appeared in The Gazette. The reporter asserted that in a remote corner of an old drain leading into the tunnel a belt was found with this curious inscription:

"Elcitra Siht Laets Lliw Srepap Gniveve Eht."

One evening paper swallowed the whole thing—belt, inscription and all. There was a great laugh among the news-papermen. If you read the letters backwards you will see the hoax.

\* \*

Mr. Mulock is getting great praise from the newspapers for his success in carrying Imperial penny postage. He has done good work in the matter, and success has justified the somewhat exceptional methods used to carry it. In a few months, when the big dailies that now thunder his praises add up their payments for postage in Canada, they will not like Mr. Mulock so well. The New York Tribune paid \$23,393 for postage in 1897, and its circulation is not very large, though the large papers issued account for the weight.

C.

## LONDON EDITORS AND THEIR VIEWS.

AN English contemporary has been going into the theological up-bringing and beliefs of famous London editors. The London Daily News, which is Nonconformist in sympathy, has for manager Sir John Robison, who is the son of a Congregationalist minister at Witham in Essex. In his youth he was engaged in the office of a stationer and printer, Mr. Wason, of Shepton Mallet, and he was then advised by the Unitarian minister, the Rev. Henry Solly, to study shorthand. He obtained employment on The Inquirer, and afterwards on the evening edition of The Daily News, and has gone on ever since. His colleague, till recently, Mr. P. W. Clayden, was a Unitarian minister in Hamstead, and still occasionally preaches. The present editor of the paper, Mr. E. T. Cook, is a Churchman.

The editor of The Times, Mr. G. E. Buckle, is the son of a clergyman, the Rev. Prebendary Buckle, of Weston-super-Mare. He was married about ten years ago to Miss Harriet Payn, the daughter of Mr. James Payn, the eminent novelist, and has recently had to deplore her loss, after years of delicate health. Mr. and Mrs. Buckle were active workers in the church of the Rev. A. Boyd Carpenter, at Bloomsbury, before they went to live further west. A well-known city clergyman is understood to write the ecclesiastical articles in The Times. The paper is strongly on the side of the Church of England, but deprecates excess in ritual.

The editor of The Daily Chronicle, Mr. H. W. Massingham, was brought up among the United Methodist Free Churches, of which his father was a prominent supporter. His assistant-editor, Mr. Henry Norman, was educated in America for the Unitarian ministry. Since then he has become known for his wide accomplishments, and especially for his deep knowledge of foreign politics. The Daily Chronicle is not attached to any denomination, but urges on all the churches the duty of attending to social questions, and is very largely read by Nonconformists.

The Standard is, perhaps, more read by the clergy of the Church of England than any other paper. It staunchly supports the Established Church. The editor, Mr. W. Mudford, is the son of Mr. W. Mudford, a journalist and newspaper proprietor

at Canterbury. Long ago Mr. Mudford had among his associates in Canterbury the late Mr. Charles Waters Banks, editor of *The Earthen Vessel*, an eminent preacher among the Strict Baptists. Mr. Banks has left behind many reminiscences of his old friend.

The *Morning Post* is the organ of fashionable society, and belongs to Lord Glenesk, formerly Sir Algernon Borthwick. Lord Glenesk's father, Mr. Peter Borthwick, who was editor of *The Morning Post* and a member of Parliament, was at one time a student for the ministry in the divinity hall of the Secession Church in Scotland. He could express his ideas fluently and eloquently, and was a popular speaker. He abandoned his intention of becoming a minister, and for a while kept a bookshop in Dalkeith, after which he lectured through the country in defence of slavery. He became popular in society, and entered Parliament, where he was a strong Tory and a High Churchman.

Mr. J. A. Spender, editor of *The Westminster Gazette*, is a Churchman; Mr. W. M. Crook, of *The Echo*, is a Methodist. Mr. Clement K. Shorter, editor of *The Illustrated London News*, was brought up amongst the Congregationalists, and attended the Rev. Alfred Rowland's chapel at Crouch End.

In Canada, the religious views of publishers and editors do not bear much upon the policies of their papers. There being no state church, the question does not come up as it does in England. On the *Montreal press*, Mr. John Dougall, the able and accomplished editor of *The Witness*, is, I think, a Congregationalist. Mr. Hugh Graham, of *The Star*, is a Presbyterian, and attends St. Paul's church. His managing-editor, Mr. Henry Dalby, is a member of the Church of England. Mr. James Brierley, managing-director of *The Herald*, is also an Anglican. Mr. Richard White and Mr. Smeaton White, of *The Gazette*, are well-known members of the Church of England. Mr. Kydd, the editor, is a Presbyterian. Mr. P. D. Ross, of *The Ottawa Journal*, like his worthy father, Mr. P. S. Ross, of Montreal, is a Presbyterian. In Toronto, Mr. Willison, of *The Globe*, is a Methodist, Mr. Wallis, of *The Mail*, an Anglican, Mr. J. R. Robinson, of *The Telegram*, a Presbyterian, Mr. Hocken, of *The News*, a Methodist. The most distinguished Toronto journalist, Goldwin Smith, is an Anglican of the Low Church type.

#### HINTS FOR THE PRESS ROOM.

THE BRITISH PRINTER, dealing with the best way to avoid the cutting of inkers (form rollers) on a cylinder press, says:

"In most articles written for the benefit of machinemen (i.e., pressmen) on the evergreen subject of rollers, very little information is given on the care of inkers after getting into suitable working condition. Yet, what is more exasperating to a machineman with an interest in his work, and an eye to the financial question, than to find a cherished set of inkers utterly ruined by being cut and knocked all to pieces after running off a few forms?

"When we look for a remedy for this sort of thing, it is found to be a very simple matter. In nine cases out of ten it can be traced to the rollers being badly set and adjusted, if they have been adjusted at all. Consequently, instead of rolling the form lightly, they have borne upon it so heavily as to completely ruin their faces. Let us first take the old style of inkers without

gearing of any description. These inkers cannot be set independent of each other, as they are driven by the bowls or runners on the spindles running on the wood bearers bolted to the bed. Therefore, as the wood bearers have to be set to allow the smallest inker covering the form, the larger rollers become much worn owing to dragging over the type. Care should, therefore, be taken to get each set of inkers as nearly as possible of the same diameter. They can easily be tested with a pair of calipers.

"Having chosen inkers, pack the wood bearers to allow of rolling the form evenly and smoothly. Care must then be taken that the bowls are driven by the wood bearers, and are not merely slipping over them until the inkers strike the edge of the form. If there is a tendency to slip on the part of the bowls, wipe off all the grease that may have accumulated upon both them and the bearers. Then apply a little resin, and all will be well.

"If the above particulars are attended to, not only will the life of the inkers be considerably lengthened, but the form will be rolled evenly and the best results obtained; there will be no ugly friars and black edges to mar the work, and no need of those little mountains of leather and cardboard tacked to bearers to prevent the inkers dipping into the gutters of the form.

"The adjustment of inkers fitted with gearing is much more satisfactory, as each inker has its own adjustment and can be set accordingly. Experience shows the best plan in setting inkers is to get two gauges—an 8-to-pica below type-height, and about three ems wide. Place a gauge under each end of the inker and gradually let it down by the set-screw until it gets just the slightest bite on the gauges. This will give the right amount of pressure to roll a form properly, without the least undue wear. When setting inkers it is always a good plan to turn the rollers around on the gauges, for sometimes the pressure is found to be much harder in one place than another. This is caused by the stock being bent or the roller cast untrue. If you cannot reject the roller, it must be set to touch the gauge with its smallest side, but such inkers are always unsatisfactory. Having thus set the inkers to the form, set them lightly to the rider—a great deal of wear is caused if set too hard.

"There is an old precaution that can be taken on any machine when working a form containing a number of fine rules, such as are constantly met with in stationery work, that is to lock up by the side of the form two pieces of wood rule four or six ems wide, full high, to act as bearers to the inkers, and to prevent them having any dip at all. Care must, however, be taken to see that the inkers do not miss any part of the job. These bearers should be a little longer than the form, and the impression cut away on tympan sheets to prevent blacking up.

"Another safeguard which may be taken when working jobs containing rules running off the sheet, is to lock up a cross rule at the foot and so prevent the inkers coming in contact with the ends of the rules.

"In conclusion, though hardly coming under the head of 'cutting,' much wear is caused to the ends of inkers when running off small forms, by the ink gradually becoming dry and pulling them to pieces. This may be obviated by releasing the ink at the edges of the ink table by means of a little vaseline, or lard, applied at intervals."

## COPYRIGHT IN NEWS.

THE MANAGER OF THE LONDON TIMES GIVES EVIDENCE ON THE APPROPRIATION OF NEWS, AND SUGGESTS A POSSIBLE REMEDY.

THE Imperial Parliament has been passing a copyright law affecting books, etc., and the select committee of the House of Lords, which has been considering it, decided to take evidence on the question of newspapers being allowed to copyright their special despatches. Lord Herschell, who introduced the bill, is chairman of the committee. Mr. Moberley Bell, manager of *The Times*, was the first witness on this subject. He said it was proposed by clause 11 of the bill to apply copyright to newspapers. The clause ran: "Copyright in respect of a newspaper shall apply only to such parts of the newspaper as are compositions of an original literary character and original illustrations therein, and to such news and information as have been specially and independently obtained."

Lord Herschell: That is altogether a new head of copyright, is it not?—It has been practically admitted by the judgment of different courts. We have ourselves got judgment for news specially obtained.

That has been with regard to the mode in which the news has been conveyed, not the mere fact which makes the news apart from the mode?—No; Mr. Justice North said that he could not say that there was not copyright in news—there might be—but there was distinctly copyright in the form in which it was conveyed.

In your opinion some protection beyond that is necessary?—I consider that there is very gross injury suffered by the press, for which there should be a legal remedy. A person who walks down the street and takes a list of the shops is granted a copyright for the list. Another man may walk down the street and may witness, say, a cab accident, and write an account of it, but he has no protection for his account because it appears in a newspaper.

He would have protection for the literary form of it?—He might have. A paper might publish a telegram which has cost it £1 200. We did that in the case of the revolution in Argentina. The matter interested the city very largely, and there was a large demand for the paper from 5 o'clock in the morning, when the account was published, until 10. But at 10 o'clock the demand stopped. Another paper has taken out the news, has printed it and sells it at 1d. What is our remedy? We go to a judge in chambers; we have an audience fixed for Wednesday, the day after the publication, the case is dismissed for two days and an injunction is finally granted, saying that *The Piccadilly Gazette* shall not sell the report. That is no remedy for us.

But giving a copyright in news will be no remedy. The remedy against infringement will be what it is now? I think we ought to have the protection which is given in Australia—a colony in which protection was very necessary, looking at the enormous expense of obtaining telegraphic news from this country. There they passed a bill giving 48 hours' actual copyright in newspapers. If we have a pronouncement in the law that there is copyright in such news as I speak of, then there will be a certain danger in infringing the law.

On what principle would you rest copyright in news? There is an enormous difference between facts and news. Anyone has a right to copy facts, but, when they are made into a literary

form and published, another person may not use them. Vice-Chancellor Wood said: "You may not take the number of the milestones in the road from another book and publish them unless you have counted them yourself." That, no doubt, is carrying the thing to an extreme, but that is the fact.

Do you want more than that for a newspaper? Do you want to create a property in the fact itself? No; that would be impossible.

But is not that what you suggest, if you say that no one may state a fact if it appears in a certain newspaper? Is not that giving a property in a fact? Not if the second paper publishing the fact can show that it obtained the information for itself.

You would claim property in the fact? No; property or possession in the news of the fact, but not of the fact itself. If we publish a telegram as to a suicide in South America we are entitled to the exclusive possession of that news unless somebody else receives a similar telegram.

Should not the person who makes the fact have the copyright? There is no copyright in the fact, but in the conveyance of it.

Answering a question put by Lord Knutsford, as to whether, if the copyright law were altered in the way suggested, other newspapers would not purchase the right to use copyrighted news, the witness said that already in some cases fabulous prices were paid for early copies of his paper, as much as £5 or £6 a copy, the object being to send off to America news it contained.

At a subsequent meeting of the committee, evidence on the contrary line to Mr. Bell's argument was taken. It was contended that a judge would not refuse an injunction to stop a paper that was selling stolen news. That this injunction could be followed by a claim for damages, and that the present law afforded ample protection in such cases. On the other hand, it was also pointed out that judges could not be got at early enough in the morning to secure the seizure of a journal that was selling the news stolen from another paper, and that the legal machinery providing for the recovery of damages only afforded a remote and unsatisfactory remedy.

### CHANGES IN THE DAILY PRESS.

Some important changes on the staffs of the daily press have recently taken place. Mr. Hugh Clark, who has been a conspicuous success as writing editor of *The Ottawa Citizen*, has resigned, to go either to *The Ottawa Journal* or to *Montreal*. E. W. Morrison, of *The Hamilton Spectator*, has succeeded him at Ottawa. Watson Griffin, late of *The Toronto World*, has gone to Mr. Wilgress' paper, *The Brockville Times*. J. D. Clarke, of *The London Advertiser*, has become private secretary to the Minister of Justice. Mr. Magurn goes shortly to Winnipeg to edit *The Free Press*. J. I. McIntosh, private secretary to Hon. J. M. Gibson, has become managing-editor of *The Guelph Mercury*, Mr. Innes, that veteran of the press, retiring from active labors. George Simpson has succeeded Mr. Magurn as Ottawa correspondent of *The Globe*.

### NORTHWEST EXCURSIONS.

The Minnesota Press Association party left Winnipeg, July 8, on their trip to the Pacific Coast. The Wisconsin party are to go July 22, and the trips have been arranged under the supervision of W. J. White, press agent of the Dominion immigration department.

## THE MECHANICAL END OF THE OFFICE.

E. J. Conger, before the Missouri Press Association.

**A**FTER graduating from the mechanical department, and going into other branches of newspaper work, we too often lose a sense of the importance and dignity of the composing and press rooms. We forget that it is, after all, the type and the press which give our craft distinction, and make our art the art preservative. The plans arranged by us in the editorial and business offices, while they are vital in their import, can be made or unmade with a twist of the wrist of the compositor or pressman. It would be difficult, indeed, to tell how or why the province of the editor or business-manager is more important to the welfare of the newspaper than is the mechanical department. Let us not, then, make the mistake of looking upon this department as a source of expense and worry, but rather let us concede its true value at once, and give it the attention it merits.

Most important in the mechanical department are the men who do the work there. Money is saved by getting good men—and when I say good men I mean country printers every time, though, of course, one will sometimes find a traveling printer with a disposition to settle down and become a . . . As a rule, the men who have been born and raised in the town in which your paper is located will give you best service, and will also help to draw patronage from their relatives and friends. Apprentices taken from your community will grow up and become a part of your concern, adding life and vigor to it as the years go by. You all know that the home-raised printer is more reliable and more intelligent in his line than the tourist who appeals to you for help from time to time, but who will flee from a rush of work as a rat flees from a sinking ship. The country printer learns all branches of his trade. He is a pressman as well as a compositor, and usually has ambition to do something of note in the world. In making my plea for him, I do not wish to discourage any charitable impulse we may feel toward the city printer who is thrown out of work by the formidable competition of machines; but, when we find that any of these men are making a business of mendicancy and a convenience of us, we surely should discountenance their efforts. Do not treat employes as mere hired hands. Let each of them feel that you consider him a factor in the publishing of your paper. Consult employes on points where their voice would be sound, and, if possible, give each one a special work to do. This retains their interest in the welfare of the paper and creates an esprit du corps that binds them all together in the endeavor to do more and more for the good of the common cause.

Having decent men, make their surroundings decent. The efficiency of your employes will be affected by their environment. Last summer, in passing through a Missouri village, I called upon the local newspaper, and found it located in the loft of a livery stable. The only compositor, who was sitting idly in a chair, very appropriately "gave me the horse laugh" when I asked him if business was good. Of course he had nothing to do. His boss was out somewhere trying to use up a railroad pass instead of rustling around among his home people. I suppose the paper carried railroad advertising all right, but I do not find myself able to conceive of an enterprising merchant climbing up into a stable loft to have an advertisement printed. Locate your office in as good a room as you can afford. Have plenty of light and ventilation. Keep the floors clean. Make

your place look businesslike, and it will attract business. The day is past when any old den will do for a printing office. Other things being equal, the ground floor is, perhaps, the better for a printing office, as it is more convenient of access, and you can secure a firmer foundation for machinery.

Unless you are in a city, do not attempt to run a city paper. Conduct a country paper, in the fullest meaning of the phrase—a paper edited and printed for country people. The man who tries to ape the city press sometimes makes a monkey of himself. I do not like to see a village journal, that has no means of obtaining telegraph news, use the big scareheads that are affected by some of the city papers. Many of the country papers do get special despatches, and, when this is the case, it seems entirely proper to say so. Nothing, however, can excuse the exaggerated type-lines that spot a paper's front like circus posters pasted on a barn.

The equipment of your office should be adapted to the quantity and quality of work you have to do. The ideal country newspaper, I think, should be set up in brevier and minion, and printed on a calendered paper. But, to sustain such a paper, we have first to discover or develop the ideal subscriber and the ideal advertiser. And this is a very gradual process. As matters stand, most of us are probably publishing from long primer towns, and, consequently, would incur a needless expense should we get the paper up in smaller type. I like to hold to ideals, however, and to work toward them as much as possible, and if we are to have papers set in large type, let them be set up and printed in the best possible manner. Take the dimensions of your community, intellectually and numerically,

## "Personnel of the Senate and House of Commons"

containing *PORTRAITS* and *BIOGRAPHIES* of every member of both houses. An invaluable book for newspaper offices. . . .

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# CHEAP FLATS

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Printers will find it to their advantage to use these papers. They bulk well, and are of good color, finish and appearance. If you do not use them, send for samples and prices.

Prompt shipment and careful attention to LETTER ORDERS.

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LIMITED

Toronto and Montreal.

and having done so, fit your plant to it—a little above it, for if you run a good paper, the community will grow.

If you have competition, the best place to prepare to meet it is in the mechanical department. A neatly printed paper, with advertisements and reading matter properly arranged and displayed, will do as much as anything to get subscribers and advertising patronage. And job work generally goes to the office that turns out the best printing promptly. Do not complain if your competitor is gaining trade from you. Give better service than he does, and you will soon have the tide turned your way. In your relations with advertisers, remember that many of them are well-informed upon the subject of advertising. They read advertisers' journals, possess modern ideas, and readily recognize anything that has the flavor of recentness about it. To get their custom, you must conform to their ideas. Drop antiquated styles of type, forsake old display methods, and be up-to-date.

To properly display the important lines in an advertisement we do not need to use an assortment of type styles. The best advertisements I ever saw were set in one style of type, the displayed lines being simply in a larger size than the body of the advertisement. The same practice holds good in job work. Never use ornamentation unless it serves a real purpose. Borders often cause an advertisement to stand out from the page, making display better, but bent rules and gingerbread flourishes tend to obscure the type-set matter. The day once was when even the good printer spent much of his time at the rule and ornament cases, but that day has gone. The old Chinese, Egyptian and other combination ornaments, commonly used in the early '80's, have lost many a dollar for publishers. And the same is true of some later designs.

Another thing that lessens our profits is our neglect to provide employes with sorts. If your office has not enough body type to enable the men to get the paper up without pulling and piecing, buy more type—enough of it for the paper and for brief work together. And, when buying a new dress, remember to get plenty of it. I am not here to help out the type founders—they do not need any help, and seem to be able to struggle along somehow in their own modest efforts. But, between the dilemmas of having to pay well for material and having to do

without, as long as we stay in business, we would better get the material, and ask our patrons to pay for it. Most country offices pay their employes by the day, and so, if men can be saved the trouble of pulling and fussing over standing type, much expense of cash will be avoided. Ten minutes' time spent in looking for material to work with each day by a \$1.50 man will amount to \$8 in a year. And \$8 will buy several pounds of type.

It seems to be the general opinion that Roman type is the best for newspapers, and I suppose we can all agree there, although some like the old style for many purposes. The main objection to the latter is the hairlines, which are not so frequent in Roman. For display type get about four styles, and let them be in series, and each font a big one. A few big fonts are of much greater value than many small ones. Job type should be plain, neat and graceful in design. As to the proper use of job type, study the various printers' publications assiduously and continually. You will find that these are like country newspapers, in that they are worth many times the price of subscription. Get all body, display and job type on the point system, of course, I have yet to hear of the office that has too many leads and slugs. Plenty of these, cut to picas, and every advertisement or job set without cutting one of them, is a rule worthy our endorsement.

When a newspaper has over 600 subscribers, it should possess some kind of an engine, or motor, and a powerful press. There is good reason for this. A man can run off the edition in about one-third the time it would take two men to get it off on a hand press; and he will feel no more fatigued than if he had been occupied at the case. An engine pays its way as soon as it is installed, and its owner does not feel that he is sapping the life out of a fellow-creature—or, worse still, out of himself—as often as press day comes around. All of us who have had to do with that demon of destruction known as the hand press realize that each of the twelve different motions which are required to print a paper on one of the things is a feat of labor in itself, and the running through of a quire or two would be thought pretty good occasional training for an athlete.

Illustrations are playing a more important part than ever before in newspapers. They have become indispensable to the country as well as the city paper, and, whether they be fur-

nished by some of the syndicates and news associations, or whether they are made by the city engraver or in the newspaper's own office, we have every reason to believe the public highly appreciate them. It follows, therefore, that every progressive publisher should have some means at hand for making cuts, provided he finds the city engraving houses too far away to be reached conveniently, or too high in price to enable him to patronize them.

### SPECIAL EDITIONS AND SPECIAL MENTION.

THE MONTREAL HERALD appears to cultivate the "special edition" with success. During the recent Presbyterian congress a special issue was devoted to Canadian Presbyterianism, illustrated with cuts of prominent churchmen. The annual race meet at Bel-Air called forth an excellent number, devoted to "The Sport of Kings," containing a brief history of racing in Canada, with photos of noted turfmen and famous horses. This edition was one of the best The Herald ever got out, but is to be eclipsed by an illustrated number devoted to Montreal and its business history, which will appear in a few weeks.

"Our Lady of the Sunshine" is the handsome summer number got out by Mr. George N. Morang, the book publisher, Toronto. It easily ranks in the first-class of such work, whether published in Paris, London, New York or Toronto, and is in all respects a credit to Canadian workmanship. The colored illustrations are fine samples of color press work. The literary programme was under the supervision of Mr. Bernard McEvoy, the poet and author, and contains many good things from Canadian writers. Mr. Morang's courage in tackling an enterprise of this kind, and his success in carrying it out strikes us particularly. It encourages fine printing, and should awaken in others the desire to emulate. The popular price of "Our Lady" was 25c.

As a specimen of clean printing and tasteful arrangement of matter, The Neepawa Press leaves no room for fault-finding. The mechanical department of that office needs very few pointers. The ads. on the first page are run in the middle of the page with reading matter on each side. This ought to spoil the appearance of the page, but somehow it does not, so well printed is the whole sheet. The quality of the editorials and the news reaches a high standard.

The Meaford Mirror issued a 16-page Dominion Day edition. It was entirely printed in blue ink, and presented a novel and attractive appearance.

Warwick Bros. & Rutter, Toronto issued a highly artistic leaflet, pointing out their establishment's facilities for doing high-class printing of booklets or catalogues. The leaflet itself proved the truth of the claim.

The Vancouver Province, the city's new daily, has appeared in permanent eight-page form within a few months of its organization on the daily basis. It is vigorously edited, and seems likely to do well, with an excellent mechanical outfit and a good news service. The result of the British Columbia elections will add much to the prestige of the editor, Mr. Walter Nichol, who fought a brilliant, clever battle with success.

### A CHICAGO REPORTER'S DAILY WORK.

THE assignment book is made up by 1 o'clock in the afternoon. After swallowing a hasty breakfast—for, perhaps, you may have done a little "bumming" with the other boys after you got through work the morning before—you report for duty. Two assignments have been allotted you. In front of your name on the book you read: "Interview Jim Hill; he will pass through the city on a special train about 2 o'clock. Can't you make a Mafia story out of the murder of the old Italian?"

That all seems quite easy. Jim Hill is the president of the Great Northern Railroad Co. He doesn't like to be interviewed very well, especially by western papers, for he has made many promises to the western people and did not keep faith. The papers sometimes say rude things of him, and Jim is not very fond of a reporter.

It is nearly 2 o'clock, and you hasten to the Great Northern depot. Of course, none of those around there know anything about the special train. You didn't expect that they would; so you sit down calmly on the edge of a railroad truck and whittle and think. An hour passes, and still you wait, for if you are observing, you will have seen enough in that time to convince you that your "lay" is all right. It is almost 4 o'clock when the train draws up at the depot. The only man to be seen is the conductor, who goes to the telegraph office for orders. A great big darkey blocks the door of the car, and it would seem that the caution of the big man inside to prevent being seen by a reporter was going to be effectual. However, you just slide around to the rear door, scramble over the protecting iron railing and try the back door. It is open, and in you walk, right into the presence of the magnate. You ask him what you want to know. Of course he evades, but you keep on talking. The train moves, but that doesn't worry you, for you came for certain information and must get it. By the time the city limits are reached and the engineer is about to change the speed from five to fifty miles an hour you bid good afternoon to Mr. Hill and neatly jump off the rear platform. A suburban car takes you back to the city, and while you ride you arrange the whole story—every news item is a story, remember—in your mind, and all that remains is to dash it off on the typewriter.

Then for the Mafia story. An old Italian has been murdered. His body was found in the middle of a stream a couple of miles from the business portion of the city, where it has probably lain a couple of days. Motive, apparently robbery. His friends say he had \$200 in a leather purse tied around his leg, after the custom of the Italians. The pants leg is torn off and the money is gone. You are to build a Mafia story. It is useless to go among the Italians, for they will not talk on this subject, but you have, no doubt, seen enough of them to know that they are very clannish, and that they have little to do with the white people. It follows, then, that no white man enticed the old Italian two miles from the city. You find from the police who his companions were that fatal night. Was he drinking? Did he display his money, or must the murderer have known he had it on his person? With these and other facts that you pick up, you return to the office and write a story, so that when the reader picks up the paper the next morning and follows your theory, he concludes, as you have

that the object was not robbery, but revenge, and that it was the work of the dreadful Mafia.

"Morton is sick to-night. Cover his assignment of the revival meeting. A column or more. Give them a good send-off."

It is the city editor who speaks, and as you have completed your last story you are off to the church. The meeting is just over, but they are holding an after prayer meeting. You edge your way down the aisle, for the revival is a noted one and the church is crowded. Almost at the very altar, where sinners are repenting, you find some minister who can give you the facts you want to know. You get the text and a synopsis of what the revivalist said. Some little story, if he told one, that will rather set off the write-up. While he is talking your eye is taking in everything, from the giddy girls in the choir to the bashful young men in the gallery, who are waiting to see them home.

Almost at the door of the office you are met by the city editor, who hurriedly says: "Cut the revival to a stick; kill if necessary. Murder and suicide in a disreputable house. Big first-page account. Rush."

And you do rush. You first 'phone the police station to find out the house and what has been done, and in a jiffy you are off to the place. It is up three flights of dingy stairs with a door at the top, for it is not a house of fine furniture where sin is shown up by its rich surroundings. Your knock is answered by a girl who is so scared she can hardly speak. You make known who you are and are admitted. Trembling with excitement and emotion she tries to tell you the whole story. Bessie—that was the poor girl's name—only turned out a short time before. She hadn't been in the house very long, but had won the good will of all by her rather sweet manner, though she seemed awfully sad all the time. One day a man came to the house that seemed to have known her before and from that day she wasn't the same woman all. Then the other girls found out that she was giving him money, and then they learned — what made them look upon him with the deepest contempt—he was her husband. His living off from her sin could not last long. Even the worm turns, and that night she refused to give him any more. He had been drinking, for all the money she gave him went to drink, and in his rage he shot her. As she fell back on the bed, never even screaming, those scornful eyes looking straight into his, for a moment he must have recovered his senses. All of his past and evil life passed before his mind's

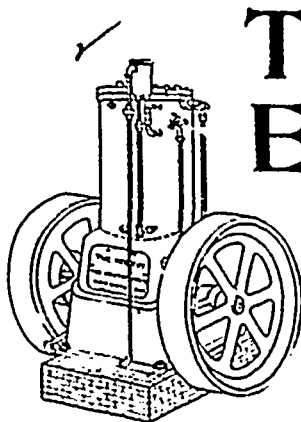
eye in an instant. There before him, dead, with the blood flowing from the wound he had inflicted, was the girl who had trusted him, and whom he had ruined and despoiled for the sake of a few paltry dollars. The pistol was turned to his own head, and the next shot sent him into eternity, there to pass before his Maker for judgment with the murdered wife. All this, without the coloring, the trembling girl tells you. Then you go into the room where the bodies lie. The coroner has not yet arrived. If there was ever a single spark of manhood in the dead man it was shown at the last minute, for as he fell his arms enwrapped her form and his lips almost touched her as if to kiss. And thus they lay on the bed. It is a sad sight, but it is not your duty to indulge in sympathy, but to gain information, see all you can, and then write a full account of all the facts, weaving around them a story that may, perchance, win some expression of sympathy or sorrow from the morning reader.

#### THE LAST RUSH.

It is almost 3 o'clock when you get back to the office. The orders are that the forms must be closed at 3.15. The machine men have everything set and are waiting for you. Rapidly as you can make your fingers fly over the typewriter do you write off copy. There is not time to wait for the spirit to move, or correct copy. It is pulled out of the machine as fast as you can write it and down the tube it goes. You have scarcely completed the last sheet, and stretched back when you hear the last form go down, and if you are not too tired and will wait a few minutes, exchanging stories with the rest of the boys, you can have a copy of the morning paper. You read your own stories first—all reporters do that, well not all, but most all—and you are really surprised to find that you have made a good story out of Jim Hill; evolved a theory on the Mafia that attracts the attention of the police, and around the story of the murdered woman have woven a story so full of sympathy and charity that even the cruel, heartless world does not express its usual condemnation of all such people. And you haven't noticed that the revival meeting story was "killed."

It is nearly 4 o'clock in the morning when you turn in. At noon you eat your breakfast, and at it again, building stories and dragging forth sensations to appease the insatiate public appetite for news.—Fred. R. Marvin in The Editor.

James Dickenson, assisted by Chas. Clark as editor, has started a Conservative daily in Windsor, Ont.



"Built for Hard Work."

## The Northey Gas and Gasoline Engine for Printers.

There is probably no trade that has felt the need of a small, easily controlled form of power more than that of the Job Printer, or Newspaper Man—one that can look after itself, and need little or no attention or experience to run. We have testimonials, on file, from Newspaper Men and Printers, who have used our Engine. They tell us that it answers their requirements perfectly, and fulfils to the letter all that we claim for it in our descriptive circular.

It is absolutely safe, is small, noiseless, powerful, cheap to run, and cheap to buy. **OUR BOOKLET TELLS ALL ABOUT IT. WRITE FOR IT.**

**Northey Mfg. Co., Limited,** 1007 King Street  
Subway **Toronto**

# From Ocean to Ocean.

The Extent of the Business Conducted by the Toronto  
Type Foundry Co., Limited.

*From the Toronto Globe, June 29, 1898.*

The leading Canadian firm in the line of supplying the needs of printers is the Toronto Type Foundry Company, Limited. The head office of the company is at 44 Bay Street, Toronto, where the large five-storey warehouse is stocked with a most complete assortment of type, printing presses, paper cutters and the thousand and one articles that go to make up a printing office. The business of the company is very large and extends all over Canada, from ocean to ocean.

## The Management

of the company's affairs is in the hands of experienced and capable men. Mr. John J. Palmer, president of the company, has been a lifetime in the business. His earlier years were spent in Canada, when he supplied many of the older offices with machinery that is doing good service still. Later Mr. Palmer went to California and established in San Francisco the type foundry business of Palmer & Rey. That firm did the leading business of the Pacific Coast until 1891, when it sold out to the American Type Founders' Company. Mr. Palmer then returned to Toronto, the home of his youth, and cast his lot permanently in with the Toronto Type Foundry, and takes an active part in its affairs. Mr. J. T. Johnston, general manager of the company, is the founder of the business, and has had a wide experience in catering to the printer's wants. These gentlemen, with their competent staffs of assistants, are well known to printers throughout Canada, and fully enjoy the confidence of the trade.

## "Everything for the Printer"

is the motto of this enterprising company. In addition to the type, machinery and materials required in printing—a large business of itself—the Toronto Type Foundry does considerable in ready prints, known also as "patent insides," stereotype plates for newspapers, electrotyping, engraving, casting of printers' rollers, and in fact in all kinds of supplies used in printing and publishing. The company's reputation for high-class products in the way of type and presses extends also to its other departments. For instance, in the manufacture of printer's rollers it has the only modern equipment in the Dominion, and has facilities to supply several tons of perfect rollers daily. The process adopted is that familiarly known as the "Gatling gun process," the same as used in New York, Chicago and other large printing centres in the United States.

## In Newspaper Stereo Plates

also the most modern machinery and appliances are used and the best plate made in the world is placed before Canadian publishers. Toronto Type Foundry plates are made from type especially cast for this particular work known to the trade as the "A. P. A. Series." This type is made of the celebrated copper alloy metal by the American Type Founders' Company and is the handsomest and most durable Roman type in the world. Thorne typesetting machines are used, each with a capacity of setting up over 50,000 ems daily, equal to the work of five swift compositors working by hand in the old-fashioned way. "Newspaper stereotyped plates" was too long a phrase for the ready-witted printer, and while recognizing their great utility he was not long in finding a shorter name for them.

"Boiler plate" seemed to suit the case, so boiler plates they were called, and the name is likely to stick.

## Ready Prints

are also an important feature of the Toronto Type Foundry's business. These the printer chose to dub "patent insides," for the reason that his paper was supplied to him with one side all ready printed and edited, and one side left blank for him to fill up with home news. This method of producing newspapers greatly reduces the expense and makes it possible for small towns to have their local papers that could otherwise not afford them. The very excellent work of the Toronto Type Foundry in this line has also met with the cordial support of the trade, and the company now supplies upwards of a hundred country papers in various parts of Canada.

## Distinctively Canadian.

The Toronto Type Foundry is a distinctively Canadian enterprise and a credit to the country. Its affairs are conducted upon strictly honorable business principles, which fact has had a great deal to do with its success. Standing well in the front rank of similar enterprises in Canada, this company in the magnitude and scope of its business fairly outstrips many of the largest concerns in any foreign country. Through its enterprise printers in Canada have been enabled to secure the very best appliances for their business at reasonable cost, with the result that the Canadian printer now rivals in the excellence of his work the products of England, Germany or the United States. To attain such a position in a young country like Canada it was of course necessary for the Toronto Type Foundry to secure the best agencies in the world and not attempt to rely solely upon its own manufactures. Its

## Business Connections

are of the closest kind with the leading manufacturers of the world in printers' goods. Among the many agencies controlled by the company may be named the American Type Founders' Co., C. B. Cottrell & Sons Co., Duplex Printing Press Co., Gally Universal Presses, Harris Automatic Press, Challenge Gordon Presses, Ault & Wiborg Inks, Michie Printing Press Co., Westman & Baker, Machinery. These firms are, in their classes, easily the foremost in the world. The beautiful type faces of the American Type Founders' Company are without peers and that firm is universally acknowledged to be the leader in type fashions. Its type is made of copper alloy metal, the most durable known to the type founders, and every font of the type is put up to a "scheme" adopted by a joint convention of printers and type founders, whose duty it was to consider carefully the proper proportions for each character in a font of type. The work of the convention was admirably performed, and the result is that the printer using American Type Founders' type is not burdened with useless "sorts," but can set up fully fifteen per cent. more matter than with fonts supplied from Great Britain. The beauty of design and elegance of finish of American Type Founders' type are so well recognized that for fine job printing hardly any other is used. Indeed, it is quite impossible these days for the printer to do business without the type and products of this company.

## Rebuilding Machinery

has of late years become almost a fine art. It is surprising what can be done by way of rejuvenating an old printing machine. With skilled workmen and proper machinery and appliances an old press can be made as good as new. The Toronto Type Foundry has a machine shop and staff of workmen specially adapted and trained in such work. Its business in rebuilt printing machinery has become very extensive and its reputation for good work in this line is of the highest. It has always on hand an extensive list of rebuilt printing machinery of all kinds, from a web press, capable of printing a 32-page daily newspaper at 20,000 an hour, down to the man-killing handpress, upon which 200 an hour is mighty hard work.

## A Beautiful Work

of the printer's art has recently been issued by the Toronto Type Foundry in the way of a handsome and complete specimen book of nearly 700 pages. This magnificent volume is claimed to be the most complete work ever issued by any Canadian firm as a catalogue. It is, of course, printed in the most perfect manner and in a style that would be impossible were it not for the absolute perfection of the material employed, which the book is designed to illustrate. Every face of type worthy of a place in a modern printing office is shown in the book, as well as beautiful engravings showing every tool, machine or appliance required in the graphic arts. This work cost many thousands of dollars, but the company's enterprise in publishing it has met with ample reward.

## The Artistic Printer

cannot withstand the beauties of its pages and the symmetry and grace of the type designs exhibited in it. He looks into it and is straightway consumed with a desire to be the happy owner of the many good things so enticingly placed before him. The printer who does not fall a victim to the charms of this splendid work must be a sloven indeed.

## Branch Warehouses

where full stocks are kept on hand have been established at Halifax, Montreal, Winnipeg and Vancouver. These branches are under the immediate charge of competent managers, and are a great convenience to printers in the different sections of the country. Indeed, a business of the magnitude of that of the Toronto Type Foundry could not be handled successfully without thoroughly equipped branches. Perhaps the most important of these branches are those at Montreal and Winnipeg, although the Vancouver branch is rapidly pushing its way into prominence. Vancouver is becoming a very important distributing centre, and is already being spoken of as the Liverpool of the west. Several outfits for printing offices in the Klondike country have been supplied from Vancouver, as well as practically all the equipments for newspaper and printing offices in the mining towns of British Columbia.



## THE MONTH'S NEWS IN BRIEF.

THE latest western newspaper is 'The Napinka Gazette. It is published by Frank Irish and its politics will be Conservative.

Eric Maurice has become publisher of 'The Sturgeon Falls Colonization.

D. J. Hartley, formerly of Emerson, has purchased 'The Qu'Appelle Progress.

C. Stan Allen has been given full business charge of 'The Windsor, Ont., Review.

Oscar Eby, publisher of 'The Hespeler Herald was married at Galt June 28 to Mrs. Elizabeth Lang.

W. Banks, sr., formerly of 'The Toronto Mail, has been appointed editor of the 'The Ancient Forester, the monthly organ of that order.

E. R. Parkhurst, formerly musical and dramatic critic of 'The Toronto Mail, has gone to England for a trip. He will return in the early Autumn and resume his writing in Toronto.

W. W. Buchanan, late editor of the 'Templar, has left for the Maritime Provinces, where he will spend several months lecturing under the auspices of the Royal Templar grand council.

Both 'The Goderich Signal and Goderich Star have enlarged their borders, 'The Signal lengthening its columns and 'The Star adding a column to each page. 'The Star is moving into larger offices.

'The Eastern Townships Press Association had arranged for a trip through Lakes Champlain and George, but so little enthusiasm was displayed by the members that it has been abandoned.

F. J. Buote, editor of 'L'Impartial, of Tignish, has been unanimously chosen to contest the First District, for the Legislative Assembly of Prince Edward Island, in the Liberal-Conservative interest.

W. J. Fleuty has resigned the foremanship of 'The Blyth Standard and accepted a similar position on 'The Clinton-News Record. E. Downing, late foreman of 'The Brussels Herald, has joined 'The Standard staff.

M. Flavien Moffett, one of the best known and popular of Ottawa newspapermen, has become manager of 'Le Temps, the only French-Canadian daily in Ottawa. Mr. Hughes will be editor and Mr. S. Saucier city editor.

F. James Gibson, of New York, who read the paper on the treatment of advertisers, at the Ottawa meeting last March, has been spending his holidays in Toronto and other Canadian points. There is to be a meeting of the Sphinx Club in New York next October, to which several Canadian journalists have been invited.

## ADVERTISING.

"Humph!" exclaimed the young woman with a sailor hat. "They talk about actresses losing diamonds and resorting to other old expedients in order to become prominent!"

"What's the matter now?" inquired the young woman with her.

"Here's another item about another clergyman who refused to believe that the whale swallowed Jonah."

# Dundee

## Bristol Board

## WHITE ---

22 1/2 x 28 1/2—100-lb.	\$1.25	per 100 sheets.
" 120-lb.	1.50	"
" 140-lb.	1.75	"
" 160-lb.	2.00	"

Worth every cent of price asked.

NOTE the extra size of

# Envelopes

made by Morgan Envelope Co.

(Large enough to contain other makes of same number.)

We are their Canadian Agents.

# Buntin, Gillies & Co.

HAMILTON.

# Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, JULY, 1898.

**AS IT APPEARS TO OTHERS.**



THE far-seeing and thoughtful men engaged in the paper and pulp business of the United States evidently do not hope for a continuation of the present Canadian policy of allowing the depletion of our spruce forests for the pecuniary benefit of our rivals in the great republic. They are apt to judge of our future actions from the standpoint of what they would do were the relative positions of the two

countries changed, and they were enjoying the natural advantages which a beneficent Providence has endowed this fair Dominion. In a recent interview with a representative of The New York Paper Trade Journal, Mr. George B. James, a Boston man largely interested in the industry, expressed his opinions upon the question, and in his review of the situation there is much that may well be taken to heart by Canadians. Without in any way endorsing his reference to political affairs in Canada, upon which every one of our readers has his or her opinion, and is entitled to it, we give the following interesting extract from the interview :

"The tendency of spruce pulp wood is to advance in price in the United States. It would undoubtedly be much higher to-day were it not for the heavy imports from Canada free of duty. The Canadians are building large pulp and paper mills at home, and they will soon become competitors with Americans in the export pulp and paper trades. It is against their policy much longer to supply the United States with cheap pulp wood, and thus facilitate competitors in the export trade.

"Canada will soon wake up to the necessity of protecting home industries by cutting off the United States supply of Canadian spruce. She will not impose an export duty, since that would render her liable, under the retaliatory clause in the Dingley bill, to doubling up of an import duty on lumber. Canada will prohibit the export of pulp wood, by providing that all spruce pulp wood cut on Crown lands shall be manufactured in Canada. Already the Province of Ontario has legislated that all pine logs cut on Crown lands must be manufactured within the Province, thus (after this season) cutting off the main source of supply of pine logs for Michigan mills.

"This legislation to prevent the export of logs and pulp wood is especially a Conservative measure in Canada. The Liberals, now in power, favor close trade relations with the United States, but the Liberals are losing their grip. The last election in Ontario surprised all parties and came very close to turning out

the Liberals (only lacking five or six votes). The same is predicted of the election within a year in the Province of Quebec. With the Conservatives in power American pulp and paper mills will be forced to abandon Canada as a source of supply for pulp wood.

"It is, then, the part of wisdom for these enterprising manufacturers who have invested millions of dollars in constructing and maintaining modern pulp mills also to provide for themselves a sufficient area of spruce (within the limits of the United States) as a certain and independent supply of cheap raw material."

**CANADIAN EXPORTS INCREASING.**

PAPER AND PULP, London, has been looking into the import and export returns of Great Britain for the past five years, and, from the figures compiled, there is every reason for Canadian pulp and paper manufacturers to congratulate themselves upon the gradual and steady increase in the quantity and value of wood pulp, and also of the manufactured article exported to the Motherland. The trade in paper and boards between Canada and British ports for the period covered was as follows :

EXPORTS TO BRITAIN.		
	Cwts.	£
1893.....	53	181
1894.....	1,325	829
1895.....	2,440	9,661
1896.....	3,481	8,360
1897.....	18,833	11,831
IMPORTS FROM BRITAIN.		
	Cwts.	£
1893.....	31,841	60,263
1894.....	26,549	49,684
1895.....	20,553	40,899
1896.....	22,211	43,126
1897.....	22,162	40,108

In wood pulp, Canada easily holds the lead over the United States, having, in 1897, sent nearly four times as much to British ports as our southern neighbors. For purposes of comparison, the imports into Britain of wood pulp, from the five leading countries which supply that market, are given, from which it will be seen that Canada ranks third in regard to the volume of shipments. The figures are as follows :

	Norway.	Sweden.	Canada.	Germany.	U.S.A.
	Tons.	Tons.	Tons.	Tons.	Tons.
1893.....	125,889	48,049	7,870	11,096	5,569
1894.....	162,346	51,998	23,751	7,422	13,191
1895.....	173,898	83,704	16,768	4,835	976
1896.....	205,677	94,917	2,714	4,379	847
1897.....	239,133	93,620	25,873	5,686	7,148

## NOTES OF THE TRADE.



HE returns of the British Board of Trade show that the imports of paper of all kinds, printed and unprinted, and boards, for the first five months of the calendar year, amounted to 2,012,935 cwt., valued at £1,446,553, as compared with 1,886,303 cwt. and £1,366,846 during the same period of last year. The imports of raw materials, during the same period, amounted to 256,043 cwt., valued at £1,165,978, as compared with 252,627 cwt. and £1,235,629 value in 1897. The exports of British-made paper during this period weighed 416,729 cwt. and were valued at £626,945; and of foreign manufacture, 37,505 cwt., valued at £30,631. During the month of May 29,830 tons of wood pulp were imported, of which 15,536 tons were chemical and 14,294 tons mechanical. Norway and Sweden supplied 60 per cent. of the chemical and 70 per cent. of the mechanical.

A Montreal company recently shipped 50 tons of strawboard to a Manchester, England, house.

The steamer Louisiana has loaded a large cargo of wood pulp at Chicoutimi for Manchester, Eng.

"Fighting Bob" Evans, of the Iowa, is a director in The International Sulphite Fibre & Paper Co., of Detroit.

A large quantity of pulp wood is being taken out on American contracts near the town of L'Original, on the Ontario side of the Ottawa river.

The imports of Canadian wood pulp into Great Britain during the two weeks ending June 8 were as follows: Liverpool, 1,791 bales; Manchester, 1,079 bales.

With the doubling of its present capacity, The Dominion Pulp Co.'s mill, at Chatham, N.B., will, within a short time, be able to turn out 30 tons of sulphite fibre daily.

The Canada Paper Co. lost about 500 cords of pulp wood by fire at their yards, Brompton, Que. By great exertions the balance of the pile, some 14,000 cords, was saved.

The imports of wood pulp from Canada at British ports for the two weeks ending June 24, were: London, 2,636 bundles from St. John; Liverpool, 669 bundles from Montreal.

The Manchester Chamber of Commerce has created a governing body for the testing house, composed of nine gentlemen representing the yarn, textile, chemical and paper trades.

There are 32 mills in Russia and Finland, which produce 2,840,000 poods of wood pulp annually; 238,000 poods are imported from other countries, and 485,000 poods are exported from Finland.

During the last fortnight two paper houses and one large blank book manufactory have made assignments in the United States. They are The Seymour Paper Co., The American Wax and Paper Manufacturing Co., and Liebenroth, Von Auw & Co.

The certificate of incorporation of The United States Envelope Co., the new combine of envelope manufacturers, has been filed in the State Department of Maine. The offices of the company will probably be opened within a month at Springfield.

Mr. Albert E. Reed, who has gone to Canada on business connected with the sulphite works of the Dominion Pulp Co., is

also commissioned by The Paper Makers' Association to lay the views of the association respecting the imposition of an import duty on pulp wood, before the Dominion Government at Ottawa.—British Paper Maker.

There is a process at work in England for the direct production of chlorate of soda from chlorine and carbonate of soda (this preferably in the form corresponding to pentahydrate). The process is now being worked on a large scale.

It is announced that Mr. P. Ebbinghaus, manager of Munkedals Paper Mills, Sweden, has, after many experiments, succeeded in utilizing the troublesome waste liquor from sulphite works, by converting the solid matter it contains into calcium carbide, from which acetylene gas is made.

Owing to the many experiments which are being made in the manufacture of paper, it is not surprising to hear that a plan for rendering paper as tough as wood or leather has been recently introduced on the European continent. The method is said to consist of mixing chloride of zinc with the pulp in the manufacturing process.

A very valuable document has just been issued by the Bureau of Mines, Philadelphia, showing the production of anthracite and bituminous coal in Pennsylvania last year. It appears that there was a decrease of over 1,000,000 tons of anthracite in 1897 as compared with 1896, while the production of bituminous within the same period increased nearly four and one-half million tons.

Sir John Brunner, M.P., has communicated to Mr. H. W. Lucy, of The Daily News, an idea with respect to naval forces. He suggests that the civilized world might agree to keep up out of a joint purse two fleets ready to lend to any two countries wanting to fight. Failing that, a syndicate might take up the business, and make a good thing out of it. Its adoption would obviously give vast relief to the taxpayer.

The Chicoutimi pulp mill is getting ready to make another large shipment of wood pulp to British ports early next month. Last month, a shipment of 2,200 tons was made by the ss. Louisiana. When the mill is complete, the present output of 30 tons dry weight daily will be increased to 70 tons, and, from the enquiries received from England, France and Germany, all the output can be disposed of. Nearly 100 hands are employed constantly.

The Royal Paper Mills Co. have been ordered by the court to make a payment of \$54 wages due under circumstances which are of interest to every pulp manufacturer. The company had a contract with a man named Hawthorne to supply them with logs, and, when the contract was completed, paid him some \$2,000. Instead of paying his hands, he absconded with the money, and one of the workmen sued the company, with the above result. There are 30 other claims of a similar nature which the company will have to settle.

In the recently issued annual report on alkali works, etc. (British), there is a reference to the progress made in electrolysis, it being stated that four works are now actively engaged in the production of chlorine, without taking into account the proposed works on a large scale to test the commercial practicability of The Hargreaves & Bird electrolytic cell. The technical efficiency of this process, as tried on a small manufacturing scale has been systematically tested during the past year over long periods of time with the cell of large dimensions, which is

the latest development introduced. In this cell, decomposing 10 pounds salt per hour, there are 100 feet of diaphragm surface, each of the two diaphragms being ten feet by five feet. The enlargement of the cell is said to be an advantage in diminishing the number of joints and connections for a given output of chlorine, with less liability to local escape of chlorine in the cell room.

The making of wood into wood pulp and thence into paper set inventors to thinking, and a result is the discovery of the transformation of wood fibre into strong and handsome cloth. The wood is boiled, crushed and the fibres separated in parallel lines, dried and spun, the same as cotton or wool. Oak, hickory and locust make a very handsome cloth, while bamboo produces one that is almost iron-like in its strength and elasticity. The cost of the new process is not large, but is still a little above that of converting cotton or linen into substantial tissues.

Waxed paper is useful for many purposes. The usual form of producing such paper, according to an English exchange, is to saturate sheets of paper with wax by the aid of heat; a pile of sheets is made, and hot melted wax dropped on the top one and then a hot iron passed over the same, whence the heat drives the wax through the sheet below. A much better plan, however, is to dissolve paraffin or stearine in benzine; steep the paper in the fluid and hang up to dry, when the wax will be left in the fibre of the paper as the benzine evaporates.

**UNITED STATES MARKETS.**

NEW YORK, July 9, 1898.

The paper trade is experiencing its usual summer dullness. The volume of business is small. News is in fair demand; Manila, book and writing are quiet.

Wood Pulp.—The market was slow at \$13 f.o.b. at the pulp mill.

Wood Fibre—Sulphite fibre in good demand. Foreign sulphite, bleached, No. 1, 3.15 to 3.50c.; No. 2, soda fibre, bleached, 2.70 to 2.80c.; unbleached, No. 1, 2.15c.; No. 2, 2.10c. Domestic sulphite, unbleached, regular grades, at 1¾ to 2c.; selected quality, 2 to 2.35c.; domestic soda, bleached, 1.90 to 2.10c., delivered. Ten tons of chemical fibre were imported at New York this week from Rotterdam.

Chemicals.—The market shows no improvement. English bleached, \$1.75 to \$1.80; French bleached, \$1.62½; German bleached, \$1.62½; foreign alkali, in casks, 75c.; American alkali, 65 to 70c.; U.A.C. caustic soda, \$1.80½, with the American article at \$1.75.

China Clay.—Market dull, scarcely any demand for spot goods, and none for forward delivery. Market firm at \$15.50 to \$17 for the finer descriptions, and \$10 to \$12 for the lower grades. Domestic moves slowly; prices fairly steady at \$8.50 to \$9 as to quantity, though on large orders it is possible the inside price would be shaded.

**PAPER MATCHES.**

Col. G. W. Condee has brought the paper match to perfection, and is now making arrangements for having it patented in England, France, and Germany. Not the match, but the machinery for making it. The match itself is not patentable, as paper was applied to that purpose by a foreigner some years ago. The match, as perfected, has more of the character of a wax match than a wooden one.

**EMBOSSSED DESIGNS ON STATIONERY.**

**D**URING the past few years the craze for embossed designs on fashionable stationery has extended until it is now accepted as a mark of good taste. The Parisian fashion of enclosing a small and dainty monogram in a circle has been broadened and extended to include ovals, diamonds, wreaths, shields, garters, bowknots or crests, each inclosing a dainty monogram or initial, says The Art Interchange in presenting some examples of these.

Some dies are stamped in colors, and some in bronze, and some in a combination of both, as pink and gold, silver and mauve, gold and blue, or pink and silver. Perfectly smooth and unruled paper is preferable. As for color, delicate tints of bluish tones are the favorites. The design should be printed in the centre of the sheet, half an inch from the upper edge. For men's stationery the designs are much bolder and are not inclosed. The envelopes are in no case stamped with the monogram, although the residence address may appear thereon.

**C**ANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, MONTREAL.

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

**PULP WOOD  
LIMITS  
FOR SALE**

Very extensive pulp wood limits in New Brunswick for sale. . . . .

They lie on each side of a river with unlimited water power. Shipments can be made by rail or ocean vessel.

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

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



**Canadian Paper and Pulp News**

Board of Trade,

. . . . MONTREAL.

**METALLIC DECORATION.**

A PECULIAR process has to be resorted to in order to extract the available decorative material from gold, silver or iron. Thus, in the case of gold, this curious and interesting process is specially illustrated. A five-dollar gold piece is placed in a graduated glass, and upon it is poured an ounce and a half of aqua regia—a compound of equal volumes of chlorohydric and nitric acids—which dissolves the gold, by the next day the metal and acid forming a chloride of gold. On the gold being entirely dissolved, there appears a small deposit of white powder in the bottom of the glass, which is chloride of silver from the alloy in the gold; the solution of gold is carefully poured off into another vessel to get rid of this deposit of silver. It is then diluted with water and protosulphate of iron added to effect the precipitation. Immediately the liquid becomes clouded, and the gold, in the form of a light powder, begins to fall to the bottom of the glass. On the liquid being poured off and the gold powder washed several times with clear water, it is drained and placed in a shallow plate before a fire to dry, after which the powder is ground or rubbed down and mixed with a preparation of oil called flux. This is the primary material for the beautiful carmine, purples, and all shades of red.

**PHOTOGRAPHIC PAPER.**

Great care has to be taken in the manufacture of photographic paper, says a foreign exchange. There must be no impurities, and particularly no trace of iron, as the smallest spot would cause a stain in the photograph. The paper must be colorless, and the whole sheet of equal grain, thickness, density, transparency, and sizing. Moreover, it must be of great toughness. These requirements limit the erection of such paper mills to places where exceptionally pure water and air are available. The machinery must be so devised that the pulp does not touch any iron. A study of details and a strict accuracy in all manipulations must be exercised not only by the manager but also by every workman.

Malmedy in Germany and Rives in France are places where exceptionally favorable circumstances exist, not only as regards natural, but also technical conditions. After a careful examination and testing of the raw paper, it is then subjected to the coating processes, of which there are many now in use. Even after the coating, the paper is still liable to injury from unforeseen circumstances.

**PAPER TEETH.**

The paper teeth made in Germany—that is, artificial teeth for human use, manufactured from paper pulp instead of porcelain and other materials that are usually selected for making our imitation masticators—are said to be very satisfactory. The material is distinctly durable, and not being brittle, does not chip off. The moisture of the mouth has no effect upon it, it retains its color perfectly, and is lighter in weight than porcelain, and cheaper, of course, to make.

**WATER-POWER ON THE ST. MAURICE.**

Plans for a power development, which will rival that at Niagara Falls, have just been made public by the Shawinigan Water and Power Co., organized under a special charter, granted by the Province of Quebec. There is at this point a natural fall of 165 feet, with a never-failing water supply, which will develop 200,000 horse-power. A feature of especial value in connection with this fall is a remarkable layout of the land and

water for the purpose of developing a large water-power at a very low cost. It is the opinion of engineers that power can be developed here cheaper than at any other known point on this continent. Natural resources of the surrounding country and the nearness of Shawinigan Falls to shipping points make the location desirable for large industries. The city of Three Rivers, which is a port on the St. Lawrence, directly at the mouth of the St. Maurice river, at which point this company proposes to utilize a large amount of its power, is an excellent place at which to manufacture for export, as ocean-going vessels touch there en route for all parts of the world.

**BRITISH NEWS SYNDICATE COLLAPSES.**

THE projected syndicate of the principal British news manufacturers has collapsed, and negotiations have been dropped in consequence of the withdrawal of the Sun Paper Mill Co., the Darwen Paper Mill Co. and the Star Paper Mill Co. The shareholders of each of these companies decided, by vote, upon this course. Some time ago there were rumors of difficulty arising from the over valuation, by one or two concerns, of their property. It has transpired that the last straw was the demand by one firm of £100,000 in excess of the value placed upon their property by the valuers. Paper and Pulp sums up the situation thus:

"The same thing happened at the last attempt to form a combination. Perhaps, some day, when our manufacturers are a little more in earnest about the matter, and can subordinate their greed to the general welfare of the trade, something may be done, but in the meantime it does seem a rather hopeless task. The combination was to include eight of the leading English firms, with a capital of two and a half to three millions, and was started with the object of dealing more effectively with foreign competition and lessening the present heavy expenses in carriage."

**PAPER ICE BAGS.**

The soft, flexible rice paper of the Japanese has been recommended for such purposes as the water and ice bags of the sick room, the claim being that this material supplies a satisfactory substitute for rubber at a sixth of the cost. Some air cushions exhibited to the Berlin society of Internal Medicine, by Prof. Jacobsohn, were capable of supporting a permanent weight of over 300 pounds, while being airtight, flexible, very light and remarkably durable. They were made of several layers of the paper, joined by resin with an outside finish of Japanese lacquer.

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## TO THE TRADE

# Our New 112-inch Paper Machine

with a daily capacity of 20 tons has been shipped; will be set up and in operation in a few weeks and thus relieve the strain we have been working under in trying to turn out 60 tons a day with a 45-ton plant.

The Trade are asked to reserve orders as much as possible, as our additional equipments will ease off the pressure on our order book soon.

The E. B. EDDY Co., Limited

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61 Latour Street, Montreal.

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WINNIPEG,

HAMILTON,

LONDON,  
VANCOUVER,

KINGSTON,  
VICTORIA,

HALIFAX

ST. JOHN, N.B.  
ST. JOHN'S, N'FLD.

**DEVELOPMENT IN CANADIAN MILLS.**

VERY rapid progress is being made towards the completion of the extensions at the mills of the Laurentide Pulp Co. When completed, the company will utilize 15,000 horse-power in the manufacture of 40 tons of news, 30 tons of cardboard, 75 tons of sulphite fibre and 100 tons of ground wood, which they have capacity for producing daily.

Sault Ste. Marie appears to be on the eve of a great boom in its manufacturing interests. The Lake Superior Power Co. have acquired the abandoned power canal on the American side, with sufficient land, and will construct a canal for the development of 50,000 horse-power. The canal is to be 22 feet deep and 250 feet wide; the power-house will contain 80 dynamos of 500 horse-power each, and will be of stone, 1,200 feet long. The water-power will cost \$3,000,000 to develop. Already one-half the power available has been disposed of to The Union Carbide Co., under a 25-year lease, and the work is to be completed in three years. When this work is finished, the Power Co. contemplate the construction of another canal on the Canadian side with a capacity three times that of the existing canal, at a cost of \$1,000,000. Reduction works at a cost of another \$1,000,000 are projected to be operated by the power thus obtained. The reduction works, it is announced, will be for treatment of nickel ore, and it is supposed that the Cramp Shipbuilding Co., which hold a considerable interest in the Power Co., want to get the nickel for use in the construction of armored battleships, of which many will probably be built in the next few years. By the roasting of the ore the sulphur is expelled and will be used for the manufacture of sulphite fibre.

The Grand Falls Power Co., of St. John, N.B., at a recent meeting decided to at once commence operations under the power given them by the New Brunswick Legislature. The works now in contemplation involve an expenditure of \$1,000,000, and include the construction of a canal and the erection of powerful plant to utilize the now wasted power of the falls for industrial purposes. As soon as the work of developing power has advanced sufficiently pulp mills will be erected and other manufactures will follow.

Several large buildings for the storage of paper are being erected by The Royal Paper Mills Co., at East Angus, Que., and the foundations for a new rotary furnace are being laid.

The match factory of The E. B. Eddy Co., is being taken down and a new and large factory is to be erected which will be equipped with the best and newest machinery.

The Maritime Sulphite Fibre Co. are putting in a fuel saver and smokeless stoker.

**BRITISH WALL PAPER CO., LIMITED.**

The British Wall Paper Co., Limited, has been formed to acquire and amalgamate a number of the larger firms and companies now operating in Great Britain. The works, agreements for purchase of which have been already signed, employ 65 printing machines, and can produce half a million pieces of wall paper per week, with ample room for extensions. The capital is £300,000, divided into 30,000 six per cent. cumulative preference, and 30,000 ordinary shares at £5 each. 4½ per cent. will be paid on £100,000 debenture stock. The object of the amalgamation is to increase profits without of necessity raising prices by taking advantage of the particular

facilities of each business for making special classes of goods, and thus economizing in the general productions of the company, as well as by obtaining increased advantages in the buying, selling, and distribution of goods and manufactures. The confidence of the vendor companies and firms in the result of the amalgamation is shown by their reserving the allotment to themselves in part payment of the purchase money of all the ordinary shares of the company that are now being issued.

Each undertaking will associate its late trading name with the name of the company, so as to retain its individuality, and will continue its business direct with its customers as heretofore, and one or more of the partners or directors in each of the businesses acquired by the company will continue in its active management. Most of these partners, or directors, have been engaged in the management of their respective business since their establishment, and the company will have the full benefit of their individual and collective experience.

**THE BRITISH MARKETS.**

LONDON, JUNE 30.—The mechanical market is quiet, there is not much left on the market for this year, and no sales on account of next year have been recorded. There are extraordinary rumors current respecting the low prices at which mechanical may be purchased abroad, but this very cheap pulp has not materialized. One cause of the recent dullness in pulp has been the impending formation of the great "News" trust, which caused the mills interested to cease buying for future requirements. Now that the scheme has fallen through, however, they will probably be looking for supplies ahead, and a little brighter tone will, it is expected, prevail.

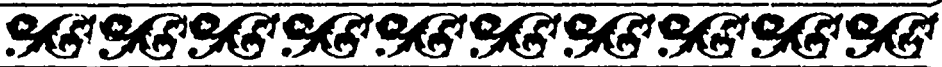
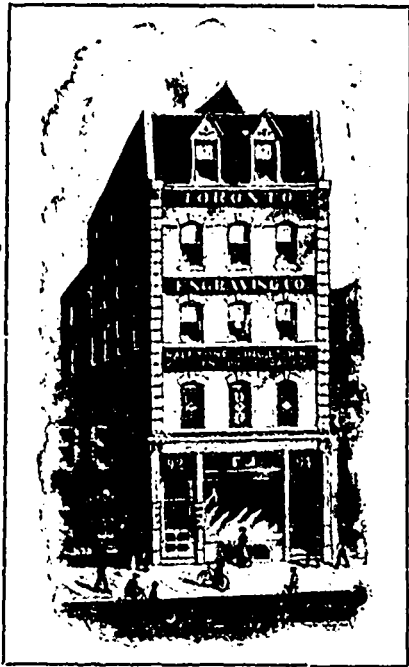
Sulphite is depressed for prompt and early delivery, and the supply for this year has nearly all been taken up. Several sales for next year's delivery have been concluded, at slightly lower prices. Present quotations are:

**CURRENT NET PRICES. C.I.F.**

	£	s.	d.	£	s.	d.	
Sulphate and soda, bleached, per ton.....	10	0	0	10	12	10	0
" unbleached, first .....	8	0	0	"	8	10	0
" " second .....	7	15	0	"	8	0	0
Sulphite, bleached, .....	11	10	0	"	15	0	0
" unbleached, first .....	8	5	0	"	10	10	0
" " second .....	8	0	0	"	8	5	0
Pine, dry, in sheets .....	4	2	6	"	4	15	0
" 50 per cent. air dry .....	2	1	0	"	2	3	0
" extra fine .....	2	5	0	"	2	7	6
Brown, dry .....	4	5	0	"	4	10	0
" 50 per cent. air dry .....	2	2	6	"	2	7	6
Aspen, dry .....	6	10	0	"	7	10	0

**PAPER SIZING FROM SKIM MILK.**

A new bi-product of the dairy is the manufacture of sizing to be used by paper manufacturers to put the glazing on fine quality papers. Heretofore a fine quality of glue, with other compounds, has been used, but it was recently discovered that a much better and cheaper sizing could be made from skim milk. The Standard Co., of Newark, N.J., has now made a five-year contract to furnish this to some large paper manufacturers. The skim milk is put in a vat, treated with chemicals and heated until curd is formed, then the curd is washed and pressed and shipped to the headquarter plant at Owego. There the curd is ground fine and put in a large and improved drying kiln, where it is dried in about twelve hours, then bagged and is ready for shipment.



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Your paper should be sent to us regularly. We have constant calls for your local news; your editorial opinions, etc.

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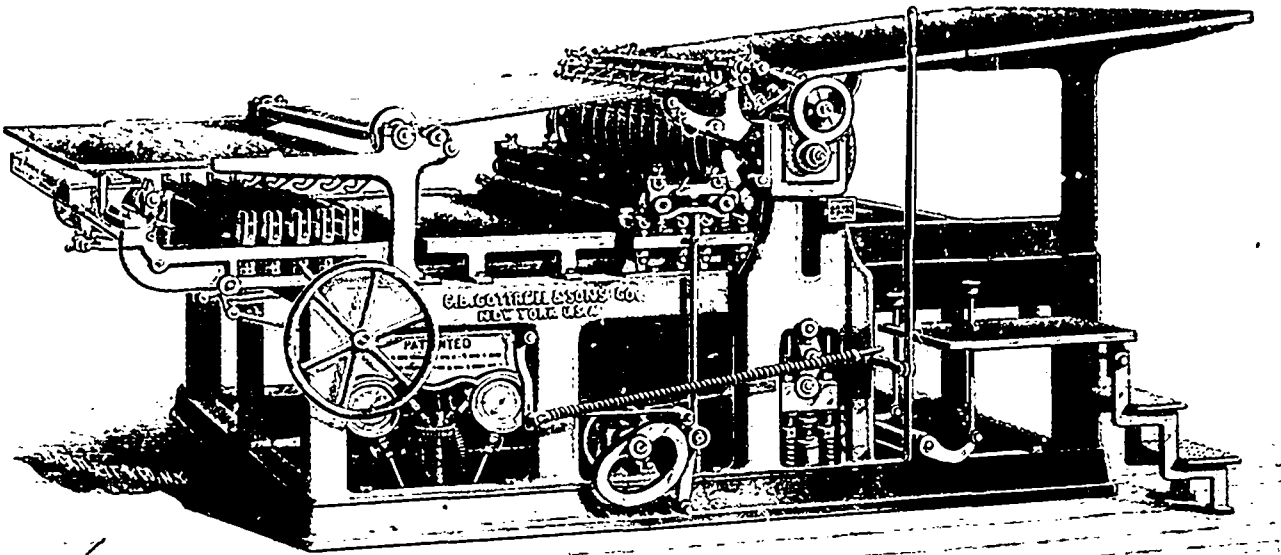
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# Seneca's Formula.



It was Seneca who pointed out eighteen hundred years ago that wisdom consists not in seeing what is before your eyes, but in forecasting the things which are to come

The formula for wisdom has not since been changed. It is still the same. It is the printer who looks ahead to-day who is the wise man. He is the printer who realizes these three things :

FIRST.—That no one sends you work for a new press until you own the press. The public is not helping you to buy new machinery. They will patronize you according to your facilities. Their patronage is sometimes less than your facilities, but never more.

SECOND.—The wise man does not buy the press he needs to day ; but rather the press he will need a year or two hence. Have something that you are constantly reaching up to.

THIRD.—Remember that in buying the Cottrell Press you have the judgment of thousands of successful printers behind you. Reputation can only be bought by time and worth. Especially there must be the element of time. The Cottrell bears the same relation to other presses that rare old wine bears to chemically aged wine. A reputation prematurely forced is worse than none.

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**TORONTO.**