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Vol. VI.—No. 8.

TORONTO, AUGUST, 1897.

\$2 00 PER YEAR.

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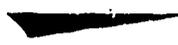
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PUBLISHED MONTHLY BY

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TRADE JOURNAL PUBLISHERS AND  
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NO. 26 FRONT ST. WEST, TORONTO

Subscription \$2.00 per annum.

Single copies 20 cents.

J. B. MACLEAN,  
President.

HUGH C. MACLEAN,  
Sec.-Treas.

## THE WEEKLY PRESS.

AS TO SIZE.

THE Nelson, (B.C.) Economist, an early number of which has reached us, is a three-column quarto in form and consists of 12 pages. It prints on a fine quality of cream paper, and resembles typographically a well-printed review-weekly, rather than our ordinary country paper. It has already a dispute on with its local contemporary, The Miner. But the size is rather a feature, and we wish Brother Curley would say what determined his course in this matter. In its news and get-up The Economist leaves nothing to be desired.

LOCAL NEWS WELL HANDLED.

The Orillia News-Letter, which the Curran Bros. are editing and publishing with great ability, goes in for a picture or two on the front page. The issue of August 5 contains a cut of a dog, and a cartoon. The printing is well done. The news is thoroughly covered, especially in personals, two columns of such paragraphs being entitled "Summer Visitors are Coming and Going." There is no editorial, but a column of agreeable comment in a humorous vein on current topics (the first person singular being employed) amply fills the bill. Apart from the bright qualities displayed in these comments, the admirable way in which the local news is handled and displayed is the feature of The News-Letter.

THE PETROLIA ADVERTISER.

Owing to the financial difficulties of Mr. Herring, the esteemed publisher of The Advertiser, the paper was sold by auction August 6, and the new manager, Mr. G. A. Graham, issues his address in the issue for August 12. The address makes the following allusion to the late proprietor: "Much genuine sympathy is felt for Mr. Herring, who for so long a

period has been owner of this paper. During his residence in Petrolia he has, we believe, exerted his best efforts toward promoting the progress and interests of the town and its varied industries. That misfortune should have overtaken him so late in life is greatly to be deplored. Although it is a fact that insolvency is unfortunately one of the vicissitudes of business life, yet the knowledge that it is so makes it none the less easy to bear. We must express the hope, however, that the future has yet many good things in store for him and his life partner." The Advertiser retains its large magazine size, so it would appear that the patrons approve the plan. The first page is devoted to personal news, and has no advertisements.

TWICE A WEEK.

Speaking in last issue of the intention of The Kamloops, (B.C.) Sentinel to have a weekly supplement, it was remarked that the ads. would have to be repeated. The publisher writes that all the advertisements in the supplement are to be paid for and insertion given only on a basis of pay. This may work all right, and in the end be a good thing for the paper, as the town will thus be gradually educated up to a two-paper-a-week standard.

MAKING IMPROVEMENTS PUBLIC.

There is one occasion on which a paper may talk about itself and the public not accuse the publisher of vanity. When new plant is put in, or some other improvement effected visible to the public eye, an announcement is both good news and good policy. The Sarnia Post is putting in a Rogers Typograph machine, and is remodelling its offices. The patrons of the paper are invited to inspect the changes when arrangements are complete. This is a perfectly proper subject for announcement, and The Post is to be congratulated on its progress. The paper's articles on local topics for editorial form a good suggestive line for its contemporaries to copy.

RETRACTING AN ERRONEOUS STATEMENT.

During the absence of the publisher of The Cobourg Sentinel-Star an editorial appeared attacking Mr. Field, the local member, Rev. Donald Hossack and others on their temperance record. On his return the editor repudiated the sentiments expressed in the paper during his absence, as not representing his views or the policy of his paper. This satisfied all but one of the persons attacked. The editor, therefore, in the paper of July 30 returned to the subject and fully exonerated the aggrieved person from the charge made. In doing so the editor

was able to say: "We do not make this full and ample retraction in response to any notice of action for libel or writ for same or lawyer's letter, for we have received none, nor are we aware that Mr. Hossack intended to bring such proceedings against us. On the contrary we are only too happy to publish this retraction as a matter of duty, and in response to Mr. Hossack's request that he be placed right before the public, and that the untrue statements might be publicly withdrawn." This is a strong position to take and we cannot believe that it injures the prestige of the journal a particle. Many newspaper men differ from this view and prefer private explanations if these are absolutely necessary. This may be true in a large city where hungry lawyers lie awake at night preparing to found libel suits on innocent paragraphs in any journal which appears to have a weak backbone and is in the habit of retracting. But a local journal is better known and understood and is not open to the same danger.

#### COLONIAL PRESS REPRESENTATIVES IN ENGLAND.

THE British authorities have much to learn regarding the treatment of colonial newspaper men. During the Jubilee ceremonies the special representatives of the Canadian papers had much difficulty in obtaining access to places where the colonial Premiers took part in the proceedings. After much trouble a few of the Canadians, among whom was Mr. J. B. MacLean, president of the Canadian Press Association, now in England, carried the grievance to the Colonial Office, and Lord Selborne and Mr. Chamberlain's secretaries showed an obliging spirit in the matter. After much effort the Canadians were given the facilities they required for doing their work. But at first there was, if I am correctly informed, discourtesy and stupidity.

The Australians had the same experience. The Saturday Review has some slashing paragraphs on this episode, which will be read with grim satisfaction by Canadians who have gone through similar experiences. The following is the whole article.

"It would have been indeed a marvellous chance if in this memorable Jubilee year the Imperial Institute had not contrived to make itself ridiculous. Sir Somers Vane, it is true, no longer takes a part in its direction, but Sir Frederic Abel is still at the head of affairs, and he is so heartily seconded by Sir Alfred Jephson, the assistant secretary, that no bungling, however idiotic, and no insolence, however uncalled for, are beyond the accomplishment of the authorities. Of course, the Imperial Institute gave the colonial Premiers their first official welcome to England and their first dinner, but while the Premiers were entertained, the manager of the Australian Press Association was refused an invitation for a reporter. The Australian Press Association represents over a thousand Australian and New Zealand papers, and, in fact, as the manager pointed out to Sir Alfred Jephson, the Australian and New Zealand press depends on the association for all cabled news.

"But Sir Alfred Jephson was equal to the occasion. He left the letter unanswered for sixteen days, and then wrote to the manager that he could not send him an invitation for the dinner, but he offered to admit a representative after the dinner. This kindness the manager was not inclined to accept, and he improved the occasion by drawing Sir Alfred Jephson's attention to the fact that, as the Imperial Institute is in part, at least, supported by the grants of the colonies, it would have been but a small recognition of that colonial connection which the Institute desires to strengthen if the favor for which I have

asked had been granted. It seems to me that the conductors of the Institute are making enemies instead of courting friends.' As nothing stings like an unpleasant truth, we perfectly well realize how annoyed Sir Alfred Jephson was when he read this letter; but no annoyance, however intense, should induce an official to pretend to be more stupid than he is, and yet this is just what Sir Alfred Jephson did, inflamed by the desire to administer the snub discourteous.

"This time he answers promptly 'that he has been very much surprised at the tone of Mr. Townend's letter.' And then he goes on to pretend ignorance as a cloak for insult: 'With regard to what you say as to all the Australian and New Zealand papers being entirely dependent on your association, I have now in my hand a letter from Mr. Reeves, the Agent-General for New Zealand, asking for a pass for a friend of his, who, he says, 'represents a number of important newspapers in New Zealand, South Australia, and New South Wales.' His secretary also writes this morning for the same favor for the owner and editor of a New Zealand paper, who is very anxious to be present. The editor of The British Australasian, writes to the same effect, so that I think there must be some mistake as to your association being the only one which deals with those colonies. The manager, of course, replies to this, these invitations were asked for writers, and that 'There is no mistake whatever as to our representation that this association, and nobody else, sends news cablegrams to Australia.'"

"The outcome of the quarrel was that Mr. Townend very properly boycotted the proceedings of the Imperial Institute, and, therefore, the Australian and New Zealand papers had no cabled news of what went on. Furthermore, Mr. Townend sent a copy of the correspondence between himself and Sir Alfred Jephson to the Prince of Wales, and Sir Alfred Jephson, put upon his defence, could only repeat his impertinences. Now, we put it to the Prince of Wales, the Imperial Institute can no longer be conducted as it has been up to the present. Already its 'management' has done His Royal Highness an immense amount of harm. The Institute has been begged for most shamelessly in all parts of the world. It is reputed to have made large sums of money, but no accounts have ever been published. It has been the theatre of unseemly disturbances. This heavy debit account might have been balanced by great services done to the Empire; but the Imperial Institute has never yet rendered any services to any great cause, and now its demerits are increased by the bad manners of its authorities. Popular as the Prince is, he should not allow his loyalty to his favorites to blind him utterly to their faults. This is a sin in a prince comparable to that of cowardice in a soldier."

To keep the various parts of the Empire correctly informed, of what is going on at a time of this kind is the best work any organization supposed to be promoting unity can do. If the British Empire is to last, let us know the truth about the current events which relate to it. Officialdom does not see matters in this light, being engaged chiefly in perpetuating itself. No wonder the Canadian press is slow to pay through the nose for an independent cable service, when, on special correspondents being sent over to England to report an Imperial celebration, they are hampered in the ordinary work of reporting by the crass stupidity and impudence of a few long-eared officials.

**SPECIAL EDITIONS AND SPECIAL MENTION.**

AS an evidence, though none is needed, of the enterprise of the Brantford press, both *The Courier* and *The Expositor* got out specials in connection with the recent meeting of the Masonic Grand Lodge there. We have only seen *The Courier's*. It was a finely-printed, six-page, illustrated extra with portraits and sketches of the prominent officers. There was a history of Masonry in Brantford. The half-tones, one of which set forth the well-known countenance of that enthusiastic Mason, John Ross Robertson, M.P., were as good as anything we have ever seen in this process. The advertisements in the supplement were numerous, and excellent specimens of setting and suitable type.

The Yarmouth, N.S., *Daily News* has been in existence a year and shows a circulation of 900 with a satisfactory tendency to expand. It has the daily field to itself in a place of 8,000 inhabitants. The energetic publisher, Mr. W. Saunders, intends getting out a special anniversary issue in October on fine paper fully illustrating Yarmouth, its men and industries. Yarmouth will find an enterprising paper a valuable adjunct to local prosperity.

All the way from Ballarat, Australia, comes to **PRINTER AND PUBLISHER** a Jubilee special issue of *The Evening Echo*. The first page was adorned with illustrations in the three-color process, well done. This was part of the regular news edition and indicates a good office plant.

Last, but not least, we mention the illustrated magazine number of *The London, Ont., Daily News*. Our copy went astray in the mails or it would have been referred to before. It was an anniversary number intended to mark the success of this year-old enterprise. From the artistic standpoint it was a gem. Printed in several colors on fine paper and with a cover, ornamented with a picture of fruit in natural colors, the number was a specimen of the taste and skill which are now lavished on newspaper publishing in this country. London was represented in countless illustrations of its buildings, scenery, citizens, etc. One page, a capital idea, was devoted to a group of baby faces, "our coming citizens." The whole number could challenge comparison with similar publications in any part of the world. It is only a feeble acknowledgment to say that *The News* management has produced a splendid piece of work.

**PROFITS OF ENGLISH MAGAZINES.**

**T**HE *London Mail* gives some information in connection with the reconstruction of the business so long carried on by Sir George Newnes, which includes the proprietary of such magazines as *The Strand Magazine* and *Tit-Bits*. The rapid growth of the concern warrants the contemplated increase in its capital from £400,000 to £1,000,000.

Sir George is the pioneer of popular weekly journalism. He started *Tit-Bits* in 1881, and it speedily assumed a gigantic circulation, which has increased annually. The sale of the Easter number this year was 691,000 copies.

*The Strand Magazine* appeared some five or six years back, and its sale to-day is equal to the combined issue of all the English popular monthly publications.

In addition, the company is the owner of *Woman's Life*, *The Hub*, and many other well-known prints. Not satisfied, appar-

ently, with his other successes, Sir George now owns *The Westminster Gazette*, *Weekly Dispatch*, and other profitable ventures, Barely over forty, he is in the prime of life, and his business can look forward to a long career of enterprise and prosperity.

An idea of the magnitude of the business and of its earning power may be gathered from the circular sent to present shareholders, notifying them of the details of the plan of reconstruction, the leading features of which are these:

"The reconstructed company is to have a capital of £1,000,000, £900,000 of which is to be issued—£500,000 in 5 per cent. cumulative preference shares of £1 each, and 400,000 ordinary shares of £1 each. Each member of the existing company will receive for every £1 share held by him, or her, £1 in cash, or a £1 cumulative preference share (or partly in cash and partly in shares), and one fully-paid ordinary £1 share in the reconstructed company.

"The profits of the company have gradually increased from £43,282 to £66,698 for the year ending June 30, 1897. To pay the dividend on these £500,000 preference shares will require per annum £25,000. Hence, if the profits are taken at £66,600 per annum, there will remain, say, £41,600 per annum for division on the ordinary shares. This amount, it is anticipated, will increase year by year."

**COLORED PHOTOGRAPHS.**

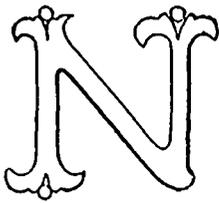
In a three-color process, negatives are taken, each to represent one of the three primary colors. These impressions are transferred to stones, inked up, and printed from as in lithographic color printing. In crystoleum coloring, a print preferably a silver albumen, deeply printed to give a bright image when viewed through—is mounted on glass, and then rendered transparent. When dry, rub gently with No. 0 sandpaper, without damaging the albumen film, till the paper is nearly all removed, some workers prefer then to finish off with cuttlefish powder. Next immerse glass and film in Canada balsam,  $\frac{1}{2}$  oz., and white wax and paraffin, each  $\frac{1}{4}$  oz. When the picture has become quite transparent, wipe off excess, and apply the oil colors at the back. The delicate colors, thinned with oil, are put in first, and then the masses of color, made opaque by mixing with white. Place behind the glass a white card, and bind the whole with gummed paper round the edges.

**NOT READY TO BITE.**

An Ontario publisher records a cool proposition in advertising. A firm of mining brokers wrote offering a prospectus of a company "to be inserted once or twice without charge as a sample in the way of a striking ad." If the company "got any business" they would continue it, paying in shares. The publisher had his wits about him for, in declining, he wrote:

"Your proposition is cool enough to be an antidote to the recent hot weather. A gullible public may be ready to buy shares in any balloon scheme that is floated, but we hope no one in the printing fraternity will be consummate ass enough to accept your proposition either to insert your advertisement free or take mining stock in payment. Our experience with mining advertisements has been small, but sufficient to lead us to demand payment for them in advance in future. Enclosed is our rate card; we shall be glad to have your order, if accompanied by a marked cheque."

## THE PRESS AND SMALL-BEER POLITICS.



NO one has suggested that I should intervene in the dispute which is going on over Mr. Cooper's article on "Boomerang Journalism," in the last *PRINTER AND PUBLISHER*. But the temptation to take a hand in any fight that is in progress is too strong to be resisted. Of course, the person who rushes in between combatants usually gets a black eye from one side and a broken arm from the other, but he emerges always with a cheerful feeling of having done his duty, and of having been "in it." That is consolation enough for any amount of bodily injury.

In the first place, it should be said that any discussions carried on in these columns only reach the eye of members of the newspaper craft. The newspapers have a perfect right to bring the subjects ventilated here to general public notice if they please; but unless they do, the aforesaid *g. p.* would never hear of them. Mr. Cooper, doubtless, wrote with this feeling of security, and may not have expected that objections to his argument would appear elsewhere. Now, it is extremely probable that no one will care a beaver's dam for the views that are expressed in the following sentences, but it is just as well to premise them with the reminder that they are intended for the brethren only, and that the many-headed ass known as *The Public* is quite incompetent to decide a question of journalistic methods.

The grievance I have against newspaper editorials is different, in a way, from Mr. Cooper's. It is the practice of political newspapers to quote and comment ad nauseam upon some manly expression of opinion from a party journalist dealing freely with his own party. Take the latest cases in point. When men with the courage and honesty of Mr. Donly or Mr. Sellars, of Huntingdon, or Mr. Macgillcuddy, of Goderich, publish a free criticism of the party leaders they generally support, this is at once seized upon as a sort of confession that all the attacks on that particular party are thereby justified, and that the rest of the party journals, whose editors don't publish similar sentiments, are whited sepulchres, unworthy of belief and confidence. When the late Government was under fire from its own friends the same use was made of their candid utterances, so that the practice is not confined to one quarter. I am not complaining because these gentlemen's views have been quoted in the journals of the other stripe in politics. It would be missing news to omit them. It is what the gentleman in the book called the "damnable iteration" that annoys one.

Why should we make the lot of the outspoken editor as uncomfortable as we can? It is stifling, as far as possible, the free discussion of the press to follow the present practice. It is nothing more or less than small-beer politics, of which this country is already filled to overflowing. Instead of encouraging the expression of candid political writing we make it a task almost beyond the power of the average editor, since no man wants to be held up as a traitor to his party simply because he exercises his right to an opinion of his own.

There is an obvious retort to all this, of course: are you so perfect yourself that you are qualified to judge others? Perhaps not; though it is understood that the repentance of the vilest sinner is not rejected, consequently the humble individual who

writes these lines has a chance left yet. He seizes it to implore the brethren to regard one of the craft who speaks out his mind as one to be honored, not dogged day in and day out with constant reminders of his candor. I am not hitting at any journal in particular. The offence is common and has been going on in the political journalism of this country for twenty years anyway; the patriarchs may say how it was in the years immediately following the flood.

It is, after all, a very asinine policy from the purely newspaper point of view, and only the recent meeting of the Epworth League in Toronto prevents the use of stronger language. Mr. Cooper's criticism opens up another branch of the subject: the omission of newspaper editors to make certain topics their own, to be authorities on these topics, and then they can speak with greater force and effect. The big issues in politics are often monopolized by the city dailies, and naturally one suspects the provincial press to be more or less a reflex of metropolitan journals. The suspicion may be unfair, but it will occur. The provincial press have the remedy in their own hands. By cultivating certain phases of discussion with greater care than the city press they will easily be quoted on their merits. It is not a question of the distribution of brains. That commodity is not concentrated in the large cities by any means. The progress of daily journalism in Brantford, St. Thomas, Chatham and other places is ample proof to the contrary.

A. H. U. C.

### MR. NICHOL'S NEW POSITION.

Editor *PRINTER AND PUBLISHER* :

SIR,—I find the following item in a recent issue of *The London News* :

Mr. W. C. Nichol, the clever editor of *The London News*, who threw up his position on the staff of *The News* and started for the gold fields of the Yukon because the newspaper business was no good, did not keep out of the newspaper business very long. He has taken a partnership in the publication of *The Kaslo (B.C.) Kootenaian—Sarnia Canadian*. This statement is correct, Mr. Nichol has purchased an interest in the paper referred to.

Will you kindly permit me to say through your columns that I did not throw up my position on the staff of *The News* in order to start for the Yukon or because I considered the newspaper business no good. My reasons for leaving were stated distinctly at the time and I have not changed my views in the slightest particular since. It is quite true that I have purchased a half interest in *The Kootenaian*, and I may add, for the benefit of any friends of mine who may be interested in my welfare, that I am more than satisfied with my bargain.

Yours truly,

W. C. NICHOL.

Kaslo, July 29, 1897.

### PRINTING FOR PROFIT.

Printers of half-tone cuts and fine color work can find in the *Golding Art Jobber* a press that for quantity of product, quality and convenience in handling is ahead of all competition. It is not enough now to do work well; it must be done quickly, else there can be no profit. The *Art Jobber* has four form rollers, a full length automatic brayer fountain, a duplex distributor (found only on the *Golding* presses), and possesses strength far in excess of any strain that is likely to be put upon it in letterpress printing or embossing. Made by *Golding & Co.*, Boston, New York, Philadelphia and Chicago. (Advt.)

**DEXTER QUADRUPLE FOLDING MACHINE.**

A GLANCE at the accompanying cut will give an idea of the general design of the Dexter quadruple four-sixteen or two-thirty-two folding machine. A marked feature is its convenience, with referen<sup>ce</sup> especially to the ease with which the sheets may be removed from the packing boxes. The Dexter Co. has endeavored to make this machine for the general binder as well as the magazine publisher. To accomplish this careful attention was given to the features which long experience has demonstrated to be essential to the success of such a machine.

With automatic pointing attachment it will fold accurately sheets which have lost their "guide edge" by having been cut in two after printing. The sheet is carried by one set of tapes from the first fold rollers entirely through the machine. The middle sheet slitter is never moved. The last fold rollers are adjusted to the right and left from this common centre to suit the various sizes. In the moving of these adjustable rollers screws are done away with and instead a pinion and rack substituted, by the use of which there can be no lost motion, even with years of use.

The sheet slitter used in severing the sixteens is the same that is used in double-sixteen machines. In fact, they are interchangeable. All three of the sheet slitters can be removed from the machine and replaced in five minutes. Their position can be also changed while the machine is in motion.

Another important feature is the fact that it severs the sheet while it is firmly gripped by the second fold rollers, the separation taking place while the sheet is in the act of making the second fold, precisely the same as the double sixteen. By the time the sheet is severed it is already under the last folding blade and ready to receive the third or last fold. This gives perfect control of the last fold, as the sheet travels but a few inches after the signatures are separated. Under each set of last-fold rollers is a set of "pressure" or "calender" rollers, which are intended to give greater pressure to the sheet than can be given by the folding rollers.

One sixteen-page signature is inserted within the other after all signatures are completely folded. It will be seen that this has a very important advantage over the plan of making four folds in each half of the sheet to make double thirty-twos. By this plan of inserting, the "draw" or "buckle" incidental to making four folds in heavy paper is avoided.

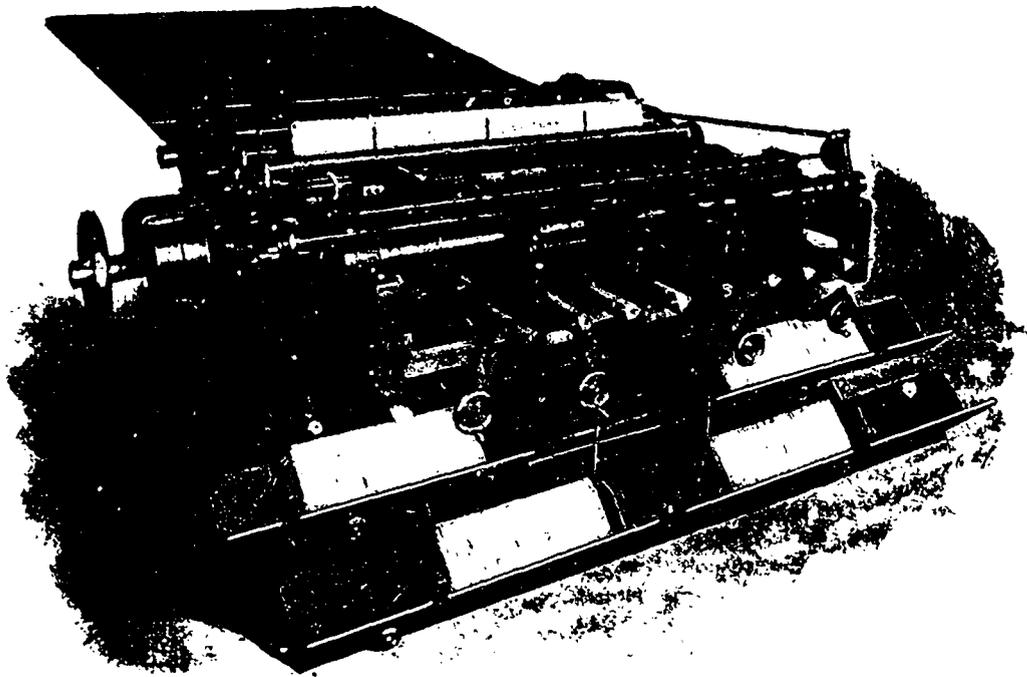
The Dexter system of scaling for rapidly and accurately setting the machine in changing sizes has been so perfected that

there is no spoiling of sheets in setting the machine. Each machine is provided with a scale, which, upon being laid upon the sheet to be folded, indicates to the operator the number to which each part of the machine is to be set.

All parts of the machine necessary to be adjusted are numbered, so that their proper position is indicated at once by the operator's scale. In this way every adjustment may be properly made before a sheet has been run through the machine.

**A PAPER ON BOARD SHIP.**

The Manitou Light is the only paper printed on shipboard in the United States. It is printed on the steamer Manitou, running between Chicago and Mackinac Islands, as a four-page daily. All the news, except a column or two of telegraph, is gathered right aboard ship, and the editor, in a plaintive little note, calls upon the passengers to rake up their memories and help him out. Eyes and ears and requested to be on the alert,



that The Light may shine brightly. The editor says he caters only to a "floating population." The news columns are a little shy of startling information thus far, but perhaps The Light can't be expected to flare up, like a gas well, right off. When the steamer Manitou went ashore a few weeks back the paper ought to have had a screaming scoop on all its contemporaries.

**HOW MAGAZINES TREAT MANUSCRIPT.**

Every article which is not especially ordered by the editors is read, and sometimes re-read, before it is submitted to the chief editors, says Richard Watson Gilder. We have a number of readers, and an article is sometimes read by five different persons before it is accepted. In some cases the article may be of such a character that the first reader sees that it will not do for the magazine, and it goes no further. Articles that are ordered especially by us generally come to the editors without the examination of other readers. But at times the chief editors themselves are the first to look over the new manuscripts.

## MAKING A WEEKLY PAY.

PAPER READ BEFORE THE MONTANA PRESS ASSOCIATION BY  
J. R. WIDMYER.



HE subject of this paper has never, in the minds of intending publishers, been a question of doubt to any great extent, for there are few members of the profession who possess an itching to blossom out as editors and proprietors who do not think they know just how to make a weekly newspaper pay. If they did not thus think, it is unlikely they would invest in the busi-

ness and proceed to set up "Volume 1, Number 1." And the very existence of so many weekly newspapers in the country is indicative of the widespread knowledge of how to make them pay. It would, therefore, seem a work of supererogation for me to expatiate upon this subject for the benefit of my brethren of the press.

When the average weekly, however, has first seen the smiles or frowns of an approving or reproving public, the extent to which the smiles are accompanied by cash is the only means of solving the question of how to pay the "devil" and settle for the paper and ink unless one relies at the start on an accommodating bank account.

This, I take it, has been a matter of some perplexity to the publisher of a new paper, when theory has been reduced to reality, not only at the start, in some cases, but frequently at other periods during the publication's existence; and these are times when the question of "How to make a weekly newspaper pay" comes home with its full force and concomitant anxiety. At such times the editor has frequently the sympathy and advice of a few of his subscribers, who know just how a newspaper should be run, and this is magnanimously given, free of charge. But the more earnestly the advice is offered, no matter how conflicting the opinions from various readers, it is usually followed, if not acted upon, with that ever interesting request: "Stop my paper." For it is a fact that in most communities there are born journalists who have mistaken their profession, and yet from the plow or the cattle ranch feel the ability of their judgment as to how the local paper should be run.

But the discussion of the question of how to make a weekly newspaper pay, which has been assigned to me by our honorable president, has undoubtedly been given with the idea that I am a master of the art, for it would seem to be somewhat of a sardonic joke to ask me to tell how to make a weekly pay if it were not supposed that after 12 years conduct of one I had succeeded. It is a subject, however, that is ever open to consideration by the publisher of the best paying sheet as it is to the publisher of the poorest. The absorbing instincts of the average money getter are usually similar to some degree in everyone, no matter what his vocation in life, and the question with the successful publisher as with the enterprising manufacturer is always: How to make the business pay better. The subject, therefore, is of interest to all of us, and yet I feel unable to construct such a code of action as will apply alike to every publisher of a weekly newspaper.

In the first place, advantage of location is essential to success. With a fair-sized community of average intelligence and enterprise, the local paper should be a paying institution. It

matters not a great deal whether the metropolitan papers of the state find there a general circulation, for the scope and utility of the local journal remain unaffected, and it should be none the less of value to a community possessed of interest in its own affairs. But the paper should be local in the broadest sense of the term. Home news should be its leading feature, and no sensationalism be allowed to appear to gratify some and create antagonism in others. Harmony in community affairs is as essential to be maintained in news dissemination as honesty of purpose and expression is requisite to the retention of public confidence. If the editor lacks honesty and yet be ever so brilliant, his paper will fail in maintaining public esteem, and in the lack of esteem is the very germ of dissolution. With honesty and fair ability of expression, with interest in his work and of average perspicacity, there is little doubt that the product of his pen will receive the appreciation of the people and their permanent patronage.

It should also be an inviolable rule in the office of every weekly newspaper to get the paper out on time. Punctuality and steadfastness beget confidence also. Many people decline to pay in advance for a newspaper because they "do not know how long it will last." The publisher is accordingly handicapped in some measure by the lack of confidence from the very start, and it is therefore all the more reason why he should have his work performed with absolute rule and regularity, having first determined upon a suitable size of paper commensurate with the ability of the town to support, and then maintain as high a standard of matter and publish as much of news as his prescribed limits allow. He should keep in touch with the best element, keep his paper clean, and at all times of such tone and morality as to find a place for it at the hearthstone of the home.

The question of politics also enters largely into the consideration of successful conduct of a local paper. In all communities there are, of course, party differences, and the size of population should in some cases decide the political policy or complexion of the paper. Many people in an average country town ostracise the local journal because of its political attitude when differing from their political views, and this loss is a serious drawback to success. Too many editors make of their paper a reflex of their personal political animosities, and this result is inevitable. A local paper, like those of state circulation, is run for financial profit, and political satisfaction does not pay bills, unless paid for at so much a line. And very often this is a case of "robbing Peter to pay Paul." The frequent result is the same; the support of one is obtained at the expense of another's loss. A country paper, of partisan character, I take it, should, therefore, be conducted in such a manner as to avoid acrimonious feeling and personal animosities, and the simple discussion of political principles of either party can be had in a way as to give no offence such as will have the effect of cutting off any part of support, all of which is essential to a paper's prosperity. Nor should a partisan paper be biased in its news report of the doings or sayings of its political opponents. Absolute fairness in this respect will have the effect of securing and saving to the paper many subscribers who might otherwise withhold their patronage because of political prejudice. It should above all things keep in mind the fact that it is primarily and specifically a newspaper.

The advertising department of a weekly newspaper is one which should be given more attention than the average pub-

# Dexter Folder Co.

WRITE FOR CATALOGUES  
AND PRICES.

PAPER FOLDING AND FEEDING MACHINES . . . .

Branches—

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

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

lisher generally bestows upon it. The local ads. are in many offices apparently looked upon as so much furniture, and are allowed to run without change until the type wears out. Many merchants take just as much interest in their advertisements as the publisher does. That is, if a publisher is content to permit an ad. to run unchanged from year to year, knowing that the merchant thinks it does him no good, and is inserted only to help the paper along at so much per month, and in the similitude of a donation, he is not conducting his paper in such a way as to secure and ensure continued success, and the advertiser doesn't usually concern himself much whether he does or not. The publisher should make it his business to insist on regular changes of such ads. as those of dry goods stores and others carrying articles of general necessity involving change of style and taste, so that the advertisement will be a live medium conveying fresh information, presenting special articles and offering inducements for trade. The interest and attention of the people is thus obtained in matters which affect their pocket, and the ad. is thereby made of value to the merchant, instead of being looked upon as an evidence of his charitable nature. And, moreover, it will have the effect of creating advertising competition; for one merchant in the same business as another will vie with him in displaying his bargains, leading as a result to increased space and larger compensation. Many a country store has had lines of its stock become shelf-worn and antiquated because of the apathy of the local newspaperman and the merchant's unenlightened views of the possibilities of judicious advertising.

Those publishers of weekly newspapers who have been so magnanimous as to accept every patent medicine ad. that came along, with its special position, numerous changes and stipulations, as well as the business-men subscribers of such sheets, have every week or less frequently, according to contract, an object lesson presented to them as to the estimation in which the necessity of change is held by the most successful advertisers of the east. And it is an object lesson which costs the local merchant considerably less than the obliging publisher. But, strange to say, the moral it carries is generally without effect. While foreign advertising at offered rates, if accepted, is an acknowledgment of the meagre value of its space, the paper which publishes it should present to the publisher a few ideas as to the profitable conduct of his advertising columns for the benefit of his local clientele as well as himself. But he cannot afford to act upon them at the rates he receives, and although the value of live advertising to the advertisers may be gauged by him at just the price it costs, he knows that such advertisers want full value for what they pay for, and, therefore, the methods prescribed must be believed by them to be the best. If such be the case, he should surely extend the same privileges to his local patrons, and it is his duty to do so as well, especially as the rates he receives are greater. The indiscriminate acceptance of foreign advertising, however, is of itself of no value as a factor in making a weekly newspaper

pay, and no difference in price should be made between patent medicine or other eastern advertising and that at home, space and term of contract considered. Advertising rates should be regulated according to space, time and position, and adhered to just as much as is the subscription price.

When once a weekly newspaper is established on the principles outlined—and I doubt not that they formed the basic structure upon which the major number of the papers of the state were begun—there does not seem to be any reason why it should not pay. And the fact that they do pay is attested by their longevity and healthy, sparkling appearance. But newspapers, like other businesses, are not without the influences of competition, and "the esteemed contemporary" has sometimes been the rock on which many a fair journalistic craft has been wrecked. The one has overlooked the extent of the available patronage and has endeavored to outdo the other in ill-considered enterprise, so that with increased expense and diminished support it has failed to make it pay. And the "esteemed contemporary" has been also the object of such vituperative abuse that its assailant alone has suffered from the infliction. These are policies that do not make a paper pay, although newspaper quarrels at times are not without their compensation in some respects.

The mechanical department of the average weekly should be gauged by the support accorded. That is, the amount of composition should not necessitate more help than can be paid for at a pro rata with other expense, leaving a fair margin of profit on the investment. Nor is it advisable to embellish the plant with the products of the type foundry at every opportunity. Money invested in material, beyond the actual needs of business, and the inception of improvements not justified by the income and outlook, are as much to be avoided as is the overstocking of goods in a mercantile establishment. Idle material is a needless expense.

I do not mean by this that it is improvident to keep improving a newspaper. A newspaper, to be progressive must keep improving, but one cannot expect to profitably conduct a magazine in a fly-leaf town, no matter how cultured and intelligent the people may be.

## OUR WAY POINTED OUT FOR US.

Kingston Whig.

The Toronto journalistic trade journal reads lessons upon conducting newspapers to men who have made the work a life-long study and occupation, and have achieved success. Supposing it should do something more useful and effective; for instance, call down the publishers who cut rates down to the old clothes and onion line, or discourage those who nurture advertising agents who are destroying business independence by practical boycotting. Some are endeavoring to cut the life out of the the best journals, because they cannot wield them like putty.

## VALUABLE HINTS ON ADVERTISING.

From the specialist in Newspaperdom.

THE manager-to-be of a projected daily asked me the other day what sort of a rate card he ought to adopt for his paper. It is to be a penny evening daily, four pages, six columns, and he has planned to run two columns of advertising on each page. All the old papers in the city have arbitrary rate cards, and strong competition has made these rate cards practically unknown quantities in securing business. The newspaper will start off with a flat rate, and will hang to it like grim death. As there is plenty of capital behind the enterprise, I advised him to get out his paper before soliciting advertising, for the reason that ads secured for an embryotic paper must be taken at any price, and once in the paper at a low rate, it is like removing teeth to get a higher rate.

I advised throwing every energy into making the paper a newspaper at the start, and then, when it had demonstrated its qualities as a journal, advertisers could be more easily approached, and advertising could be gotten at card rates. I believe the flat rate, to which the manager-to-be has become enthusiastically committed, will greatly aid the getting of advertisements. It will cost an advertiser but little to test the value of the new paper as an advertising medium. He may take four inches for a week, or a month, and the rate will be 20c. per inch per insertion, inside page. The first page will cost double rates and the last page 50 per cent. additional. There is to be a discount on bulk-space sales, the purchaser of 5,000 inches being entitled to a discount of 20 per cent. There will be no discount for time, nor should there be.

The new paper will not be enlarged to six or eight pages. It will be kept to the folio form. The pressure of advertising may push it to eight columns; but once that point is reached, advertising rates will be advanced, and advertisers will be obliged to either reduce sale or pay more for the space they have been occupying.

I shall watch the new paper with interest. I have talked with the manager-to-be until he is thoroughly imbued with the idea of a small paper, intensely local, printing all the news in condensed form, selling for a penny, and charging a flat rate for space—a rate fixed and invariable. I believe that, despite the stress of competition, that paper will be a great success, because its policy will be directly the opposite of that pursued by the other papers in that city; and these other papers are not giving satisfaction to either readers or advertisers. I expect great things of the new paper, and I expect its advertising department to supply the best sort of an argument for the flat rate.

### RESULT OF A "ROAST."

One never knows where the arrows let loose in a "roast" on a contemporary will strike, to the injury of the paper by which the arrows are let loose. A case in point came to me recently. Two daily papers in a New England city have been engaged in a wordy war. One of the papers gave a prize bicycle parade recently, and the various prizes were distributed at an entertainment in the opera house. Some of the prize-winners expressed dissatisfaction with the decision of the judges, and refused to accept the prizes offered them. Taking this as a text, the rival paper commented on the bungling methods of its adversary, although the judges were really to blame, and, in a column on the first page, roasted the entertainment and the

paper in choleric style. The next day the advertising manager was shocked by the receipt of a letter from the advertising manager of the heaviest advertiser in the city, ordering the discontinuance of the advertisement of his house. Of course, there was an interview between the two advertising managers. The newspaper man wanted the *whys and wherefores* of the order to stop the ad. He was told the firm was cutting expenses.

"But why pick out my paper for the cut?" asked the newspaper man. "There isn't a better medium in the city nor a more enterprising or reliable newspa—"

"I question that last statement," said the dry goods man. "Your story of yesterday attacking the — and containing an alleged account of the exercises at the opera house was not true. I know it, for I was there."

Further conversation along this line revealed the true cause of the order to stop the ad. The advertising manager of the store was a close friend of one of the protesting prize-winners, whose remarks at the opera house had not been correctly reported. What had been printed made him appear in a ridiculous light, and this had aroused the resentment of the dry goods man, of which the order to stop the ad. of his house was a direct result. So the newspaper has, for the present at least, lost its best advertiser through a story that nobody could imagine would by any possibility have any effect on the advertising columns. But it did have a disastrous effect, and that is why I say that one never knows where the arrows will fall. If there is any moral to be tacked on to this true tale, perhaps it is this: Don't roast anybody.

### BULK SALES OF SPACE.

The old practice of allowing an advertiser to change his ad. but once a week has given way to a more liberal policy in many newspaper offices. The evolution of advertising methods is responsible for the practice among live advertisers of changing their ads. frequently, and this demand for frequent changes has necessitated an adjustment of rate cards not always with pleasing results to the advertiser. Where an advertiser changes every day an extra charge is necessary for composition. This charge varies from 4 to 7c. per inch, and is often a source of friction between advertiser and advertising manager. Where an advertiser changes oftener than twice a week, the sales of space "in bulk" at a flat rate per inch per insertion will be found to remove every objectionable feature of the former method of charging, the usual result of "bulk sales" being highly-satisfied advertisers and an increased income for the newspaper. The advertiser who buys, say, 2,000 inches, to be used within a year, and changes when desired, at 15c. per inch, usually manages to use up the amount of space before the end of the year, necessitating a new contract. Perhaps the feature of the "bulk sale" plan most appreciated by the advertising manager is the absence of the disputed-with advertisers over bills for advertising. The advertiser knows just what each ad. will cost him; he increases or diminishes space at will; he is absolute master of his advertising; he makes the bill, and, having made it, has no cause to "kick."

### A BENEFICIAL ARRANGEMENT.

The aversion the average merchant entertains toward preparing his own advertising announcements is, in itself, the strongest argument for the taking over of that work by the advertising department. The relief a merchant feels when this

unpleasant burden is shifted to the newspaper is akin to that of Sinbad in escaping from the Old Man of the Sea. Most business men feel their utter incompetence to write a good ad., although there are exceptions, to be sure, as well as some merchants who are of the belief that they can write the best ads on earth, but whose work scarcely bears out this boast. Wherever the plan of writing for advertisers has been adopted, it has been found to work admirably for both merchant and newspaper, pleasing the former to such an extent that he becomes a firm friend and patron, and, in many cases, a more liberal advertiser. The newspaper invariably benefits by the arrangement.

#### NEWS OF THE MONTH IN BRIEF.

ON August 6, *Le Monde*, a French evening paper in Montreal, ceased to appear as a daily, and its first weekly edition appeared under the title *Le Monde Canadien*. It will continue to appear as a weekly paper.

W. A. Harkin is again on *The Montreal Star's* news staff.

Mr. [redacted] has succeeded Mr. Stratton as manager of *The Selkirk Journal*.

J. B. MacLean, president of the Press Association, expects to return from England next month.

*La Minerve*, the old French Conservative paper, of Montreal, has celebrated the fiftieth year of its existence.

John Lewis, of *The Globe*, has returned from England, where he wrote a series of valuable letters for *The Globe* on the Jubilee ceremonies.

J. F. Watkins, who edited *The Moose Jaw Chronicle* several years ago, and is on *The Winnipeg Nor'-Wester* staff, was married at Winnipeg lately to Miss Walker.

The members of the Eastern Townships Press Association have arranged to take their annual trip this year to the Maritime Provinces. Arrangements were made to leave August 13.

The death took place in Toronto recently of Ellen, wife of Charles Dedrickson, night editor of *The Mail and Empire*, and sister of John Lewis, of *The Globe*, and Mrs. W. F. Maclean.

The Morrisburg, Ont., *Courier* has been purchased by Messrs. W. O. Miller and Charles A. Styles. Both are bright, energetic men, and **PRINTER AND PUBLISHER** wishes them success.

The Dexter Folder Co. have just placed in *The Gazette* bindery, of Montreal, one of their rapid drop-roll book folders, which, we understand, is a very superior machine and is giving the best of satisfaction.

The Examiner office at Charlottetown has issued a handsome 100-page book called "Illustrated Prince Edward Island," being a well carried out plan to set forth the history, advantages and attractions of the Island Province. It is sold at 25c. per copy.

Canadian journalists seem to be rather prominent contributors to *The Canadian Magazine*. James Hannay, of *The St. John Telegraph*, recently wrote of the New Brunswick Premiers, and the announcement is made that W. L. Cotton, of *The Charlottetown Examiner*, John S. Willison, of *The Toronto Globe*, and Nicholas Flood Davin, of *The Regina Leader*, will contribute articles before the year closes. This is one of the proofs that Canadian journalists are broad-minded and cultured.

#### THE EASTERN TOWNSHIPS PRESS ASSOCIATION.

##### THE EXCURSION TO THE MARITIME PROVINCES.

AFTER a good deal of work on the part of the Executive Committee the Eastern Townships Press Association has arranged for a trip to the Maritime Provinces, and a large party left on Friday last. Special arrangements have been made with the railways, which have generously allowed tickets at a cent per mile.

The following is the route taken by the party :

Leave Sherbrooke, via Quebec Central Railway on Friday, August 13, at 7.20 a.m., arrive at Levis at 1 p.m. Lunch at restaurant—30c. each.

Leave Levis, via special cars on Intercolonial Railway at 1.40 p.m. for Halifax. Supper and breakfast on train—European plan. Arrive at Halifax 10.20 a.m. Saturday, August 14. Remain over Sunday. Hotels—Halifax at \$2 and \$2.50 per diem; Queen's, \$1.50.

Monday, August 16,—Leave Halifax at 7.20 a.m. via I.C. Railway for Cape Breton, arriving Sydney at 8.20 p.m.

Tuesday,—Spend at Sydney. Stop at Sydney Hotel, \$2 per diem.

Wednesday,—Leave Sydney at 6 a.m., via steamer, for run through the celebrated Bras d'Or Lakes to Mulgrave, arriving at 6 p.m.

Thursday,—Leave Hawkesbury, via steamer Halifax, at 11 a.m., for Charlottetown, Prince Edward Island, arriving about 8 p.m. Stop at Davis Hotel, \$1.50 per pay.

Friday,—Spend in Charlottetown and vicinity, leaving on Saturday morning via P.E.I. Railway, for Summerside, and across to Point du Chene, and on to St. John, N.B., via I.C.R., arriving at 4 p.m. Hotels—Royal and Dufferin at \$2.50 per diem.

Sunday and Monday, spend in St. John, leaving for Levis, via I.C.R., at 10 p.m., reaching Levis at 4.05 p.m., thence home via Q.C.R. and G.T.R.

##### LIST OF PARTY.

W. E. Jones and daughter, *Guardian*, Richmond; A. L. Lance and wife, *Times*, Richmond; J. C. Sutherland, *Examiner*, Sherbrooke; E. J. Bedard and sister, *News*, Richmond; E. F. Cleveland, *Times*, Danville; S. Frasier and wife, *Le Progres*, Richmond; John Ewing, *Guardian*, Richmond; W. I. Ball and wife, *Times*, Windsor; M. T. Stenson, M.P., wife and sister-in-law; J. D. Smith and sister, *Times*, Richmond; W. A. Morehouse, wife and niece, *Examiner*, Sherbrooke; L. A. Belanger, wife and sister-in-law, *Progres de l'Est*, Sherbrooke; L. C. Belanger, *Montreal Press Association*; Dr. Camirand, *Le Pionnier*, Sherbrooke; Dr. Rioux, *Progres de l'Est*, Sherbrooke; R. Johnston, *Granby Mail*; J. K. Wilcox, *Enterprise*, Magog; Dr. Chalmers and wife, *Magog News*; C. H. Parmelee, M.P., *Advertiser*, Waterloo; P. J. S. Pelletier, A. E. Beaulne and wife, *Journal de Waterloo*; J. Bruce Payne, *Leader*, Granby; N. M. Meyer, *Leader*, Farnham; E. R. Smith and daughter, *News*, St. Johns; Mrs. Shearer and daughter, *Record*, Sherbrooke; N. T. Truell, *News*, Lachute; Mr. Gilman, *Observer*, Cowansville; H. Bridgeman and Mrs. Shurtleff, *Observer*, Coaticook; A. E. Paquette, *L'Etoile*, Coaticook; J. N. White, *Examiner*, Coaticook; L. E. Charbonnel and sister, *Chronicle*, Cookshire; L. Lavergne, *L'Union de Cantons de l'Est*, Arthabaska; A. Bourbeau, *Gleaner*, Arthabaska; E. A. Davis, *Enterprise*, Georgeville; J. C. Holland and lady, *Journal*, Stanstead; J. H. Kellar, *Mitre*, Lennoxville.

**GO BY THE CARD.**

THE policy of The Lawrenceburg (Ind.) Press in dealing with advertisers is an admirable one, says Newspaperdom, in that the one-price rule is strictly followed. "Every 1-inch ad. in the paper pays 10c. a week, every 3-inch ad. 25c., every 6-inch ad. 50c., every 12-inch ad. \$1," says The Press. To prove that this rule is applied to everyone, The Press opens its books to advertisers, who are at liberty to ascertain what other advertisers in The Press pay for space. This test of good faith is one that but few papers can be put to successfully; yet it is a test every newspaper should be prepared to meet, not only for reasons of justice, but for the sake of financial gain as well. It is a fact susceptible of proof that every newspaper enforcing the one-rate policy shows unmistakable signs of prosperity and success, while evidence is not wanting to prove the general unprofitableness of the opposite and common method of dealing with advertisers. True, the temptation to cut rates is, like the poor, always with us, but from the moment the newspaper man ceases to regard his space as of little value, and begins to look upon it as his stock-in-trade, to be sold at a certain price in order that a profit may be realized, from that moment the one-price rule becomes a powerful factor in the successful conduct of the business.

To the man who has all his newspaper life cut rates with little or no compunction, the idea of an unchangeable rate may seem like the phantasy of an opium dream, but despite the claims of rate-cutters that all papers juggle rates in some degree, the existence and success of papers that stand by the rate card demonstrate that the one-rate policy is not only practicable, but that it is profitable.

Every line of newspaper space costs the publisher a certain price. He must sell the space for more than it costs to produce it in order to make a profit out of the transaction. The rate card should establish the price for which space can be sold at a profit. If sold at the established rate, a profit results. If sold below rates, there is a loss to the publisher. Inasmuch as profits are vital to the success of a newspaper, and as profits depend almost entirely upon the sale of space for more than it costs to produce, the one-rate policy is plainly seen to be vital to the financial life of the newspaper. Cutting rates is like tampering with the heart of the business, or better still, like starving the fowl that produces the auriferous eggs. Don't cut rates.

**A DEFENCE OF THE PARTY PUBLISHER.**

Kingston Whig.

A magazine editor, writing in Toronto PRINTER AND PUBLISHER, a trade journal, has put his foot into it to an extraordinary extent, but he made his greatest mistake when he said that many of the Ontario journalists served their party through thick and thin, not their country, and thereby sought and secured a "soft snap." This is not true of the press. Publishers do not profit by party service; they are losers to a great extent, and lovers of manliness can always be proud of the loyalty of the journalists of the province to their party standards. The faithful scribe is not sought out for favor; he is looked upon as a certain possession, safe in hand, hence he gets the merest crumbs of comfort. It is the wobbler who strikes the fancy of the party soother and the patronage-giver. No Liberal paper basks in Government favor to the extent that a certain Toronto paper, a Hamilton and an Ottawa daily do,

although each is known as a Conservative paper, having done its best at critical times to sink the very men who are now its most obedient servants. The straight party newspaper loses friends, loses patronage and loses strength because it links its fortunes to one side and can hope for no favor from the other. It is the independent paper which blows hot and cold and never continueth in the one stay which has to be propitiated with favors and, therefore, has the "soft snap." This does not fit the ideal sought for independent journalism, but it is gospel truth.

**MONTREAL NOTES.**

A PATENT metallic coupler for joining the tape used in folding machines and presses is being pushed on the Canadian market by C. J. Robertson, Montreal. It consists of two small sets of jaws linked together. When these are pressed close the tape is held tightly and no time or work is lost.

The first Canadian agency for photo-engravers' machinery has just been established in Montreal. Mr. C. J. Robertson, of Phillips square, Montreal, has secured the agency for John Royle & Sons, the noted makers in this line, with headquarters at Paterson, N.J. It is to be hoped that Canadian engravers will support Mr. Robertson in his enterprise, especially as he handles the very best lines and can give good prices.

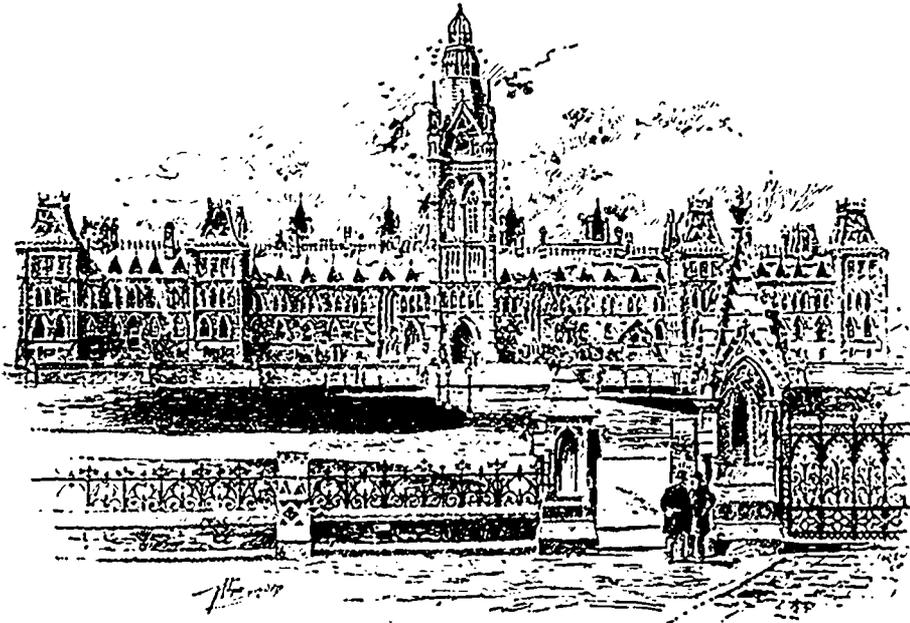
For Mr. Raphael Bellemare this has been a double Jubilee year. Besides the Diamond Jubilee of Her Majesty, Mr. Bellemare has celebrated another, his fiftieth anniversary as editor of La Minerve, the French morning paper, of Montreal. During his long journalistic career Mr. Bellemare has seen many changes, among them the rebellion and the establishment of responsible government.

The various companies interested in pulp and paper are awaiting the return of Sir Wilfrid Laurier, when they will endeavor to meet him and impress on him the necessity of an export duty on pulp wood.

**THE GROWTH OF HALF-TONE ILLUSTRATION.**

We are at a stage of printing when, so far as illustration is concerned, the half-tone rules the world. It has been but 10 years since the process by which such printing blocks are made first appeared in a commercial form, and within that brief period it has practically revolutionized a good part of printing, and driven older but less economical competitors from the field. The wood-cut was first to go, and in only very limited territories of work—where the definition of the image to be transferred to the paper demands mechanical detail and hand treatment with the graver—can its advocates now be found. The wood-engraver is slowly, but surely, becoming extinct. In almost all fields of trade, and even in the higher planes of art, the half-tone printing block is at present employed. It is not alone to the economy of the surface and its rapid production that its widespread popularity is due. There is a deeper reason to be found. The wood-cut interprets, the half-tone reproduces. The first always has in it something that is not in the original, something which belongs to the engraver and expresses his individuality. The half-tone, on the other hand, has no egotism, and is a true fac-simile of what it reproduces.

We learn that the Dexter Folder Co. have just completed the second of the large folders for The Youth's Companion, of Boston, which will fold, cover, wire stitch and deliver two complete copies of that paper at each revolution of the machine.



# New Customs Tariff

Alphabetically arranged and revised and corrected from the official copy as assented to by the Governor General, June 29th, 1897, including the old Tariff by way of

comparison. Also comparative rates of the Dingley and Wilson (United States) Tariffs.

**Retail Price 25 Cents.**

THE TRADE supplied  
at 15 cents Net.

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# 15

3A 5a

60 Point

\$8.50

# In the EDITORIAL Office

5A 8a

42 Point

\$6.00

# Where Lie THOSE Happy Days

10A 14a

18 Point

\$3.25

8A 12a

24 Point

\$4.00

**CHARMING COMPANIONSHIP**  
That of the Man without Pretensions

**LITERARY MARTYRS**  
The World Knows Nothing of

20A 26a

10 Point

\$2.75

### THE BREVITY OF LIFE.

Swift as the arrow cuts its way  
Through the soft gleiding air;  
Or as the sun's more subtle ray,  
Or lightning's sudden glare;  
Or as an eagle to the prey,  
Or shuttle through the loom—  
So waste our fleeting lives away  
So pass we to the tomb.



LATE EDITOR GLOBE-DEMOCRAT, ST. LOUIS, MO.

16A 22a

12 Point

\$3.00

### IMMORTALITY.

Beyond this vale of tears,  
There is a life above,  
Unmeasured by the flight of years;  
And all that life is love.  
Here would we end our quest;  
Alone are found in Thee  
The life of perfect love—the rest  
Of Immortality.

7A 10a

30 Point

\$4.25

6A 9a

36 Point

\$5.50

**Grand Army of Letters**  
**ROYAL MEMBER**

**Modern Language**  
**GRAND RACE**

4A 7a

48 Point

\$6.50

# Death FETTERS Unbind

3A 5a

72 Point

\$9.50

# Pens PICTURE Ideas

For Sale by **Toronto Type Foundry,** 44 Bay St., Toronto

646 Craig St., Montreal

286 Portage Ave., Winnipeg

520 Cordova St., Vancouver

The two greatest successes of the year  
in Borders are FLAME and LAUREL.

18 POINT FLAME BORDER 36 INCHES \$3 00

Each Size is Furnished with Round  
and Square Corners.

6 POINT FLAME BORDER 42 INCHES \$1 75

24 POINT FLAME BORDER 36 INCHES \$2 05

These Borders are remarkably flex-  
ible, simple, inexpensive, and artistic.

12 POINT FLAME BORDER 36 INCHES \$1 75

36 POINT FLAME BORDER 50 INCHES \$4 50

6 POINT LAUREL BORDER 42 INCHES \$1 75

6 POINT LAUREL BORDER No 2 42 INCHES \$1 75

12 POINT LAUREL BORDER 36 INCHES \$1 75

12 POINT LAUREL BORDER No 2 36 INCHES \$1 75

18 POINT LAUREL BORDER 36 INCHES \$2 00

18 POINT LAUREL BORDER No 2 36 INCHES \$2 00

....FOR SALE BY TORONTO TYPE FOUNDRY....

44 BAY STREET, TORONTO  
646 CRAIG STREET, MONTREAL

286 PORTAGE AVENUE, WINNIPEG  
520 CORDOVA STREET, VANCOUVER

**THE ADVERTISING COLUMNS AN INDEX.**From *The London, Ont., Daily News.*

IN an entertaining chat on the development of advertising, Harper's Weekly says: "A look at any modern newspaper or magazine shows to-day that the advertising pages bear a quite literary and artistic product. They were once a barren, unattractive waste. They are now a part of the humanities, a true mirror of life, a sort of fossil history, from which the future chronicler, if all other historical monuments were to be lost, might fully and graphically rewrite the history of our time."

While it is true that there has been great development along the lines of advertising, the conclusion of Harper's is no more true now than it was a quarter of a century ago. Then, as now, a good idea of a place could be gathered from a perusal of the advertisements in local papers. There is probably not an expert exchange editor in the newspaper business who could not write a good description of scores of towns which he has never seen simply from a constant perusal of papers that pass through his hands. He can tell what town is a live one, and which one allows the grass to grow on its sidewalks. He can name towns where he would, if called to go there, find hustling business men, full of snap and energy, and where he would discover a sleepy set of merchants, too unenterprising to do business unless it was shoved into their hands. A daily newspaper is something more than "a brief abstract and chronicle of the times." It is a standing advertisement of the character and nature of the town or city in which it is published.

**THE ENGLISH LIBEL LAW.**

Is it too much to hope that before the present Government goes out of office it will do something to reform the abuses of the law of libel? The number of cases in which the law procures real redress for a real injury are few and far between. The majority of libel actions are either frivolous or vindictive. But this is not the worst. There is not an important newspaper in the kingdom which is not victimized to a large extent every year by actions which never come into court, simply because it is cheaper to pay up to the blackmailer than to fight in a case in which victory would mean the loss of a large sum in costs, because the plaintiff has no means. This, of course, is made possible by the existence of a number of firms of solicitors who are always ready to take up such actions on "spec." We, ourselves, could give a list of twenty such firms in London alone. They are a disgrace to their profession, no doubt, but not a greater disgrace than the law of libel is to the law of England.—London Saturday Review.

**WESTERN DAILIES ORGANIZE.**

A meeting of several of the representatives of the Western Ontario dailies was held in Windsor Tuesday night at the Crawford House. Those present were: Mr. Ford, of *The Chatham Banner*; Mr. Rutledge, of *The St. Thomas Journal*; Mr. McCubban, of *The St. Thomas Times*; C. A. Abraham, of *The Woodstock Sentinel-Review*, and representatives of *The Windsor Record*.

It was decided to form an association to be known as the "Associated Western Ontario Dailies." This is to include all the daily papers west of Toronto. Many of the papers have signified their willingness to join such an association, and when fully organized it will likely comprise *The Chatham Planet and Banner*, *The St. Thomas Times and Journal*, *Sarnia Observer*,

*Ingersoll Chronicle*, *Woodstock Sentinel-Review*, *The Galt Reporter and Reformer*, *The Guelph Mercury, Herald and Advocate*, *The Hamilton Times, Spectator and Herald*, *The Berlin News-Record and Telegraph*, *The London Free Press Advertiser and News*, *St. Catharines Journal*, *Star and Standard*, *the Stratford Herald and Beacon* and *The Windsor Record*.

Arch. McNee, of *The Record*, was elected chairman of the association, and Chas. A. Abraham, of *The Sentinel-Review*, secretary-treasurer.

Various matters in which the western publishers' interests were mutual were discussed with much profit to all, and the probability is that the association will prove of great assistance to the makers of newspapers in the west.

**THE ANGLO-SAXON.**

A partnership has been formed between Mr. E. J. Reynolds, proprietor of *The Anglo-Saxon*, and Mr. Matthew Esdale, under the firm name of M. Esdale & Co., at 127 Sparks street, Ottawa, who will carry on a general job printing business. *The Anglo-Saxon* will continue to be published as it has during the past ten years. The plant was put in by the Montreal agency of the Toronto Type Foundry, which is under the able management of Mr. Geo. Stewart.

**FOR SALE...**

On easy terms, to suitable person or persons

**A JOB PRINTING BUSINESS**

In one of the best centres in Ontario; doing a good business and capable of doing more. Address

Printer, care Canada Paper Co., TORONTO, ONT.

**Poster Papers**

We have a well assorted stock always on hand in

24 $\frac{1}{2}$  x 36 $\frac{1}{2}$     27 x 41    28 x 42

Green	Deep Yellow	Orange	Blue
Robin's Egg	Apple Green	Cherry	Cardinal
Salmon	Canary		

See our new shade of

**APPLE GREEN**

The prettiest color on the market.

Prompt shipment and careful attention to LETTER ORDERS.

**CANADA PAPER CO.**

Toronto and Montreal.

CANADIAN REPRESENTATIVE  
FOR

**Walter Scott & Co., Plainfield, N.J.**  
Cylinder Printing Machinery.

**John Royle & Sons, Paterson, N.J.**  
Photo-Engravers' Machinery.

**The Lovejoy Co., N.Y.**  
Electrotypers' and  
Stereotypers' Plant.

And others of  
like calibre.

Printing  
and other  
**INSTALLATIONS  
UNDERTAKEN.**

Printing and Kindred Machinery  
Erected and Repaired.



# A CARD

We announce a **NEW CHANNEL** through which  
you can fill your wants in our line.  
With 15 years experience in machinery business (no  
of which were spent with the leading U. S. manufacturers  
serve you better than can others who have not this special  
preparation. We refer you to Walter Scott & Co., Plain-  
field, N.J.; Morton, Phillips & Co., Printers, Montreal;  
Mokons Bank, Montreal.  
We solicit your consideration.

**C. J. ROBERTSON**  
12 Phillips Square, Montreal

Bell Tel. 4280.

## Special Machinery

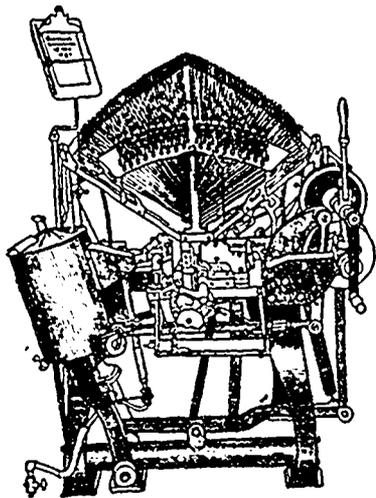
Especially Paper  
Handling Machines.

Appliances or  
Attachments

**DESIGNED and  
CONSTRUCTED**

DEALER IN . . .

Printers', etc.,  
Supplies and Sundries



## Rogers Typograph

Manufactured by  
**CANADIAN TYPOGRAPH CO.**  
Limited  
WINDSOR, ONT.

# Machine Composition

Is a necessity if you wish to keep up with the present age of advancement. Over 70 per cent. of the daily newspapers now set their type by machinery. It pays them to do so. Read what the Montreal Star has to say about the subject:

The average cost of hand composition on this paper was 26 1/2 c. per M before the introduction of the Typograph. We append herewith a statement showing cost by machine for seven weeks, from June 26th to Aug. 14th, 1895.

WEEK ENDING	TIME	EMS SET.	COST PER M.	SAVING — COMPARED WITH CORRESPONDING WEEKS OF 1894.
July 3rd	408 hrs.	719,900	14 1/2 c.	\$ 72.75—Same No. of cols.
" 10th	492 "	901,500	13 1/2 c.	121.95—16 cols. more.
" 17th	510 "	955,700	13c.	91.05—24 " "
" 24th	597 "	1,017,900	12 1/2 c.	131.25—Same No. of cols.
" 31st	612 "	1,211,600	12 1/2 c.	129.55—16 cols. more.
Aug. 7th	612 "	1,264,000	12c.	121.15—52 " "
" 14th	612 "	1,268,200	12c.	121.60—52 " "

\*In these hours is included time for cleaning every day.

**CORRESPONDENCE SOLICITED**

#### AN ENGLISH VISITOR IN CANADA.

EXCHANGE editors will remember that ten or twelve years ago the only English paper regularly devoting a column to colonial events was The London Pall Mall Gazette. This was long before The Times began its colonial department, and had installed Miss Shaw as editor of it. The Pall Mall in those days was edited by Mr. W. T. Stead, then as now a leader in journalistic ideas, and on its staff was Mr. Henry Norman, who sent for some years a daily cable to this continent, shared (if I remember aright) by The New York Post, The Montreal Star, and The Winnipeg Free Press. The Pall Mall's colonial note column was entitled "Kith & Kin." The writer of that column was Mr. Frederick Dolman, now of the National Press Agency, England, who passed through Canada the other day on his way round the world under the British flag. Leaving Southampton on April 3, by the Tantalion Castle, he proceeded to Cape Colony, whence he went to Wellington, New Zealand, then back to Sydney and from Australia to Vancouver. He is now completing his trip by means of the C. P. R. He observed the Jubilee celebration in New Zealand, where he also had an opportunity of observing some of the primitive forms of living of the Maoris. Amongst the objects of his study during his travel has been the development of trade between Canada and Australia.

#### TWO RELIGIOUS PAPERS UNITE.

The amalgamation of The Westminster with The Canada Presbyterian is announced. In its issue for August 13, The Canada Presbyterian said: "Our next issue will probably see the consummation of negotiations that have been pending for some time for the amalgamation of The Canada Presbyterian and The Westminster. The union of the leading denominational and church organs of the Dominion will, it is confidently expected, greatly stimulate the cause of Presbyterianism and see the dawn of a new era of prosperity in Presbyterian journalism. Mr. C. Blackett Robinson will be the president of the new company, and the Rev. J. A. Macdonald, the editor of the amalgamated journals." The new paper's first issue will be out on the 20th. Rev. J. A. Macdonald has already demonstrated his ability as a bright and capable editor, and the new paper, under him, should succeed.

#### TORONTO'S GREATEST CELEBRATION.

Fully alive to the times, the management of the Toronto Exhibition, or, as the title runs this year, "Canada's Great Victorian-Era Exposition and Industrial Fair," is to be conducted on a scale, from August 30th to September 11th, that will even transcend any former effort made to promote this, the most popular, most comprehensive and most attractive annual show held on this continent. Already a sufficient number of applications for space and of notifications of entries have been received to warrant the highest expectations. The management have increased the number of medals to be awarded, and have made many improvements to the buildings and grounds, showing that they are resolved to leave nothing undone that will enhance the pleasure and comfort of both patrons and exhibitors. They have also determined on a special feature that promises to prove the greatest outdoor spectacle in the way of entertainment that Toronto or any other city has ever known, outside the world's metropolis itself. This spectacle will take the form of a reproduction of the wondrous Diamond Jubilee procession in London. Agents are now across the water hiring and buying the necessary properties and costumes, which will be an exact replica of the uniforms and costumes worn by the soldiery, the sailors, the nobility and the Yeomen of the Guard in the magnificent procession. Scenes will also be reproduced of the ceremonies at Buckingham Palace, St. Paul's Cathedral and other places along the line of route. Many interesting specialties will also be introduced, while at night the effect will be heightened and magnified by brilliant illuminations and fireworks. Not only will spectators have brought home to them the grandeur and unity of the Empire, but they will be practically taken home to Old London. While dwelling on this grand feature the material aspect of the Exhibition must not be lost sight of, therefore it is well to mention that entries of live stock, and the majority of the departments, close on Saturday, August 7th. Programmes containing all details of the attractions will be issued about the 10th of August. (adv't).

# Rival Bond

at 10 cents per lb.

(WHITE AND AZURE.)

IS GREAT VALUE.

No. 7-91 Envelopes at 90cts. per M, manufactured by the Morgan Envelope Co., of Springfield, Mass., (for whom we are agents for Canada), is the best value in commercial envelopes in Canada. Note the extra size; our No. 7 is large enough to contain the ordinary No. 7; our No. 8 is large enough to contain the ordinary No. 8.

The Century Linen continues to grow in favor. When we took the agency for this we were doubtful of being able to sell the quantity we were obliged to take to secure the control for Canada. The sale is now almost double---we do not take the credit---the paper has done it.

## Buntin, Gillies & Co.

Dealers in Printers' Stock

HAMILTON

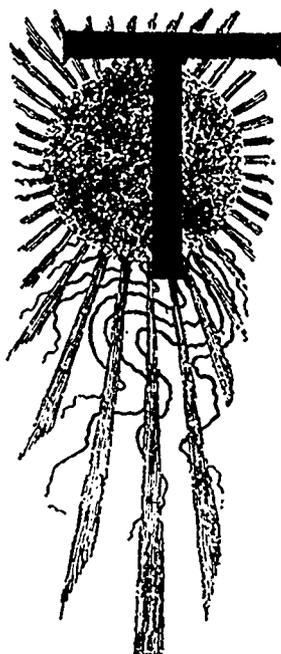
ONTARIO

# Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, AUGUST, 1897

## AN ENCOURAGING OUTLOOK.



THE paper and pulp manufacturers may find encouragement in the optimistic reports which are received from the United States and England. During the spring and summer months the prevalent depression in business has been responsible for small sales and, what may almost be regarded as the inevitable resultant of such a condition of affairs, low prices. With the settlement of the tariff issue in the United States trade in general appears to have experienced a revival and the courage of the paper manufacturers has been stimulated by an increase in orders. Confidence is expressed that the recent improvement observed is not spasmodic, but is the outcome of a more healthy business tone. While there has not been any

material increase in prices, the stiffening which is reported indicates an advance in the near future. As an indication of the growth of the demand for paper on the other side of the line, the manager of one of the Niagara Falls mills, the other day, stated that within ten days he had received orders for 3,000 tons of paper for export to England, South America and Australia, and that his mills are turning out more paper than ever before. New orders from every source pouring in convinced him that the wholesale trade is picking up rapidly. This will be welcome news to our Canadian manufacturers, who have recently been compelled to meet a very strong competition from United States manufacturers, who were making a slaughter market of Canada. The increasing demand will enable the mills to dispose of surplus stock within their own country, and by stiffening prices will remove the inducement to offer their goods in Canada at a figure which is below living prices. The position of Canada in connection with the paper trade is worthy of consideration in view of this information.

The question is brought home to us: Why should these orders from Great Britain and our sister provinces of that Greater Britain go to United States mills which obtain at all events a not inconsiderable portion of their raw material from Canadian forests free of duty? Another question that naturally suggests itself is: Why cannot the Canadian mills, which successfully met the slaughtering tactics of the United States mills in the Canadian market, as successfully cope with them in the

foreign markets? And if Canadians could compete with the United States while laboring under their present tariff disadvantages, how much better would they be able to do so if the export duty upon pulp wood is put into force at once? Every paper manufacturer in Canada who has given the subject any thought believes that the future of the paper industry in Canada is in the export trade, and we are glad to know that some of the largest operators in the Dominion have so far recognized this fact that they have embarked in large expenditures on extensions to their plant necessary to enable them to enter the markets of the world on an equal footing with the manufacturers of other nations. It has long been an axiom that "trade follows the flag," and the present is an opportune time, while the enthusiasm on the subject of closer trade relations within the Empire is at its height, for Canada to step forward and take her proper rank among the paper and pulp manufacturing nations. The Dominion Government has, by its tariff legislation, done much towards arousing the intense feeling which exists in favor of bringing the Mother Country and her sturdy daughters nearer together, but unless it goes farther and completes its work by enforcing the export duty upon pulp wood it will have failed in its duty in so far as the paper and pulp industry is concerned.

## RUMORS OF NEW COMPANIES.

The Canadian market for paper, especially for news print, is already more than covered by the paper companies in existence, and some of the houses find sales poor. In spite of this there are frequent rumors of new companies starting operations. Just where they expect to get the trade is hard to see. As said above, there is no opening in the Canadian market. Nor is there any chance for exporting paper to Britain. True, the pulp is cheaper here, but transportation by rail during winter, the cheapness of labor in Europe as compared with here, and the increasing competition on the other side which is lowering the prices, more than counterbalance the cheapness of the pulp and make such a scheme unworkable.

## INCOMBUSTIBLE CARDBOARD.

Signor Alberto Issel, of Genoa, has patented a system of his own invention for rendering wood incombustible, says Invention. The process, which can be applied not only to wood, but to cloth, cardboard and other materials, consists in steeping or soaking in a chemically prepared liquid. Some experiments recently made showed that blue flame which fused a zinc plate failed to set fire to a thin cardboard. The only effect produced on the materials submitted to the test, whether inch planks of white pine or bundles of jute waste, was a slight charring.

#### A POPULAR MEASURE.

A GRATIFYING feature of recent tariff developments in connection with the paper and pulp industry has been the hearty expressions of approval with which the action of the Dominion Government in relation to placing an export duty on pulp wood has been received by our contemporaries in Great Britain. While the trade journals published in the United States have either ridiculed the proposition as preposterous or loftily assumed that it was a matter of utter indifference, as they did not want our wood any way, the British journals have quickly grasped the situation and heartily endorsed the demands by PAPER AND PULP NEWS on behalf of the Canadian industry for an export duty. This prompt support may have been, and probably was, stimulated by the experience of their home manufacturers who have hitherto been dependent almost entirely upon Norway and Sweden for their pulp, and they were quick to grasp the opportunity for relief from a position of dependency which has at times proven irksome to a degree. Commenting upon the action of the Government in obtaining power to impose an export duty, Paper Making, a leading trade journal published in London, Eng., says :

"We are very glad indeed that the Laurier Government have at last made up their minds to put the retaliatory tariff on the export of their pulp woods to the United States, and in saying this we believe it will not be an unmixed evil to the American paper maker, that is, if he will use it as a lever to stiffen his own prices at home. However that may be, we have every confidence in saying that it will be of great value to the Dominion, and indirectly to British paper makers also. So far as Canada is concerned, it will cause, and that before long, new capital to flow into the country to extend its pulp plants ; and for Britain, anything which will tend, in however small a way, to make the present suicidal prices of American news an impossibility will benefit the home trade. Legitimate competition we do not much fear."

After pointing out the inconsistency of the United States, with its high tariff wall, protesting so hotly against Canada adopting a similar policy upon a miniature scale, and the distinct right of the Dominion to utilize to the best advantage the heritage she possesses, thus obtaining a permanent increase in population and increasing the value of her timber five-fold, the article continues :

"Good has already resulted from the export tax in one direction. The Laurentide Pulp Co. at Grande Mere is, of course, an American concern on the Canadian side. They are making considerable extensions to their plant, and will make both paper and boards now at the Canadian mill. They will erect three large paper machines and a board machine, which would not have been put in that side of the St. Lawrence but for the Dingley bill on the one side and the export tax on the other. We maintain that this example will be followed right along the line, to the great benefit of Canadian trade and labor.

"Whether it be climatic or not we know not, but Canadian spruce is undoubtedly superior to any other for pulping. It is longer in fibre and freer from knots, consequently being cheaper to work, and yields a better fibre with less waste. All that Canada wants is enterprise and capital to develop into the greatest pulp-producing country in the world. During the last four years the exports of pulp have nearly doubled and of pulp woods during the same period nearly trebled in value.

"In addition to the immense opportunities of the British

trade, Australia and New Zealand in a smaller way are now buyers of wood pulp, and this trade has not been tapped from Canada yet. As far as we can learn, the next year's output is already contracted for, and still enquiries are about for Canadian pulp, so that very little risk would be run by any capitalists erecting new plants if under proper management.

"We cannot close this article without thanking our Canadian contemporary, PAPER AND PULP NEWS, for the assistance they have given the pulp trade over this measure. From the first it has had their hearty co-operation, and we believe they inaugurated the movement itself. We are comforted to think that the matter is now successfully carried to a more than speculative basis."

#### A WORD OF CAUTION.

THE British investor is now having his attention directed to British Columbia, not only to the riches to be obtained in participating in the development of gold mines, but to the possibility of good profits as a shareholder of the British Columbia Wood Pulp and Paper Co., Limited. This company has been formed to acquire the paper mill and saw mills at Alberni, and to put in new machinery and operate on a larger scale than the initial company intended. It is also proposed to manufacture sulphite wood pulp for their own consumption and for export. The registered capital is £65,000, and an issue of 35,000 7½ per cent. cumulative preference shares of £1 each will be offered to the public.

While PAPER AND PULP NEWS does not in any way endorse the comments quoted below by the London correspondent of a New York exchange in reference to the above item of news, it is, perhaps, as well to call the attention of those who contemplate placing their shares upon the British market to the absolute necessity of conservatism in estimating the probable profits of their venture. The investor who finds that his profits are not so large as promised in the prospectus is apt to regard himself as the victim of deception, and, without waiting to investigate the reason for the smaller dividends, or the entire lack of them, denounces the whole business as a fraud, although the result of a careful enquiry may show that the prospects are most encouraging and the investment safe. Capital will be required to develop the industry in Canada, and an essential necessary to secure its investment is reliability of statements respecting the prospective profits. One instance of actual dividends of 25 per cent. less than the prospectus shows as certain will do more to weaken confidence and check the influx of capital than three cases where actual dividends may be as large, or larger, than the investors are led to expect. The comment referred to is as follows :

"According to a report supplied by Mr. S. P. Eastick, who is mentioned as the managing director, wood pulp can be manufactured at Alberni, B.C., as cheaply as in the United States, and he estimates the cost of producing ground wood at 22s. per ton and chemical wood pulp at about £4 per ton. There is a feeling in Great Britain and Scandinavia that experts, in giving reports upon the capabilities and cost of production of Canadian mills and other wood pulp mills, are inclined to under-estimate, and, therefore, the high profits predicted may, in most cases, be regarded as a myth. Mr. James Dunbar, who has been appointed works manager at Alberni, B.C., is a Scotch paper maker and a man of experience."

**THE NEW UNITED STATES TARIFF.**

**T**HE changes in the United States tariff, so far as they relate to the paper and pulp industry, are summed up by The Paper Mill as follows:

"There are some new features in the tariff law that are of interest to the paper industry. One of the most important is that bleaching powder will hereafter be subject to a duty of one-fifth of a cent per pound. Heretofore it has been on the free list. Following the example of the revivalist who called for contributions, and getting nothing, gave thanks for the safe return of his hat, the paper in ——— rejoices that the case is no worse, for the advocates of a duty on bleaching powder suggested a tax of a cent a pound in the first instance, and seriously asked for one of half a cent. The duties on wood pulp are made specific instead of ad valorem, and hereafter there can be no trouble over undervaluations. The duty on ground wood is one-twelfth of a cent per pound; on chemical pulp, if unbleached, one-sixth of a cent, and if bleached one-fourth of a cent. These duties are slightly higher than those of the Wilson bill. Canadian ground wood pulp, for example, was formerly assessed at \$10 per ton, the duty at 10 per cent. being \$1, whereas it will be \$1.67 per ton hereafter, unless Canada elects to tax the pulp wood we buy from her, in which case the duty on her pulp will be increased by the addition of the equivalent of such tax.

"The duty on printing paper varies from three-tenths of a cent per pound on paper worth not more than two cents per pound, to four-fifths of a cent on paper worth from four to five cents per pound, and 15 per cent. ad valorem on paper worth more than five cents per pound. Generally speaking, the duties on all classes of paper are slightly higher than those of the law which has been repealed, and in most cases are specific instead of ad valorem. Paper boxes are scheduled to pay a duty of 45 per cent."

**VISITED BY MINISTERS.**

A couple of weeks ago Hon. F. G. Marchand, Premier of Quebec, and Hon. T. H. Duffy, Minister of Agriculture, accompanied by several members of the Quebec Local House, took a run on the Lake St. John and Great Northern Railway. They stopped at Grande Mere and visited the Laurentide Pulp Mills, where they spent some time. They were much interested also in the large new paper mill which the Laurentide Co. is going to erect there, and at the time of their visit about five hundred workmen were engaged in laying the foundation. Several comments were made on the fact that a large amount of United States capital was here engaged in building mills, the product of which would compete in the European market with the United States product. The tariff wall of the Dingley politicians is not affecting this industry very injuriously.

**CANADIAN PULP MANUFACTURERS' ASSOCIATION.**

The Canadian Pulp Manufacturers' Association held a meeting in Montreal on the 2nd of this month to discuss matters of interest to the members. Among those present were: President, John Forman; W. H. Rowley, secretary-treasurer of the E. B. Eddy Co.; John McFarlane, manager of the Canada Paper Co.; F. H. Clergue, Sault Ste. Marie Pulp Co.; J. C. Smith, manager Toronto Paper Co.; A. Soucier, Maskinonge Paper Co. The subject of an export duty on spruce logs and the probable action of the Government was discussed and the association determined to await the return of Sir Wilfrid Laurier

before waiting upon the Government to ascertain what its intentions in the matter are. After disposing of routine business the association waited upon the Quebec Government and proffered a petition for a reduction of stumpage dues from 40 to 25c. per cord. Their arguments received an attentive hearing, but inasmuch as the question is one affecting the revenue of the province, the Government could not give an answer until the matter had been acted upon by the Cabinet in Council.

**THE BRITISH MARKETS.**

LONDON.—During the past month the busy boom in the paper trade has continued, and in spite of low prices well equipped mills have made money. After many rumors an authenticated case of American news coming in at a penny has been reported. The figure was three farthings f.o.b. New York, freight and other charges making an additional farthing. Home manufacturers are not alarmed, however, as experts pronounce it the most wretched sheet of news they ever saw, and that it will neither make money for the mill nor prove creditable to the publisher who uses it. They are confident of their ability to hold their own market, as deliveries from the U. S. have been erratic both in quality and delivery.

Sulphite pulps continue in good demand, and prices are still maintained.

Soda pulps sell freely and prices are unchanged.

Mechanical Pulps—There has been a slight advance in prices, probably owing to the fact that a large amount of business has been done in this article lately, a considerable number of paper-makers having closed for their requirements over next year. The Scandinavian demands for higher prices have not been entirely successful, and have had the effect of causing the mills to turn their attention to the Canadian supply.

**UNITED STATES MARKETS.**

NEW YORK.—Several idle mills have started up again, and this, coupled with a better demand throughout the paper trade, is accepted as demonstrative of an improvement.

The market for chemical fibres is moderately strong. Foreign sulphite bleached, No. 1, 3.30 to 3.75c.; No. 2, 3.20c.; unbleached, 2.30 to 2.75c. Foreign soda fibre, bleached, 3c.; unbleached, No. 1, 2.10c.; No. 2, 2c. Domestic sulphite, unbleached, 1 3/4 to 2c.

There is a very good demand for ground wood at from \$12 to \$15 at the mill.

The market for paper makers' chemicals is rather more active. Bleaching powder, 1.87 1/2 to 1.95c.; caustic soda, 2.05c., and alkali 92 1/2c.

**GROUND SPRUCE PULP**

Sault Ste. Marie Pulp & Paper Co.

**Maple Card and Paper Mills**

MANUFACTURERS OF

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## PULP NOTES.



NEW process for the instantaneous bleaching of paper pulp has recently been patented in France. The method is as follows: (1) Scour by steeping for about an hour in a boiling bath at 60 degrees C., composed of 15 per cent. silicate of lime, 3 per cent. chloride of lime, one-half per cent. of ordinary soda. Lift and wash. (2) Enter into a cold bath containing about 8 per cent. of bisulphite of soda acidulated with 1 per cent. of sulphuric acid.

The first cargo of wood pulp from Bangor, Me., for export was shipped last month. It was consigned to Manchester, England.

During the month of June 53,927 bales of Canadian ground wood pulp and 4,262 bales of American pulp were received in England.

The paper company's mill at Kaukauna, Wis., has been destroyed by fire. The loss is \$250,000, with an insurance of \$50,000 less.

An export firm in New York has received an export order from a firm in Rotterdam for writing paper and envelopes to the value of \$11,000.

It is reported that the Sault Ste. Marie Pulp & Paper Co. stored large quantities of pulp in Menasha, Wis., in anticipation of an advance in the tariff.

There is enough spruce pulp wood floating around in the whirlpool and at other points of the Niagara River, to keep, it is said, a pulp mill going for several weeks. The logs have escaped from the rafts of the pulp mills above the falls.

The work of constructing the pulp mills of the Chicoutimi Pulp Co. at Lotbiniere Falls, Que., is being pushed forward rapidly. The company expects to give employment to 250 men during the first year. A paper mill is to be erected later on.

Imports of American news have been very heavy this past month although all our home mills are so busily employed, says an English exchange. The Customs authorities one day last week actually proposed to unroll the reels to look for contraband.

At the annual convention of the Association of German Wood Pulp Manufacturers, on June 21, at Leipzig, the official report stated that the agitation for reduced freight rates on wood and wood pulp continued, with reasonable hope for final success.

A paper mill, which will work on vegetable fibre found in the country, will shortly be opened in Alexandria, Egypt. At first it will produce packings, but later on will turn out news, cigarette and writing papers. The output will at first be about five tons per day. As the capital was furnished principally by Italian capitalists, it is, perhaps, natural that the machinery and workers should be imported from Italy.

We have seen a communication from a Canadian mill which contains cheering intelligence for Scandinavian readers, says *The Paper Trade Review*. The following is an extract: "We see your trade papers make a great ado about American and Canadian pulp being sent there in competition with Scandinavian. While on the subject we would like to point out that Scandinavian mills need never be frightened of any great competition from this side of the water. Without making too long a story of it by going into details, we would say there are no mills

in the United States that can commence to compete with either ourselves, situated as we are on the seaboard and at shipping point, or with Scandinavian mills. The province of Nova Scotia is the only portion of this continent where this business can be carried on successfully in competition with Scandinavia, as our ports are open all the year round and our mills situated right at shipping. Unfortunately, however, the production must always remain limited, as the province being narrow, the rivers are naturally short and small, and, therefore, while there is a quantity of timber, there is no considerable amount of power. We ourselves control the best powers in the province." Our brethren of Nova Scotia cannot be accused of lack of confidence in the superior advantages of their province.

The cause of parchment paper turning yellow is frequently due to the presence of lead, which becomes acted upon by sulphuretted hydrogen in the air. The presence of lead in the parchment is due to the fact that the sulphuric acid employed in its production had been stored in lead vessels. A large number of samples of parchment paper showed the presence of iron, probably derived from the drying cylinders through the action of the trace of acid left in the paper.

The results of carelessness in consigning shipments of goods or material is illustrated in the case of a consignment of several canal boat loads of pulp wood which arrived at Lockport, N.Y., recently. The logs were consigned to the Lockport Pulp Co., of East Lockport, but owing to the carelessness of the consignor it was not clear which company they were intended for; consequently neither would unload the boats, which laid at the docks for some days awaiting more explicit directions. A heavy charge for demurrage was the result.

The total imports of wood pulp into the United States for the eleven months ending with May amounted to 39,644 tons valued at \$745,341, as compared with 40,949 tons valued at \$967,865 during the corresponding period of the previous year. The imports from Germany fell during that period from \$289,224 to \$89,398. The imports from Canada grew from 25,925 tons valued at \$372,918 to 33,026 tons valued at \$470,634. It is gratifying to learn that not only did Canadian exports increase in volume, but the average value per ton increased from \$14.38 to \$14.55 per ton.

The Paper Makers', Printers' and Allied Trades' Exhibition, recently held in London, Eng., although not such a decided success as hoped for, has, nevertheless, been productive of good. Two causes which contributed towards the lack of enthusiasm were the counter attraction of the Jubilee celebrations and the brevity of the exhibition—one week being considered insufficient to justify the expense entailed in the erection of heavy machinery for exhibition. The feature of the exhibition was the large number of "strainers" which were exhibited. British engineers are just now devoting a great deal of attention to this part of paper-making machinery.

A meeting and dinner of the New England Paper Box Manufacturers' Association was enjoyed at the Atlantic House, Nantasket Beach, when it was voted to form a national association. These officers were elected: President, W. C. Richie, of Chicago, of the Western Paper Box Manufacturers' Association; vice-president, E. M. Lowe, of Brockton, of the New England Paper Box Manufacturers' Association; secretary and treasurer, E. A. McMillian, of North Adams, of the Empire State Paper Box Manufacturers' Association. A board of dir-

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ectors was elected, consisting of three members from each of the associations mentioned and from the Carton Club, of New York.

Supplementary letters patent have been issued, increasing the capital of the Laurentide Pulp Co. from \$300,000 to \$900,000.

The returns of pulp exports from Canada are not yet complete, but it is estimated that no less than 30,000 tons were sent across the Atlantic this year.

Another cargo of pulp has been shipped to Manchester, England, from Port Medway, N.S. The Milton Pulp Mill contributed about 500 tons of the cargo.

An offer has been made to the city of St. John, N.B., by Andrew Cushing & Co., to erect a pulp mill of 20 tons capacity daily if the city will supply water free.

Heavy shipments of pulp wood are being made over the Pontiac Railway to Lockport, New York. At least 50 carloads were taken out during the first ten days of August.

The Dominion Pulp Co.'s Mills near Chatham, N.B., are turning out fifteen tons of sulphite daily. These mills were formerly owned by the Masterman Sulphite Pulp Co.

The efforts of the American news makers to develop a market in Great Britain has resulted in some 15,000 having been sent in during the past four months, says Paper Making.

The pulp and saw mills of the Royal Paper Mills Co., of East Angus, Que., which were recently destroyed by fire, are being rebuilt, and it is expected that the latter will be running in four weeks time. The insurance amounted to \$80,000.

Louis A. Hall, of the Niagara Falls Paper Co. has struck it rich in the Seine River district. He owns a controlling interest in the Randolph Mine, where ore assaying \$500 to \$1,000 to the ton has been discovered. Good-sized nuggets of gold were thrown up by one blast.

The new pulp factory at Chicoutimi is progressing rapidly. The stonework was finished two or three weeks ago, and the walls, which are of brick, are rising quickly. Some of the machinery is standing in cars ready to be put in, and the large pipe to convey the water power is almost laid.

The contract for supplying The Chicago Daily News with paper for three years, commencing 1st January next, has been secured by the Otis Falls Pulp Co. It is at present held by the Palmer's Falls Co. The Glen Falls Paper Mills Co. have renewed their contract with The New York World for three years from the termination of the existing contract, viz., 31st December, 1897.

It was not until ten years after the establishment of the first mills that the export from Canada of either pulp wood or pulp was recorded. In 1890 pulp wood to the value of \$80,005 was exported, and in the same year exports of pulp wood of the value of \$168,000 were recorded. Since then the annual value of the exports of both the wood and the manufacture has increased by leaps and bounds until in 1895 there was exported pulp wood of the value of \$468,000 and wood pulp of the value of \$590,874.

The St. John, N. B., Telegraph announces that "there is good authority for the rumor that in the near future a large amount of capital will be invested in the erection and working of a new pulp mill in the city of St. John. The amount to be invested is variously stated from \$100,000 to \$150,000. In view of the great benefits which would accrue to the citizens of

St. John from the investment of this large amount of capital in their midst, and in view of the labor which would necessarily be employed in such an industry, it will be the duty of the corporation and the citizens individually to encourage and assist in every possible way the promoters of the scheme."

There is every probability of a war in rates among the pulp board manufacturers. For some time efforts have been made by the National Pulp Board Co. to bring about an agreement with the outside concerns for the purpose of keeping up rates. These having proved abortive the mills identified with the company propose carrying the war into the territory of their opponents and forcing them to an understanding.

A process for the establishment of a skating rink of paper was recently patented in Germany, says an exchange. Slabs of pasteboard, soaked in paraffin and linseed oil, are for that purpose submitted to great pressure and pasted over with parchment paper. These slabs are then carefully placed together to a perfectly level floor and the surface coated with a special wax compound. Of course, only such skates can be used which are quite smooth on their lower surface, and are free from sharp edges which would cut through the course.

"Canadian pulpwood delivered free of export duty in the United States has strangled a grand home enterprise, filled every warehouse at the border with boycotted Canadian pulp, thrown hundreds of Canadian laborers out of work, killed a wage revenue at Sault Ste. Marie of \$1,000 per day, obliterated glowing prosperity, and scattered wide-spreading gloom and despondency over that town and a wide area of a country. Such are the immediate fruits of giving our valuable timber to Americans free of export duty."—Sault Ste. Marie Pioneer.

It is reported that blotting paper of 6 to 8 m.m. thickness are now being successfully used in Germany instead of bathroom towels. A full gown and slippers as well as a cap are kept ready and put on when coming out of the bath. The blotting paper immediately absorbs all the moisture, so that the drying takes place in less time than with linen towels, and requires no rubbing. Whether these towels can be used more than once is not stated. As paper is a very bad conductor of heat, people using these blotting paper towels are not so much exposed to catching cold as if they used cotton or linen.

The installation of an American machine into an English mill has been made a great deal of in the United States, but the fact of an English machine being set up in an American mill has only been briefly noticed, says an English exchange. The Marshall Paper Co. has installed a machine 120 inches wide, which was made by the English engineers, Messrs. Bentley & Jackson, Limited, of Bury, Lancs., and the satisfactory manner in which the machine is turning out the special products may lead to further orders being placed for English paper-making machines.

There is a plan on foot for the harnessing of the water power at Grand Falls, N.B. A company of New Brunswick capitalists have had an experienced engineer there to look the place over, and it is expected that this great enterprise will soon be under way. The estimated cost of the work is 2,000,000, which includes pulp and paper mills and a dam at Temiscouata Lake, to hold a reserve of water. It is thought that 180,000 horse-power will be developed, and applications therefor have already been received, among them being one from an English manufacturing company for 1,000 horse-power.

**AN EVER-INCREASING MARKET.**

**T**HE demand for pulp in Great Britain continues to grow larger, and to the same extent the opportunity for a great expansion in the pulp industry in Canada is offered. From the official figures recently published it is learned that the increase in the volume of imports of pulp at British ports for the first six months of this year was nearly 27 per cent. above that of the corresponding period of last year, and upwards of 50 per cent. in excess of the figures for 1885. The total volume and value of the imports were:

January-June, 1895.....	122,858 tons,	£657,502
January-June, 1896.....	146,752 tons,	749,553
January-June, 1897.....	185,835 tons,	926,537

Compared with 1895 an increase in value is shown of £269,035. Unfortunately in the monthly publications no distinct classification is made by the official authorities to show the quantity of chemical and the quantity of mechanical pulps imported, and the only country mentioned by name as exporting pulp to Great Britain is that of Norway, all other arrivals being included under "other countries." The following supplies were received from Norway during the half-year:

January-June, 1895.....	73,810 tons,	£344,845
January-June, 1896.....	100,988 tons,	442,707
January-June, 1897.....	122,887 tons,	505,498

Norway is the principal wood pulp exporting country, and Sweden is next. It is surprising that the latter country is not mentioned in the official returns, as the importance of the trade with Britain may be gathered when it is stated that during the year 1896 the value of pulp shipped from Sweden to Great Britain amounted to £591,487. Sweden, however, is included under "other countries," and under this head the arrivals during the half-year were as under:

January-June, 1895.....	49,048 tons,	£312,657
January-June, 1896.....	45,764 tons,	306,846
January-June, 1897.....	62,948 tons,	421,039

Compared with Norway and Sweden the wood pulp sent to Great Britain by other countries is not very large, although the Customs returns of late have indicated a gratifying increase in the imports from Canada.

The following figures relate to the imports of wood pulp for the month of June:

FROM NORWAY.		
June, 1895.....	10,802 tons,	£55,992
June, 1896.....	15,779 tons,	70,867
June, 1897.....	18,384 tons,	82,266
FROM OTHER COUNTRIES.		
June, 1895.....	12,289 tons,	£70,396
June, 1896.....	11,401 tons,	68,032
June, 1897.....	19,004 tons,	99,906

During last year there was received at British ports 2,571,377 cwt. of unprinted paper of the value of £2,367,999; 85,766 cwt. of printed or coated paper, of the value of £278,189; 1,208,397 cwt. of strawboards and millboards of the value of £410,670, and 195,352 cwt. of wood pulp boards of the value of £81,580.

The above figures show what a splendid market Great Britain is for the foreign paper exporter, and a noteworthy feature is that the market is an expanding one. Of the above the United States furnished the following:

Unprinted paper.....	96,262 cwt.,	£171,264
Printed or coated.....	9,111 cwt.,	19,381
Strawboards and millboards.....	15,893 cwt.,	7,743
Wood pulp boards.....	6,283 cwt.,	3,571

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**TESTING PULP WITH ANILINE.**

**T**HE whiteness of cellulose pulp is no indication of its purity. A white unbleached wood pulp may contain a less pure cellulose fibre than one of a darker color. Upon the assumption that the durability of wood pulp papers depends upon the purity therein of the cellulose fibres, a means of testing such papers was desirable. It has been found that aniline dyes are most suitable for this purpose. Good bleached wood cellulose is not colored in the least by a solution of aniline, but unbleached wood fibres, prepared either by the sulphite or soda process are turned to a distinct bluish green color. The less pure the cellulose, the more dense is the greenish hue, and this is more pronounced with fibre prepared from wood cut in the autumn, when the reaction with the aniline is similar to that obtained with mechanical wood pulp. Should the sample of pulp remain uncolored after adding the aniline solution it is safe to assume that fibre of such purity could only have been obtained on a practical scale by bleaching.

The aniline color employed is that known as malachite green. It should be dissolved in water containing 2 per cent. of acetic acid. The action upon the fibres is very rapid, and the color cannot be removed by washing and even soaking in water for several weeks. If the sample to be tested be composed simply of wood cellulose, the examination can be made with the naked eye, but with a sample of paper in which other materials are present, it is necessary to disintegrate the web and examine a portion under the microscope. The paper may be prepared for the microscope by boiling in a 1 per cent. solution of soda, providing the fibres are afterwards rapidly washed free from alkali on a very fine wire gauze filter. A small quantity of the prepared fibre is placed upon a slide under the microscope and a drop of the dye solution then added.

Rosaniline sulphite also serves to distinguish between wood pulps prepared by the sulphite and the soda processes. A saturated solution is prepared, to which is added a little alcohol and then sulphuric acid, until the carmine red solution shows a faint violet shade. When the cellulose fibre is placed in such a solution, the following colors are imparted :

1. Unbleached sulphite fibres turn to a deep violet red.
2. Bleached sulphite fibres turn only slightly red with only a very faint shade of violet.
3. Unbleached soda pulp becomes still less colored than bleached sulphite.
4. Bleached soda pulp assumes but the faintest tinge of red, and under the microscope the fibres prepared from summer-cut wood are practically colorless, while those prepared from autumn-cut wood are occasionally slightly colored, the color being mainly due to the presence of medullary cells. As regards bleached sulphite and unbleached soda fibres, any difficulty of distinction by other reactions may be settled by the malachite green test.—Wood Pulp.

**THE SAULT STE. MARIE CO. ABROAD.**

Mr. W. P. Douglas, of New York, vice-president of the Sault Ste. Marie Pulp and Paper Co., and treasurer of the Lake Superior Power Co., has been in London, Eng., in company with Mr. G. Wohlfarth, of Paris. Mr. Wohlfarth, who has been on a visit to Canada with the view of arranging for the exportation of Canadian pulp to France, has made arrangements to represent the Sault Ste. Marie Co. on the continent. Mr. Douglas

stated to the London representative of a trade journal that his company were in a position to export wood pulp largely to Great Britain, and as quality was better than Scandinavian makes he did not anticipate being guided by their prices. Mr. Douglas, during his stay in England, brought samples of the Sault Ste. Marie pulp under the notice of buyers, and he is inclined to think a good business will result.

**BUILDING UP A TOWN.**

**T**HE great value of the pulp and paper industry to a community, owing to the large number of people to whom employment is given in converting the natural products of the forest into the finished article of commerce, is beginning to be appreciated by the public press. Once the newspapers and the public become fully seized of this important fact, capitalists who are anxious to establish mills will have active sympathy and co-operation where they have not always found it in the past. They will also receive the popular support in their demands for lower freight rates, which, when the export duty on pulp wood comes into force, will be the one great remaining obstacle in the way of Canada becoming a great paper exporting country. As indicative of progress in the direction of enlisting the support of the press in the struggle, the following extract from The Quebec Chronicle may be quoted: "The first train of the Great Northern Railway crossed the Shawenegan River bridge on Friday last. This bridge is a very fine structure, ninety-five feet in height, and is one of the most remarkable pieces of engineering work so far erected in this province by the Dominion Bridge Co. Paquet & Fortin, the energetic engineers who are building this section of the road, are pushing on their work very fast, and already have three miles of track laid beyond the Shawenegan River. This takes them to a point where a very costly steel trestle viaduct is being built over a tributary of this river. For all who take an interest in engineering this section of the line offers some very remarkable features. About six hundred men are now employed on the works, including a new siding about a mile in length, which is being built into the pulp and paper mills of the Laurentide Pulp Co. at Grand Mere. The pulp company have also a large force of men at work on the buildings for their new paper mills, the magnitude of which may be judged from the fact that over three million bricks will be used in their construction. Grand Mere promises to become quite a town. A number of new buildings are being erected, amongst others a first-class hotel with sixty rooms."

**UTILIZING WASTE PRODUCTS.**

A German patent has been taken out by Dr. Paul Remy for utilizing the waste products of the sulphite pulp manufacture. The generally dark-colored waste sulphite lye is treated with a solution of iron or lead salts (preferably iron) in quantities equivalent to the lime present in the waste lye. The lye is first treated with ferric chloride, when any barium or calcium, etc., are converted into barium or calcium chloride. Sufficient sulphuric acid is then added to precipitate the barium or calcium as sulphate, or the liquor is treated with soda or ammonia, and the precipitate is allowed to settle and decanted or filtered off. For waterproofing, the paper is soaked in the clear liquid and then subjected to a dry heat of 70-130 degrees centigrade, when it is rendered thoroughly waterproof.



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