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VOL. IX.—No. 5

TORONTO, MAY, 1900.

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VOL. IX—No. 5.

TORONTO, MAY, 1900.

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The Newspaper Situation in Canada

AS AFFECTED BY SHORTAGE OF PAPER, HIGH PRICES AND POSTAGE DUES.

DURING the past month the newspaper situation in Canada has been one of the leading topics for discussion. The formation of a Paper Association, the destruction of paper mills by fire, the scarcity of pulp and the high prices prevailing abroad for paper have all combined to make the present paper market a matter of great concern to the publishers of Canada. Then, the operation of the postage law, which is found very onerous by all the larger newspapers in the country, has also been up for consideration both in the press and in Parliament.

Many publishers were disposed to murmur when the Canadian paper manufacturers formed an association and prices became subject to a fixed schedule. On the heels of this came the unfortunate burning of the Eddy mills at Ottawa. As these mills supplied a number of the larger daily newspapers in Canada, as well as a great number of weeklies, the demand for paper immediately became very strong. After some negotiation the Laurentide Pulp and Paper Co., of Grand Mere, Que., which has been exporting news print to the British market during the last two or three years, but which has not sought to market its product in Canada, undertook to supply the principal papers which the Eddy Co. had formerly supplied. These included *The Toronto Globe*, *World*, and *Star*, the *Ottawa Citizen*, and *La Presse*, and *La Patrie*, of Montreal. It is supposed that these immense mills at Grand Mere have a capacity of from 80 to 100 tons, and that they only had to cancel one of their large English orders to supply the Canadian papers with what was needed. But, by an unfortunate fire on May 6, their old mechanical pulp building was destroyed, and,

although the paper machines were not injured, there has been a stoppage of them owing to the destruction of the supply of pulp. It is believed at date of writing (May 18) that the mill will be able to resume making paper at once and thus relieve a very awkward situation.

But the position of affairs has been so serious that a number of meetings have been held by those interested in the publishing business to see what relief could be obtained. One proposition made to the Government was to pass an Act taking power to suspend the duty on paper for a term sufficiently long to enable newspaper publishers to lay in stock a supply of paper at the market rates abroad, the belief being that, owing to the Canadian duty of 25 per cent. and the formation of the association, Canadian paper manufacturers were asking more than they should. A discussion took place in the House of Commons on May 8, in which Mr. W. F. Maclean, of *The Toronto World*, and Mr. R. L. Richardson, of *The Winnipeg Tribune*, voiced the views of the publishing interests. The latter read to the House the article in the last issue of *PRINTER AND PUBLISHER* referring to the formation of the Paper Association. The debate drew public attention to the matter but action did not stop here. There was a large meeting of publishers in Toronto, and a deputation consisting of Messrs. W. J. Douglas, of *The Mail and Empire*; J. A. Cooper, of *The Canadian Magazine*; and D. T. McAinsh, of *The Westminster*, were sent as a deputation to interview the Government. Messrs. Berthiaume and Dansereau, of *La Presse*, Montreal, also went to Ottawa to see the Government on this matter. The questions of suspending the duty on paper and of knocking off the postage on newspapers became mixed up, and it seems probable that the Government will endeavor to solve the difficulty by relieving the newspapers of one-half the

postage rate, that is, reducing it from $\frac{1}{2}$ to $\frac{1}{4}$ c. per lb. Notwithstanding the reports to the contrary, it is not believed that the Government will suspend the paper duty.

THE DUTY ON PAPER.

The difficulty which confronts the Government on this particular point is not a slight one. To suspend one item in a tariff arbitrarily, is a line of policy which very few Governments would care to adopt. As to there being a combine, it is pointed out, in opposition to the statements printed in our last issue, that two large mills, namely, those at Cornwall and Georgetown, as well as several smaller mills, are not in the association at all and that the Canadian market prices are not the result of the association being in existence, but are really higher than the rates agreed upon by the members of the association. This, according to some minds, proves that there is no combine, and, besides that, the prices of paper in the United States at present preclude the hope of free trade in paper bringing any immediate relief to the Canadian publishers. However that may be, it seems to us that the removal of duty on paper is a rather desperate remedy, and that the Government could hardly respond to the demand in this respect. Paper-making is one of the natural industries of the country. It is only now beginning to take the position which the natural resources of the country must ultimately enable it to take, that of a great article of export to the principal consuming countries of the world. As long as there are tariff duties at all it would seem rather extraordinary to strike at paper and leave a long list of other articles untouched. It is a very serious matter to the newspaper publishers of Canada. No doubt the paper mills have endeavored to act (as far as capitalists can be expected to do) with an eye to the interests of their customers as well as their own. The Laurentide Co., for example, undoubtedly relieved the situation by turning their machines on to Canadian orders. The Canada Paper Co. also devoted four or five of their machines which they usually employ in the making of superior grades of paper to making news print, but the price asked for news print made on these expensive machines is pretty high, and there is no comfort in being able to get a supply of paper if you feel yourself unable to pay for it. Altogether, unless the situation is relieved in a short time by some means, which we do not clearly foresee at this moment, the policy of protection at a time of this kind will be regarded with some disfavor by a very powerful body of consumers, that is, the newspapers. While the suggested reduction in the postage rate may satisfy some publishers, it is said others are not going to be satisfied with anything less than the removal of the duty, and are going to fight tooth and nail for that.

POSTAGE AND THE ZONE QUESTION.

The postage question has come up in the most unexpected manner again. It is said that there have been laid before the Government two propositions, or perhaps three: To abolish the rate altogether, to reduce it, or to levy it equally upon dailies and weeklies. There can be no doubt that the Postmaster-General will refuse to abolish the rate altogether, as he doubtless feels it would be impossible to get it on again if he once consented to its withdrawal.

The pressure is pretty strong. In addition to the daily press, the religious publications, notably those of the Methodist and Presbyterian Churches, are also protesting and have passed resolutions embodying their views. As to halving the rate, while that would be accepted in some quarters as a partial relief, it will not, as we have said, satisfy all. With regard to the zone system, its objectionable features seem principally to consist in the fact that it is, on the face of it, a discrimination against one class of publications in favor of another. As a matter of public policy, however, it is believed that the proposal to tax the weekly press would produce so little money that it is hardly thought worth while. The thing is figured out in this way: There are, roughly speaking, about 1,000 weeklies in the Dominion, and the average circulation of these is placed at about 800 copies per week. Only about half are mailed. A rough estimate places the weight of the weekly papers which are mailed through the post at 40,000 lb., and this weight at $\frac{1}{2}$ c. per lb. would yield about \$200 a week to the post office or in the neighborhood of \$10,000 a year. For this comparatively small sum it is contended it would not be worth while to impose the rate on the weeklies, seeing that the mail bags used for local purposes throughout the country are seldom more than one-half or one-quarter full, and that the carriage of such weekly papers that are mailed through the post office does not entail the use of a single additional mail bag. We understand that it is by a process of reasoning of this kind that the Postmaster General defends the zone system and refuses to impose the rate on the weeklies.

THE C.P.A. EXECUTIVE IN SESSION.

A meeting of the executive of the Canadian Press Association was held in Toronto on the afternoon of Friday, May 18, to discuss the questions arising out of postage and the price of paper, as well as the proposed reception to the Western Press Association. A lengthy discussion took place upon the intimation given that the Government proposed to relieve the situation for the newspapers by reducing the postage rate one half. The impression has been conveyed that this action would not be officially declared unless the publishing interests were prepared to accept it as a satisfactory move. It was pointed out at the meeting that the association in February last had passed a resolution declaring itself in favor of a $\frac{1}{4}$ c. postage rate and the abolition of the zone system. The executive, therefore, was not authorized to recede from the position of the association on the zone system. A resolution was accordingly passed, expressing the satisfaction of the executive at the proposed reduction of the rate, but making no reference to the zone question.

Another discussion took place upon the papermakers' combine and what ought to be done with reference to it. The subject was considered in all its bearings and owing to the very strong feeling which exists, both among daily and weekly publishers, owing to the very high prices now asked for paper, it was decided to memorialize the Government. A motion was offered and unanimously passed to the effect that the executive have reason to believe in the existence of a Canadian paper combine, are ready to submit evidence to the Government in connection therewith

and ask that section 18 of the Customs Tariff Act of 1897 be invoked for the purpose of ameliorating the existing conditions of the paper market. The exact wording of the motion was :

That the executive of the C. P. A. believe that a combine now exists among Canadian paper manufacturers, the effect of which is to unduly increase the price of news and printing paper, contrary to section 18 of the Customs Tariff Act of 1897. That this executive is prepared to submit witnesses and evidence in support of this statement, and we, therefore, respectfully ask that the Government order an investigation under section 18 and sub-sections of the Customs Tariff Act, 1897, with a view to ameliorating the existing condition.

It will be seen from this that the Canadian Press Association's executive have decided to challenge the question of the paper combine and leave the Government to apply the proper remedy. The paper manufacturers will, therefore, do well to dissolve their association and thus remove the ground of grievance. If, as is said on their behalf, that the association is not a combine for the purpose of unduly raising prices, and that in point of fact their schedule of prices is lower than some at which actual sales have been made, then they can remove all objection by dissolving. While *PRINTER AND PUBLISHER* does not favor the removal of a single article in the tariff in an arbitrary way, we must confess that when there is a shortage of any one article in the Canadian market, and the manufacturers of that article are found acting together in the closest fashion under an association, the feeling will naturally tend to make those affected impatient at the duty.

In order to maintain a protective tariff, it is necessary that there should be free internal competition, and anything that looks like restraint of competition will certainly beget hostility. If the papermakers do not look sharp there is going to be trouble.

A LOCAL GRIEVANCE.

The Chatham, N. B., World voices vigorously another grievance against the paper combine. It says they have "adopted a most unjust policy of discrimination against publishers in country towns. They agreed to pay freight on paper to St. John and Halifax, and not to pay it on paper to Chatham, Newcastle, Campbellton and other country towns, thus giving the city publisher an advantage of 32c. per 100 lb. over the country publisher. It makes no matter how large the quantity ordered by the country publisher, no matter whether it be a ton or a carload, he is discriminated against in this manner."

A PAPERMAN'S DEFENCE.

There appears in the *The Globe's* Montreal correspondence, May 18, an interview with "one of the largest manufacturers in the Dominion," who has been attending a meeting of papermakers for the purpose of increasing the prices of manila. He says the price of wood is the cause of the recent rise in prices. Low water has retarded operations in the forests, and the manufacturer now pays more for pulp wood, hemp, rags, machinery, etc., and very cheap paper cannot be expected again. This argument is inadequate. It is well-known that the largest Canadian paper manufacturers have made fortunes. By protection

the mills have held this market, and it is idle to talk as if we have been enjoying an era of "cheap paper," which must now pass away. Let there be free competition in this market, as far as paper is concerned, and we shall continue to pay reasonable prices.

EDUCATION IS NECESSARY.

THAT there will never be the money there ought to be in the printing business until the printer has been educated (by which we mean, taught to know the real value of the work he is turning out) is as true now as ever it was, says *The Typothetæ and Platemaker*. In fact, it is far more so, with the changed conditions in the trade that only exceptional printers have known how to meet. The great trouble with educating the printer who needs this process is that he does not know he needs it. If he did, his education would already have made considerable progress. But while he is stumbling along in darkness, cutting prices, taking away work from those who would charge a fair price for it, and turning it out for what is really about the cost, or perhaps a little less—while he is doing this, he is harming not only himself, but the trade generally, by making the customer think that work can be properly done at such prices. Hence the necessity of educating such printers without delay. As to the attainment of this desideratum, the present outlook would appear to be this :

1. There is a set of printers who will never learn, they will continue to underbid all competitors—do anything to "get the job"—until they have been closed out by the sheriff.
2. There is another set who are looking for a future, and who are anxious to learn exactly where they stand. If they will study good printing trade journals, and read the best books on economic and technical questions in their business, they will soon be in the front rank of printers who are working scientifically and who may hope to accumulate some money before they die.

3. Lastly, there are the young men who are now growing up in and learning the printing business. They will be the master printers of the immediate future.

Every employer should encourage those in his employ to read the trade journals, not begrudging the small price of a subscription, and to ask questions and learn something about the actual cost of the work he is handling. Then, when these young men cut loose from employment and start in business for themselves, their competition will not prove harmful. On the contrary, remembering the lessons that have taught them, they will help to be a bulwark and defense against the further spread of the price-cutting mania.

REMOVAL.

The Central Press Agency, Limited, have removed their headquarters from the World building, 83 Yonge street, to the new building of The Toronto Type Foundry Co., Limited, 72 York street, Toronto. They are now placing business in dailies for the Carling Brewing Co., Limited, the Dominion Radiator Co., Limited, the Gurney Foundry Co., Limited, and the Canada Cycle and Motor Co., Limited.

ECHOES OF THE PRESS.

THE VANCOUVER PROVINCE, which has been greatly enlarged and improved during the past few months, finds the new conditions under which it is published demand an increased price for the paper. Mr. Nichol has not hesitated, therefore, in a leading article, to draw public attention to higher prices of paper and the higher rates of wages, and to announce a slight increase in the subscription price. The only weak point in the article, to our mind, is that *The Province* promises, if the price of white paper goes down again, to drop the subscription to the former rates. There has been a great deal too much willingness to drop prices on the part of Canadian newspaper publishers. Years ago, when the Government, unasked, took the postage off newspapers, the publishers promptly gave away the saving to the public. As soon as machine composition was introduced and white paper went down, they put the saving into larger papers and a better service. The consequence is that every time a Canadian newspaper publisher gets his margin of profit enlarged he immediately casts about for an excuse to throw it away. If a subscription or advertising rate can be put up now, in the face of the existing competition, why cannot it be maintained later on in the face of the same competition?

* * *

Some newspapers, notably *The Hamilton Times*, are concerned over the report that one of the clauses of the proposed Copyright Act to be laid before the House of Commons will be directed at the practice of one newspaper copying the despatches of another. This clause, as everyone knows, is said to give copyright for 18 hours to special despatches. There is no danger that the proposed change, if made, will restrict morning papers from condensing items from evening papers, and evening papers condensing from morning issues. It is more than probable that legal authorities would declare that you cannot copyright facts. But you can copyright the form in which one newspaper chooses to cast its statement of certain facts. This would do away with holus-bolus thieving. The value of the proposed clause is that when a newspaper has, at great expense, ordered a special from London, New York, Washington, or elsewhere, it shall have the exclusive right to print that despatch. When the Bill is discussed in the House it will be well to find out whether or not, if such a despatch were rewritten and condensed, it could be used by another paper.

* * *

Says *The St. Marys Argus*: "IN PRINTER AND PUBLISHER for April the proprietor of our local contemporary boasts that he never lowered his subscription rates, and that *The St. Marys Journal* has steadily refused to accept 99 cents. He will not be able to say this any more, for this week the rates were reduced. Why? The growing popularity and increasing circulation of *The Argus* account for it. Advertisers understand this, while the general public will readily draw their own conclusions."

The *Guardian*, Charlottetown, P.E.I., prints its daily, weekly and semi-weekly on a Cottrell press, with a latest improved Otto gas engine. It also has an Edison standard electric motor, ready for use in the event of accident to the engine. This enables the management to catch all mails with its early morning and weekly editions. Recently it has purchased a new dress of reading-matter type—a seven-point, fat face, Scotch type, leaded—which gives the paper a very handsome appearance. All *The Guardian's* type is on the point system. Last year, *The Guardian* spent a large amount of money on illustrations, and this new innovation is greatly appreciated by its readers. The *Guardian's* circulation has greatly increased during the past year. The weekly edition is now 4,000 copies, and increasing by leaps and bounds, from 15 to 25 new subscriptions being received daily, while the circulation of the daily has far exceeded the greatest anticipations of the proprietors.

* * *

It is a year since H. A. Vandusen began to conduct *The Tara Leader*, and this little weekly has made such progress in that time, both in subscriptions and advertising, that the publisher feels warranted in enlarging it. He will add about five columns extra reading matter, and, therefore, be able to maintain his circulation of 1,000, which is a good figure to have reached after one year's work. *The Leader* is independent, but not neutral, and is a good representative country newspaper.

* * *

Mr. Ireland, of the *Parry Sound North Star*, is going to indulge in a new office, and he has received the plans of a Toronto architect, which will provide for the erection of a 22 x 52 feet two-storey building and basement, and, no doubt, suitably embellished inside and out. Mr. Ireland hints in the politest manner to his readers that, with this expenditure before him, he expects to be paid every cent of arrears and to get all the assistance possible in the way of job printing.

* * *

The *Regina West* attributes its success at the beginning of its second year to the fact that the aim of the publisher has been to give the public a good clean paper. No misrepresentation and no personal abuse are allowed, and, while the paper has to differ with other people, they do not abuse these people on that account. The other cause is that the office has made a special point of doing good job printing, and has earned a valuable reputation for that class of work.

* * *

The new Hoe press which has been used by *The Halifax Chronicle* for some time has resulted in a great improvement in the appearance of that well-known journal. The *Chronicle* is one of the oldest newspapers in the Dominion of Canada. It was evolved out of *The Nova Scotian*, which was established in 1825 by a brother of the late Sir William Young. From him Joe Howe purchased it, and in 1841 it passed into the hands of William Annand, and it has, we believe, been in the control of the Annand family ever since. In 1844 *The Chronicle* first appeared as a tri-weekly, and in 1864 as a daily. Halifax has now the good fortune to possess in *The Herald* and *The Chronicle* two very excellent newspapers.

THE VALUE OF WEIGHT

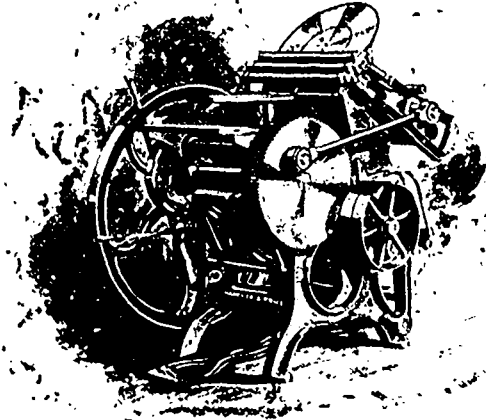
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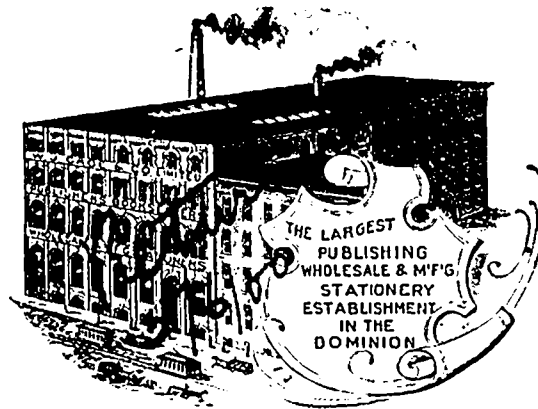
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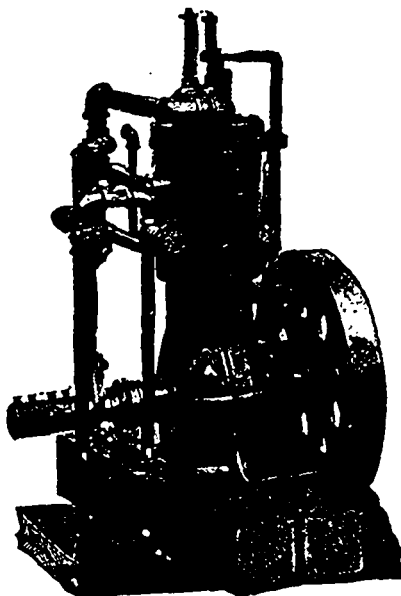
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TO KEEP TRACK OF SORTS.

By the application of a simple method it is possible for the foreman of the job room to know at all times just where his job type is, writes C. A. Frailey, in *The Typographer and Platemaker*.

It is a well-known fact that many dollars are lost every year in searching for sorts. Compositors spend much time in aimlessly looking over dead and live matter for the elusive sort and finally give up in despair and set the line in other type, and all the time the particular letter the compositor is yearning for and wasting valuable time over may be in a form ready for, or on, the press.

This may be avoided in this way: Have duplicate proofs taken by the compositors of every job at time of taking the final revise proof. Have these duplicate proofs with the number of the board or slide upon which the matter was placed, written upon them, hung upon a file designated for that purpose. This we will say is File No. 1. This file will indicate very readily just what type is in use in jobs not yet printed.

When the form comes back from press the proof on File No. 1 (if the job is to be kept standing for awhile) must be transferred to File No. 2, marked "awaiting orders to kill." In a few days, let us say, the job is killed. The proof is then transferred to File No. 3, marked "dead." This file works to advantage in another direction. The question "who pried this case" can readily be answered by having the distributors write their names and the date of distribution upon the proof. The proof is then transferred to File No. 4, where it remains for awhile in order to detect careless distribution. It has happened in my experience where an entire line of type distributed in the wrong case was picked out completely by means of a proof on File No. 4, upon which the distributor's name was written.

In addition to the information which the foreman may always have at hand, by the use of the methods above described, it is possible for him to know how many type he should have of every letter in each font in his department. This may be accomplished by keeping a record in a book. When new fonts are received, get a proof before laying and paste it in the book. If you cannot get at it in this way, get the information from the typefounder's books. No matter how you accomplish it, get it in some way; it will amply repay the effort.

Then, suppose a compositor wants ten capital A's of pica DeVinne, and there are but five in the case. He reports to the foreman, who consults his book and ascertains

that he never had more than eight type of that letter. In the absence of the information so readily secured by this method, that compositor might have spent a half hour looking for sorts. Suppose, on the other hand, the foreman finds that he ought to have 12 sorts of the letter wanted. In that case he simply looks over Files Nos. 1, 2 and 3, previously described, and knows just where to place his hands upon the type he wants without having to pull out every board or slide on the floor, and, perhaps, if he secures the letters at all, does so on the very last board on the floor.

PRESSROOM POINTERS.

Many of the following suggestions, contributed by C. E. Miller, to *The Inland Printer*, will be found of much value in the pressroom:

Embossing.—Send to a dental supply house and get a roc. cake of modeling composition. Get a pan that will hold a quart or two of water. With a nail, punch holes in a small can, place the composition in this, and after the water in pan is hot, place the can in it, melting the composition. The holes in can will drain off the water from composition when taken out. Now, to make a male die successfully, quickly and without any chance of failure, have a hard tympan on the press, the form in the centre of the chase; place a touch of ink at corners on the plate to be embossed; pull an impression and the ink marks will show where to place the composition. Now oil a piece of bond or linen paper (not too light a paper should be used). Get the melted composition, work out all the water possible; place quickly on the tympan and hold the oiled sheet over the composition. Having placed the grippers near the plate on either side, pull the impression, leaving it dwell on the form for half a minute. The harder the impression the thinner will be the die, therefore, not throwing the paper out from the platen, giving good register. The oiled paper will permit the composition to leave the female die readily, if the press is opened gradually, when a perfect die is the result every time by this method. The composition will harden sufficiently in one minute to permit the embossing of 6-ply cardboard. Trim off the superfluous edges of composition, tapering them so no impression will be made in the sheets. This composition can be used over and over. What paper will not come off will assimilate with the wax when melted.

To Emboss Glazed Paper.—Great difficulty has been experienced by printers in embossing glazed paper so it will not crack. This can be done without a crack being made by the following method used constantly by the writer, who hit upon the idea by experimenting, and found this simple plan perfectly satisfactory: Get a piece of medium thick blotter, paste on the grippers with gum paper so the cut will be covered. The blotter embossing over the glazed stock prevents it from cracking, giving a nice, round appear-

Bargains in PRINTING PRESSES, Etc.

A Few Words to the Printer

A Second-Hand Press is not a bargain to the purchaser if it is not in condition to do satisfactory work. No matter how cheap it is bought, it becomes a costly adjunct to the business, unless it is capable of performing the right kind of service. Try he ever so hard it is not every machinist who can put a Printing Press in first-class order. It requires men who understand thoroughly the requirements of the printing business, who have been trained in this particular class of work, and who are conversant with the importance of accurate fitting and close adjustments.

A Few Words About Ourselves

We make a specialty of buying and selling Second-Hand Printers' machinery. We have a machine shop filled with appliances adapted for doing this kind of work. We employ none but the best skilled mechanics, who have had a life-long training in overhauling and rebuilding Printing Presses. We are able to give a guarantee with every machine we sell, and we never ask a price for a machine not consistent with its proper value.

A Few Words about Prices

You can rely on this, that no concern in the country gives more value for less money than we do. We can deliver all complete, ready for work, a good Job Press for Seventy-five Dollars, or a reliable Cylinder Press for Five Hundred Dollars. Write when you need any kind of machinery for the Press Room or Bindery.

Web Presses

- Cox Duplex Q. Q.** Machine in first-class condition; only used four years. This press has no gears, and will run at a speed of 4,500 per hour, and print and fold either 4, 6 or 8-page papers. Price on application.
- Goss Stereo. Web Perfecting Press and Folder.** Complete outfit. Prints 4 and 8-page papers; speed 10,000. Price on application.

Two Revolution Cylinders.

- Campbell.** Four roller; bed 37 1/2 x 50; front delivery; good condition.
- Campbell.** Four roller; bed, 37 x 52; tapeless delivery; very good condition.
- Campbell.** Two roller; bed, 37 x 52. Tapeless delivery; prints 7-column quarto sheets; very good order.
- Potter.** Two rollers; bed 40 x 54; tapeless delivery.

Drum Cylinders.

- Babcock Standard.** Bed 10x24; rack and cam distribution; air springs; tapeless delivery.
- Campbell Country.** Bed 31 x 46; table distribution, tapeless delivery. At Montreal branch.
- Campbell Complete.** Bed 27 1/2 x 41; rack and screw and table distribution; tapeless delivery; will do fine printing.
- Campbell Complete.** Bed 32 x 49 1/2; rack and screw and table distribution.
- Cottrell & Babcock.** Bed 34 x 52, air springs; will take 7-column quarto.
- Cottrell Country.** Bed 34 x 47; rack and cam distribution; tapeless delivery.
- Cranston Drum Pony.** Bed 21x27; rack and cam distribution; wire springs; tapeless delivery.
- Cranston Drum Pony.** Bed 21 x 27; rack and cam distribution; air springs; tapeless delivery; splendid order.
- Cranston Drum Pony.** Bed 24x30; tapeless delivery; excellent condition.
- Fairhaven.** Bed 30 1/2 x 46 1/2. Handy press for country newspaper.
- HOC.** Bed 31 x 41; prints 7-column folio.
- HOC.** Bed 32 x 47; tape delivery; rack and cam distribution.
- Hoc Pony.** Bed 16 x 21 1/2; rack and screw distribution; tape delivery.
- Hoc Pony.** Bed 21 1/2 x 23 1/2; rack and screw distribution; tapeless delivery.
- Potter.** Bed 20 x 42; rack and cam distribution; tape delivery.

Potter

- Bed 31x50; rack and cam distribution; tapeless delivery.
- Potter.** Bed 31 1/2 x 46; tape delivery; rack and cam distribution. At Montreal branch.
- Potter.** Four roller; size of bed 36 1/2 x 52 in; table and rack and cam distribution; tapeless delivery, good register. Will print a 7-column quarto. Good as new.
- Taylor.** Bed 26 1/2 x 33 1/2; tape delivery; rack and cam distribution; air springs; a good press.
- Taylor.** (Oshawa Make). Bed 30 x 46; tape delivery; rack, screw and table distribution.

Lithographic Presses, Etc.

- One Double Crown Furnival Litho. Cylinder Press.** In very fair order. \$550.
- One Steam Copper Plate Press.** This machine is new. \$125.

Folding Machines.

- One 8-column Quarto Brown Newspaper Folding Machine.** Splendid order. \$400.
- One 6-column Quarto Stonemetz Folder.** \$300. Montreal branch.
- 7-column Quarto Dexter Folder.**
- One 7-column Quarto Stonemetz Folder.** \$275.

Hand Presses and Paper Cutters.

- Washington Press.** 7 column, \$150.
- 8-column Washington Hand Press.** \$180.
- 6-column Quarto, Washington Hand Press.** \$200.
- 30-Inch Gem Paper Cutter.** \$125.
- 30-Inch Sheridan Power Cutter.** Price, \$100.
- 32-Inch W. & B. Power Paper Cutter.** \$225.
- 30-In. Thorpe Card Cutter.**
- Eagle Card Cutter.** Price \$10.
- 28-Inch Ruggles Card Cutter.** \$25.
- 28-Inch Plow Paper Cutter.**
- 32-Inch Plow Paper Cutter.**

Job Presses.

- Empire, 8 x 12.** \$75.
- Old Style Gordon, 7 x 11.** \$70.
- Old Style Gordon, (A.M.) 8 x 12.** \$55.
- Old Style Gordon, 10 x 15.** \$135.
- Peerless, 13 x 19.** \$250.
- Hoc Ticket and Numbering Press** \$200.

Wharfedales.

- Fleldhouse.** Bed 40 1/2 x 54.
- Payne.** Good as new; bed 37 x 50; four rollers; patent fly; extra distribution; double gears; thin fountain blade—a very fine press—\$450.
- Dawson.** Bed 29 x 31 1/2.
- Dawson.** Bed 27 x 34 1/2.
- Miller & Rich'd Quad Royal.** Bed 45 x 47; prints 8-column quarto; fine press. Price \$1,000.
- M. & R 6-col. Quarto.** Bed 41 x 47; specially built for fine work; geared rollers; thin fountain blade; in fine order. \$900.
- M. & R.** Bed 35 x 42; patent fly, fine condition. \$500.
- M. & R.** Bed 18 1/2 x 23 1/2.
- M. & R.** Bed 41 x 47 1/2; patent flyers.
- Hughes & Kimber.** 16 1/2 x 46. Four rollers; patent fly.
- Anglo-American.** Bed 47 x 52.

Box Machinery.

- Brehmer Corner Wire Stitcher.**
- Scoring Machine. 28 Inch.**

Miscellaneous.

- Clamp Pad Press.**
- Hercules Wire Staple Binder.** Price \$8.
- Acme Staple Binder No. 4.** Almost new \$25.
- Yarger Improved Staple Binder No. 9.** Almost New. \$25.
- Minton Thorne Type Setting Machine.** \$1,200.
- 25-Inch Bronzing Machine.** By Sargent \$25.
- 15 H. P. Oil Gas Engine.** Latest style—as good as new. \$500.
- Thompson Power Wire Stitcher.** 1/2 inch. Price \$75.
- Simple Book Trimmer.** \$90.
- No. 0 Field Blower.** \$15.
- Stereo Shaving Machine.** \$25.
- Seal Stamper.**
- Sanborn Hook Sawing Machine.**
- 8 H. P. Electric Motor.** 500 volts; guaranteed as good as new.
- Hughes & Kimber Paging Machine.** 6 head.
- Hoole Paging Machine.** 5 wheel. Price \$25.
- Hickok Head Compressor.** \$75.
- Sanborn Foot Stabbing Machine.**
- 27-Inch Rotary Perforator.**
- Royce Radial Arm Routing Machine.**
- Royce Routing Machine. No. 2.** \$150.
- Surguy Stereo. Outfit.** \$25.

TORONTO TYPE FOUNDRY CO., Limited,

BRANCHES: Montreal, Vancouver,

Winnipeg, Halifax.

70 York Street, TORONTO, ONT.

ance to the embossing. You can also emboss deeper by this method than when the blotter is not used.

To open a can of ink you don't need an axe, a crow-bar or a large vocabulary of swear words. Hold the top of the can over a gas-jet for a few moments, turning so the lid will be heated all around, when you can pull it off without having dinged the can.

To prevent soft ink from scumming, keep water over it, which will also prevent dirt from getting at it. This does not apply to blues. Cover these with kerosene, which is also a good reducer, and is the basis of the so-called reducers sold at a fancy perfumed price.

To prevent fine ink from scumming when water cannot be used, fit a top made from a cigar box inside the can so it can be taken out easily, cover with it tin and nail a piece of lacing in the centre of lid to remove it by. Ink don't scum where the can touches it, therefore if the ink is touched at the top it will not harden, but many dollars can be saved by this simple method, used by the writer for years.

To prevent paste from becoming hard, use the same kind of a top as for ink, but cut a hole in the centre for the paste to come out when the lid is pressed down. No lumps will come through, but the paste will always be in a fresh condition.

If rollers don't turn going over the form, mix a little resin with paste and place on the roller ways. To prevent rollers from being cut on brass rule where there is no margin necessary, the rule running out to edge of paper, have the stoneman place a piece of inverted rule along the ends, or even a pica between will do the business. It is the ends of the rule that do the mischief.

One Color on Top of Another.—If the top color mottles, heat a quantity of the ink; when warm, I have a little paraffin in it, mixing thoroughly, when it will work satisfactorily. This ink will also print on varnished stock. To work a color job in type without locking up each color separately, underlay the first color with 8-ply cardboard, unlock, permitting the type not underlaid to even up at the bottom, plane down, lock up, first having filled the packing and set the guides on the full form. Treat the following colors same way, removing underlays on color run.

To get a Smooth Packing on Job Presses.—Cut off the ends of the tympan sheets at the corners. Glycerine removes electricity to some extent when rubbed on tympan and feedboard. Glycerine is also a good reducer for copying ink. To print a form out of centre on a Universal, place strips of cardboard of sufficient thickness under the bottom of tympan, letting them project far enough to touch the roller ways. Reverse seasoning rollers occasionally. New life can sometimes be put in a dried-up roller by placing in a box containing dampened sawdust. When pulling tympan for setting the guides, pull a sheet, then back up the press and pull the tympan before the rollers ink the form, which necessitates taking the ink from the tympan when it is pulled with a full head of ink on.

A CREDITABLE SOUVENIR.

The town of Orillia, Ont., possesses attractions as a Summer resort that are equalled by few Canadian towns. And, what counts for as much, it possesses a number of

citizens who are alive to the advantages of the natural beauties in their neighborhood, for, by wise and energetic means, they have succeeded in establishing for their town an enviable reputation as a Summer resort. One of the most effective means used by the men referred to, the Orillia Board of Trade, and particularly the Summer resort committee, has been the issue of literature advertising the town. This committee have issued a finely printed and beautifully engraved booklet, giving views of the town, its council, the municipal buildings, and the various beaches and parks adjacent to the town. This is most attractively gotten up, and cannot fail to help spread abroad the fame of "Picturesque Orillia." Circulars have also been issued giving full information regarding Summer cottages, furnished houses, etc., to rent in and about the town, Summer hotels, boarding houses, etc. The printing of this literature is done by the local printers, and is done so as to reflect credit on the printing establishments of the town, as well as on the town itself.

There are many districts in Canada which have advantages in the way of climate and natural beauty of scenery which are little known to the outside world. Here is, therefore, an opportunity for enterprise which would bring practical results to many Canadian printers. What does your town offer?

A. SABISTON, MONTREAL, ACCIDENTALLY SHOT.

A. Sabiston, president of The Sabiston Lithographing and Printing Co., Montreal, accidentally shot himself recently. He was showing his watchman a revolver, and by some inexplicable means the weapon was discharged, the bullet entering Mr. Sabiston's head. He died within half an hour of the accident.

Mr. Sabiston, who was 48 years of age, came to Montreal from Liverpool when a boy, and for many years was prominent in the printing and lithographing business. He was connected with the Burland Lithographing Co. until he organized the firm he has managed during recent years. The company has, since Mr. Sabiston's death, assigned and will probably be wound up.

THE GWATKIN AND SON FAILURE.

A meeting of the creditors of Gwatkin & Son, the Toronto printers' supply firm, who assigned last month, was held on May 3, at the office of J. P. Langley. The statement presented showed \$7,415 direct and \$8,412 indirect liabilities. The principal Canadian creditors were: Thos. Todd, \$2,598; Miss E. B. Gwatkin, \$690; Westman & Baker, \$403; Miller & Richard, \$215; Toronto Type Foundry Co., \$180; W. A. Lee & Son, \$154; Elias Rogers Co., Limited, \$39.40; William Nurse, \$28. The assets amount to \$7,372, in type, inks, printing machinery.

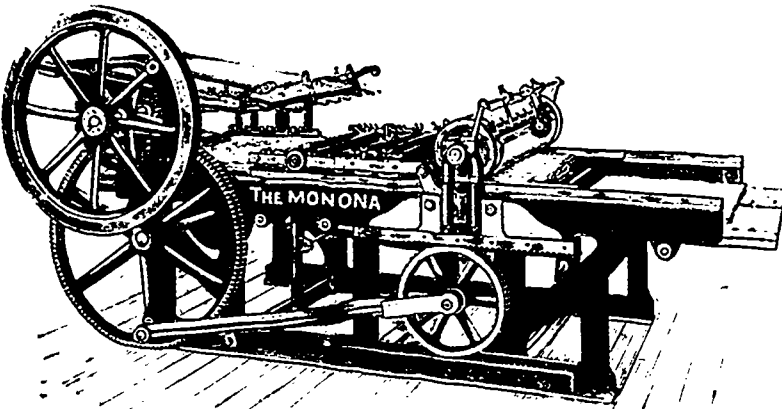
The creditors appointed inspectors to examine and sell the stock. This is now offered for sale en bloc or in piece.

THE SIMPLEX ONE-MAN TYPESETTER.

The Unitype Co., 188 Monroe street, Chicago, and 150 Nassau street, New York, have issued a small booklet, giving by description and illustration full information concerning their remarkable one-man typesetting machine, the "Simplex." The illustrations include front and side views

.. THE ..

CANADIAN LEVERLESS MONONA

<p>News and Job Printing Press</p> <hr/> <p>PRINTS 6 COL. QUARTO SHEET. RUNS EASILY BY HAND POWER.</p>	 <p>THE MONONA</p> <p>BED 32½ X 47.</p>
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THE BEST PRESS EVER OFFERED TO CANADIAN COUNTRY PRINTERS.

TESTIMONIALS

OFFICE OF ... W. H. HENRY, Publisher.
THE JOURNAL
WARKWORTH, - ONTARIO.
County Northumberland.

March 3rd, 1900.

Toronto Type Foundry :

Gentlemen,—You asked me how I like my Monona Leverless Press I purchased from you. Well, I must say I believe it is the right kind of a machine, and as nearly perfect as one could wish for.

Previous to purchasing, I had been looking for a suitable press for several months and have seen several presses, but none that I consider can take the place of the Monona Leverless. I believe it fills the whole bill for a country office. When I spoke to friends about purchasing a cylinder press, I was advised to keep my Washington hand press for job work, proofing, etc., but I like the Monona better for job work than the Washington, and I find I can pull proofs from galleys with the Monona, which I believe can be done on no other cylinder press.

Neither the young man in my office nor myself had ever worked on a cylinder press, but with the aid of a carpenter of this place we set the machine up and put it in good running order, although none of us had ever seen the machine before. It is doing good work and I am very much pleased with it, and if I had to purchase again the press would certainly be the Canadian Monona Leverless. I believe there is no press equal to it for a country printing office.

Yours truly,
W. H. HENRY

OFFICE OF
THE WINGHAM ADVANCE

THEO. HALL, Editor and Proprietor.

Wingham, Ont., Feb'y 15, 1900.

Toronto Type Foundry :

Dear Sirs,—

Yours to hand asking how I like the Leverless Monona recently purchased from you.

I may say that previous to purchasing, my preference was for the American-made machine, but after using yours I have concluded that the Canadian Leverless Monona is the best press for the money yet made. It is simple, strong, and, so far as I can see after running mine for nearly three months, not at all liable to get out of order. I would not exchange mine for the American machine. Besides, I regard it as a distinct advantage (should anything go wrong) to have reliable makers so near at hand to refer to. All who have seen my press pronounce it a fine machine. The Monona, Canadian make, is the press Canadian printers have been looking for, and it has come to stay.

Yours truly,
T. HALL.

Branches at.....

HALIFAX—116 Lower Water St.
MONTREAL—787 Craig St.
WINNIPEG—175 Owen St.
VANCOUVER—116 Columbia St.

Toronto Type Foundry Co.,

70 YORK ST., TORONTO, ONT.

of the machine, diagrams showing its mechanism, key-board, etc., as well as views of the factory where it is made. The description is thorough and clear, showing the machine to be easily understood and operated. The type in the booklet is set by this machine, showing in a practical way the work it will do. There are also given 16 fonts, four series each of six, seven, eight and nine point type.

Printers, whether they contemplate purchasing a type-setting machine or not, should secure a copy of such booklets as these, for the time is coming when the type-setting machine will be as much a part of a printing plant in town or city as the power press is to-day, and the more thoroughly the printer is acquainted with the mechanism and relative values of such machine the better he will be equipped for his business.

SPECIMENS OF PRINTING

The printer who takes the same professional pride in his work, and studies the work of his neighbors and con temporaries far and near as does the artist, the writer and the musician is the man who will produce the high-class artistic effect in his work and is ever abreast with the customs and styles of the day. He it is, too, who is most useful to himself and those he serves, whether it be one employer or the general public.

For this reason, the specimens that are received from the type foundries and others should be carefully studied, as should also all printing done by up-to-date houses which comes into one's hands. There has been on my desk for some days a series of specimens from the Toronto Type Foundry Co., Limited, which are especially worthy of a close perusal. The primary object of these specimens is, I presume, to show the grace and beauty of the "Camelot old style" series, yet the designing, the typographical arrangement, the presswork is of such a high-class of artistic workmanship that they cannot fail to benefit and instruct. If you haven't seen these specimens it would be worth the trouble to write for them.

HEAVY FINE FOR DELINQUENTS.

A certain Missouri editor, says Pointers, who is evidently out of patience with the non-paying subscriber, has given notice that hereafter the subscription price of his paper will be \$1, if paid in advance, or \$5 if not paid in advance. He says the man who expects to pay for his paper is willing to pay in advance, and the man who does not expect to pay has no right to object to the \$5 price. He argues that by this method, if there be any who do not pay in advance, they will owe him enough to justify him in bringing suit. It is understood the brother has no copyright on this plan, so that all are free to get in line on the newest scheme to break even with the deadbeat subscriber.

OTTAWA PAPERS RAISE PRICES.

A despatch from Ottawa, dated May 13, says "the three Ottawa papers have increased their price for delivered papers, and have also put up the wholesale price to agents, newsdealers and carrier boys. The paper famine and consequent increased cost of printing paper, besides an advance in the cost of stereotype metal, ink, etc., are given as the reasons justifying this step.

We are
acting fairly,
buying to the best possible
advantage from manufacturers
willing to supply us
at a fair mill profit over
cost of productions,
and selling on our usual
margin.
We are not demanding
from our customers any
exorbitant prices, such
as the scarcity of paper
might permit, and, in
appreciation of the
valued patronage with
which we have been favored for
the past fifty-two years,
we propose to continue on the principle
of "Live and let live."

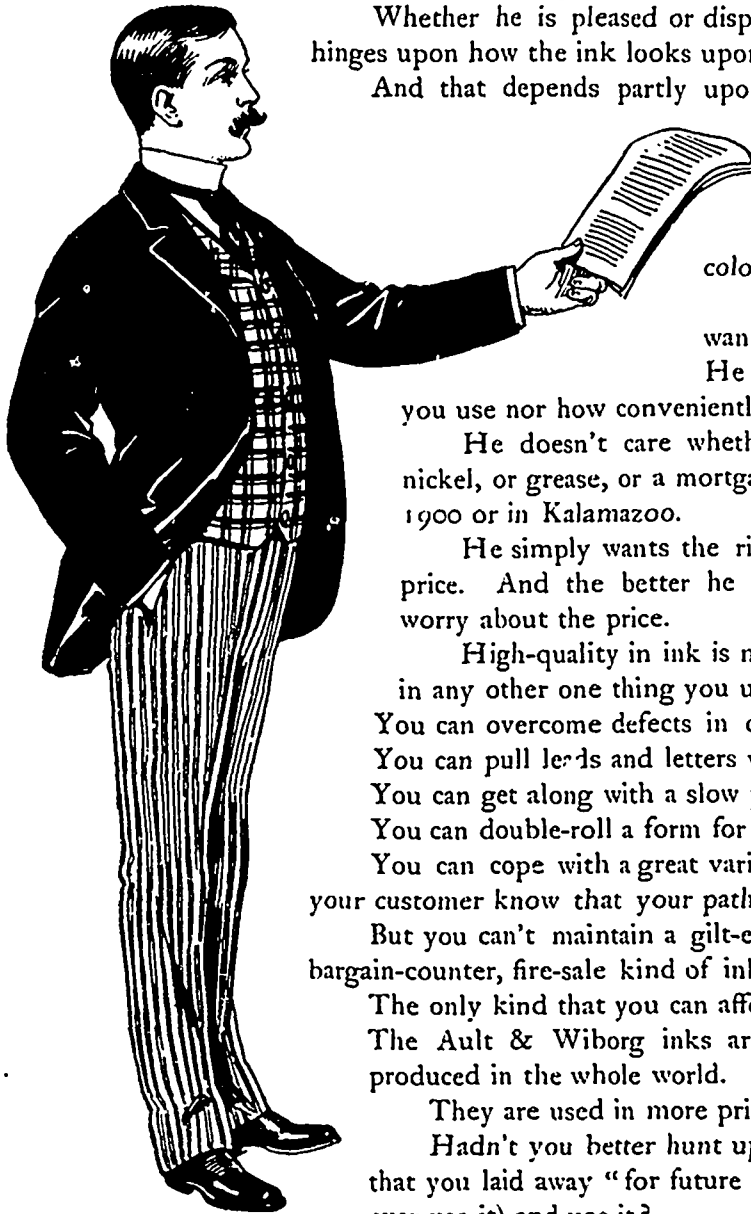


BUNTIN, GILLIES & CO.
HAMILTON.

EASTERN OFFICE—
21 Mechanics' Bldg.,
St. James St.,
Montreal.

ALL YOUR CUSTOMER SEES

is the paper with the printing on it.



He selects the paper when he orders the work.
Whether he is pleased or displeased when the job is delivered hinges upon how the ink looks upon the paper.

And that depends partly upon the style of composition but mostly upon the quality of the ink.

With Ault & Wiborg ink you get a rich, smooth color and a sharp print.

And that is what your customer wants.

He doesn't care what kind of power you use nor how conveniently your office is arranged.

He doesn't care whether your press is covered with nickel, or grease, or a mortgage, nor whether it was made in 1900 or in Kalamazoo.

He simply wants the right kind of work at the right price. And the better he likes the work the less he will worry about the price.

High-quality in ink is more important than high-quality in any other one thing you use.

You can overcome defects in cuts with overlays.

You can pull leads and letters when you overtax your supplies.

You can get along with a slow press by running overtime.

You can double-roll a form for the want of a larger press.

You can cope with a great variety of difficulties without letting your customer know that your path isn't strewn with roses.

But you can't maintain a gilt-edged reputation if you use the bargain-counter, fire-sale kind of inks.

The only kind that you can afford to use is the best kind.

The Ault & Wiborg inks are the best that have ever been produced in the whole world.

They are used in more printing offices than any other kind.

Hadn't you better hunt up that Ault & Wiborg catalogue that you laid away "for future reference" (without expecting to ever use it) and use it?

If you can't find it we'll send you another.

The Ault & Wiborg Co.

CINCINNATI

NEW YORK

CHICAGO

ST. LOUIS

TORONTO TYPE FOUNDRY CO., Limited,
Toronto, Halifax, Montreal, Winnipeg, Vancouver.

- Selling Agents for Canada.
Complete Stock at Toronto and all branches.

The MacLean Publishing Co., Limited.

President, JOHN BAYNE MACLEAN, Montreal.

PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRITORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA, NEW BRUNSWICK, P.E. ISLAND AND NEWFOUNDLAND.

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 WINNIPEG (J. J. Roberts) - Western Canada Block.
 Traveling Subscription Agents - - { T. Donaghy
 { F. S. Millard.

Subscription, Canada, \$2.00; Great Britain, \$3.00.
 Cable Address: "Adscript," London; "Adscript," Toronto.

NEWS OF THE MONTH IN BRIEF.

PERSONAL MENTION.

J. C. CROME, northwestern manager of The Toronto Type Foundry Co., has returned to Winnipeg from a successful western trip. He reports business prospects bright in every line.

E. C. Monteith is the new editor of The Aylmer, Ont., Sun.

Charles J. Coleman is starting as printer in Sydney, N.S.

J. J. Scott has assumed the management of The Battleford Star.

W. G. Allan, of The Arnprior Watchman, has gone to The Winnipeg Free Press.

John Withell is proprietor and **C. M. Crouse** is manager of The Midway, B.C., Advance.

Alexander Johnson, M.P.P., has assumed the editorship of The Sydney Daily Record.

John Hawkes is the new publisher and editor of The Carnduff Gazette.

G. M. Standing, late of The Aylmer Sun, has become editor of The St. Catharines Evening Journal.

H. E. Bridgewater, of Beamsville, succeeds **Mr. Sunter** as publisher of The Meaford Monitor.

W. B. Wilcox, proprietor of The Cascade, B.C., Record, has sold out to **H. F. Turner**.

The Methodist Recorder Printing and Publishing Co., Victoria, B.C., has been incorporated.

D. J. King, formerly of The Victoria Times, has just received his M.D. degree at Buffalo, N.Y.

W. H. Hunt has sold his interest in The Spectator Co., Moosomin, Man., to **A. H. Smith**.

G. G. Meikle, proprietor of The Canada Siftings, Russell, Man., is offering his business for sale.

T. L. Grahame, formerly of The Glasgow News, has become leader writer for The Vancouver World.

Johnson & Wickwire, proprietors of The Leamington Ont., Post, have been succeeded by **Johnson & Marcotte**.

J. W. Stead, of The Hamilton Spectator staff, has written a comedy which is to be put on the boards in New York.

W. H. Ellis has retired from the active management of The Victoria Colonist, with which he has been connected since 1883.

W. J. Westran, of Niagara Falls, has taken charge of The Merriton Advance, having purchased it from **J. A. Livingston**.

W. E. Burgess, for 13 years with The Montreal Herald, has joined The Star staff. His colleagues presented him with a gold locket.

L. M. Appleford, late of The Blenheim Tribune, having sold out to **Theo. Pickering**, has joined his brother in the management of The Wallaceburg Herald, becoming business manager. **A. A. Appleford** remains editor.

John Dougall & Son, proprietors of The Montreal Witness, have dissolved, and a new partnership has been registered, composed of **John Redpath Dougall** and **Frederick E. Dougall**, who continue the business under the old style.

Charles E. Dedrickson, for many years telegraph editor of The Mail and Empire, and one of the best-known newspapermen in Toronto, died last month, aged 51. He had recently, after leaving The Mail, started a quarterly magazine of history.

Of The Eddy Paper Co.'s Toronto staff, two excellent members have made good connections with other mills. **I. H. Weldon** has joined The Laurentide Pulp Co. staff, with headquarters in Montreal, and will call on the paper mills and newspaper offices. **James Logie** becomes traveler for **Buntin, Reid & Co.**, and will cover the west and east territories.

NEW PUBLICATIONS.

A new French paper for Cape Bauld, N.B., is mooted.

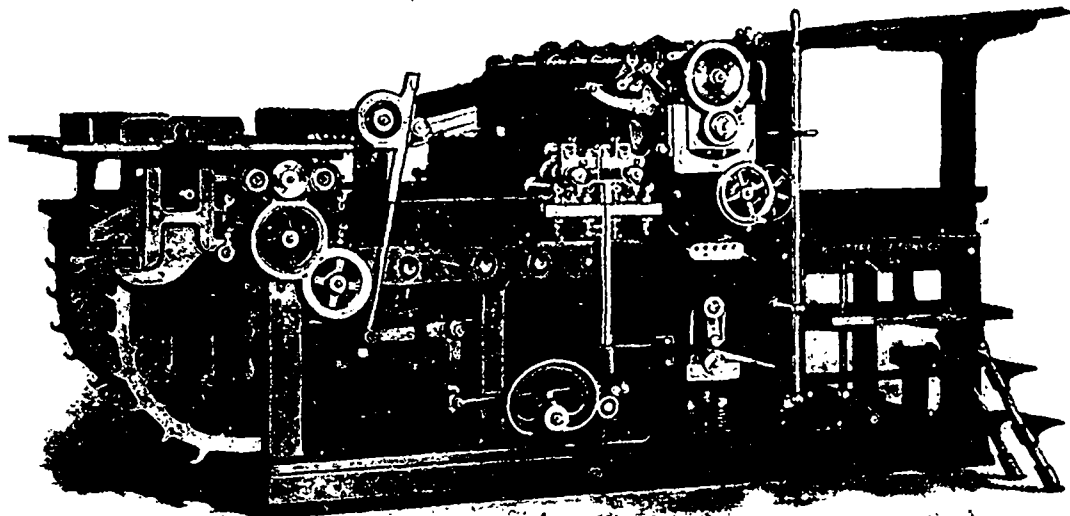
A second daily is projected for Sydney and one for North Sydney.

The first issue of The Moosomin World has been issued by **Mr. Thompson**. Regina is to have a German paper.

W. F. Young, formerly of The Kingston Whig, is starting a new paper at Elgin, Manitoba, a place on the Northern Pacific Railroad.

Hamilton's new morning daily, The Post, is expected to issue about June 1. Its editor is **B. K. Sandwell**, a brilliant graduate of Upper Canada College and Toronto University, who has for some time been on the press in England. The board of directors consists of: **Major John S. Hendrie**, **Messrs. George Hope**, **Hugh C. Baker**, **J. J. Scott, Q.C.**, and **James A. Livingston**. **Mr. Livingston** will be manager.

Probably the largest stock of paper in Canada carried by any single firm is the immense stock of **W. J. Gage & Co.** They claim to have on hand at the present moment over 1,000 tons of flat writing papers, printing and book papers, bristols and cardboards, etc., and they were fortunate enough to get a great portion of this immense stock previous to the advance in price, and still have more to come forward. They handle about a carload of paper daily.



ON THE GROUND FLOOR.

The foundation of everything in a printer's success is the ratio of operating cost to the thousand-impression price.

Now, the New Series Cottrell Press begins and ends right here. It has solved this problem. Its figure of high speed is not *attained* speed; it is *maintained* speed. It is nine-hour average—not one-hour spurt. And it has made a complete revolution in all former reckonings and estimates.

No wonder that you cannot land a competitive order to-day if you are figuring against a New Series Cottrell.

But isn't it worth while to investigate this situation and know something more of this press?

C. B. COTTRELL & SONS CO.,

41 Park Row, New York.

279 Dearborn St., Chicago, Ill.

TORONTO TYPE FOUNDRY CO., Limited

General Agents for Canada.

"THE HISTORY OF A LIBEL SUIT."

UNDER this caption, The Monetary Times gives an interesting narrative of litigation in which it has been engaged successfully for several years. Hostilities opened with a libel suit in which the publishers secured a verdict. Another contest followed for goods seized by them for the costs incurred in the libel action, and there was a third set-to in the Court of Appeal. The paper won all along the line, and returns its thanks to its solicitor and counsel (Mr. John King, Q.C.) for enabling it to "gain a victory for honest trade and honest journalism." The newspaper press may well congratulate our contemporary on such a result.

The libel action was for damages in imputing fraud and dishonest trading to an Amherstburg merchant. The publishers justified the libels as true, and took the unusually bold course of placing the plaintiff himself in the witness-box to prove their truth; and this, it seems, he did.

"The case shows," The Monetary Times observes, "how risky a thing it is for a business man, who has acted unfairly by his creditors, to attempt the rehabilitation of his character by suing a respectable paper for libel. On the other hand, the cost of justifying such statements as we put forth, even when made in good faith and solely in the public interest, is a heavy one. We and our witnesses were dragged about from court to court for five years. But we won at last. The Monetary Times was anxious besides to know if any person could openly trade in another's name, as Mr. Rondot did last year, and thus get the better of his creditors. The result of this libel suit should be to give the press greater confidence in speaking out about matters that deserve public reprobation."

Our contemporary's "lessons of the campaign" are worth quoting:

"The experience of The Monetary Times in this litigation has given its publishers a pretty fair insight into the practice of the courts generally. So far as libel actions are concerned, we have been led to place a good deal of faith in boldly pleading the truth of statements complained of whenever it is possible to do so. It is a risky defence, but, with reasonable evidence to support it and careful handling, a very effective defence. We are also inclined to put more trust in appeals than we ever did before. There are judges and judges; they are not equally learned and sagacious, nor do they all take equal pains to get at the facts. The present system of awarding costs and taxing them is, we believe, a delusion and a snare. There is no publisher who has had a libel suit but will concur in this opinion. What will be thought of not allowing a successful litigant the costs of serving suit papers by mail, instead of through Toronto agents, the latter process being double the expense of the former? This is only a single instance of many that might be given of this precious system of taxation. True, a party can appeal, but an appeal against a man of straw is useless. If, with some reasonable protection for the client, the whole system, with its dry-as-dust rules and precedents, were abolished, and some common-sense procedure introduced, the results would be far more satisfactory. What is called the 'discretion' of the taxing officer is too often his

caprice; it is a first-class professional trap from which there is little or no chance of escape. 'Judicial discretion,' we are told, is one of those profound phrases of the courts which the most skilled practitioner has never yet fathomed, and probably never will."

TWO NOTABLE CHANGES.

MR. J. F. MACKAY has resigned the secretary-treasurership of The Montreal Herald to become managing-director of The Woodstock Sentinel-Review. Mr. Pattullo has found that politics occupy so much of his time that he needs an energetic and capable partner to share the burden of management with him. The paper is now the property of a joint stock company of which Mr. Pattullo is president and principal shareholder. He will continue to direct the editorial policy, while all business arrangements will be in Mr. Mackay's hands. The introduction of so able a manager will give a new impetus to The Sentinel-Review, which is already one of the best papers in the Dominion. Mr. Mackay has had experience in almost every branch of journalism—he has been a reporter, circulation manager, advertising canvasser, manager of a city job office as well as a publisher on his own account. He started first on The Sentinel-Review as an apprentice, and it has only taken him 13 years to return as managing-director. During his varied career he had been connected with The Mail and Empire, The Chatham Banner and The Montreal Herald. On the latter paper he made a reputation for himself by his work in building up circulation, and later by his brilliant management of The Herald job department, which, under his guidance, has advanced by leaps and bounds until it is now one of the best equipped job offices in Canada, turning out very fine work.

At a meeting of Herald directors, Mr. F. Abraham was appointed secretary-treasurer. Mr. Abraham, formerly of The Belleville Ontario, and later on manager of The St. Thomas Journal under Mr. Brierley, went to The Montreal Herald as head of the advertising department, and has done well there, as he had done in his previous positions.

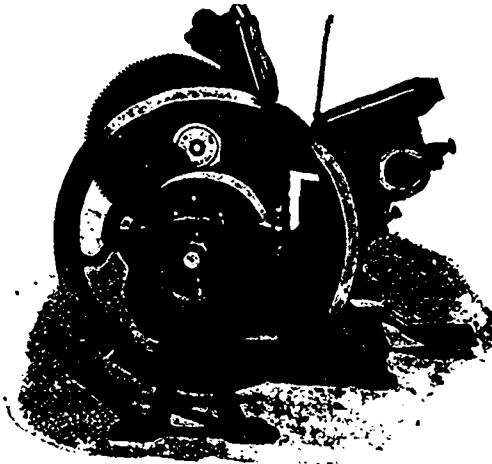
Mr. W. J. Taylor is also advanced owing to changes, and, while no publisher could view Mr. Mackay's departure without regret, Mr. Brierley has the satisfaction of feeling that there are still good and promising men on his staff.

PROSPECTS OF SUBSCRIPTION RATES.

Prices of all grades of paper and other stock used in printing establishments continue to raise at an alarming rate. One-cent papers feel the additional cost very keenly, the money paid them by dealers hardly paying the cost of the white paper.

The subscription price of newspapers must certainly go up if this state of affairs continues. Newspapers have been too cheap for several years, and, in many instances, the price obtained scarcely pays for the white paper they are printed on. Not only newspapers, but all other printers' goods, presses, type, commercial paper, envelopes, etc., are advancing rapidly in price.—Albany, N. Y., Press.

Gally's Improved Universal Press



WORLD'S FAIR AWARD . . .

M. GALLY'S IMPROVED UNIVERSAL PRESSES received the highest and the only award given to platen presses at the Columbian Exhibition, in competition with nearly all other makes of platen presses, including a well-known imitation of the Universal.

PERFECT PRINTING

THE M. GALLY'S IMPROVED UNIVERSAL will do better printing than any other press (platen or cylinder) made. Its distribution of ink is perfect, its impression sharp, rigid and direct, and its register perfect.



General Selling Agents for Canada: —

Toronto Type Foundry Co., Limited

70 York Street, TORONTO

SEND FOR DESCRIPTIVE
PAMPHLET AND PRICE LIST.

BRANCHES AT Halifax, Winnipeg.
 Montreal, Vancouver

THE ADVERTISING ARENA.

Conducted for PRINTER AND PUBLISHER by the Ad. Scribe.

HELP FROM THE WRITERS.

WITHOUT wishing to advocate any interference from the editorial or reportorial staff with the advertising department, it may not be out of place to suggest that reporters could do much to assist the advertising man. The general public do not understand how wide apart the work of the two departments is, and not infrequently a merchant will ask a reporter something about rates, etc. Instead of replying courteously and seeing that an agent is sent over immediately, the reporter will probably say: "I don't know anything on earth about it," and dismiss the matter from his mind without further thought. If the inquirer is a touchy individual he feels annoyed at this "don't care" attitude and decides not to trouble the paper further. Again, if a reporter offends a man from whom he is seeking information, either through carelessness or want of tact, he is, unthinkingly, making an enemy for the paper, who will take it out of the ad-man when he calls to discuss a contract.

Here is a case in point where brusqueness and inattention from a reporter lost a good contract for a paper. The editorial and business offices of one newspaper were in separate buildings. A young man was sent over by a large wholesale house to get the paper's rates, and by mistake went to the editorial rooms. He tackled a busy reporter, who said, "I have nothing to do with it," and went on with his work. Approaching another member of the staff he received much the same reply and was finally told to "go to the advertising manager, we don't know anything about it." He went back to the firm with so bitter a complaint of rudeness and want of attention that the advertisement was sent to another paper.

This may be an isolated occurrence, but it actually happened, and shows how easily business may be driven away by inattention. An advertising man who knows his business is always striving to cultivate a friendly feeling for his paper by unflinching courtesy, sometimes putting up with much incivility, and by constant attention to the wants of advertisers and others who may some day be placing advertising. But all his forbearance and care count for little if other representatives of the paper are reckless of whom they offend.

This is not intended as a criticism of the manners of reporters, who, as a rule, are gentlemen, but rather as a hint to those who, through their careless attitude toward men who may have advertising in their control, can do their paper serious harm.

CURRENT BUSINESS.

Advertising continues to come in briskly and the papers are apparently well satisfied with present conditions. The new bicycle combines are advertising very extensively, while the patent medicine men continue to spend their money with the newspapers in lavish style. Abbey's Salt

has been using full page ads. with numerous medical testimonials. Large advertisements of the stock of the Victoria-Montreal Insurance Co. are appearing in a number of papers, placed by A. McKim & Co., who are also sending out orders for H. Shorey & Co., ready-made clothing; A. Ramsay & Son, paints; Karl's Clover Root Tea, etc. The Dominion Corset Co., of Quebec, are placing some large orders with dailies and E. D. Marceau, St. Paul street, Montreal, is advertising a new package tea through The E. Desbarat agency.

MR. BEST IN ENGLAND.

T. H. Best, manager of The Canadian Magazine, left for England last month to work up the British end of the business. The magazine already carries a very fine line of advertising, and Mr. Best's efforts during the past few years have been crowned with success. Since landing in England he has already sent back some contracts, but reports that the war seems to absorb everyone's attention and that it is not encouraging to seek new business at this time.

MR. SCROGGIE'S DEPARTURE.

The appointment of George E. Scroggie, for four years and a half advertising manager of The Toronto News, to the same position in connection with The Dodds Medicine Co., removes a good man from Canada. His headquarters will be in Buffalo. On his departure from The News, he was presented with a gold watch. His paper at the last meeting of The Canadian Press Association on various aspects of advertising, and republished (in part) in the annual report, was an excellent one and drew forth a valuable private discussion. Mr. Scroggie's position on The News has been taken by Mr. E. J. McArthur, late of The Toronto Mail and Empire, and more recently of La Presse, Montreal, where he had control of its English advertising. He was very successful there and no doubt he will be equally so in his new position.

A NEW AGENCY.

J. P. McConnell, who has become known to most newspapermen as the man who has prepared bright and original advertising matter for Slater Shoes, Semi-Ready Clothing, and "Dentofoss," leaves Montreal for Toronto, where he will carry on a general advertising writing and promotion business. His specialty will be illustrated advertisements of the strong black and white variety, which are used so successfully by general advertisers in the United States. Mr. McConnell has been fortunate enough to secure the services of three first-class artists, among them Mr. C. J. Patterson, whose advertising designs and sketches are well-known in Montreal, so that his illustrating department will be a strong one. He is now arranging with a

capable young advertisement writer to assist him in that branch of the work.

The new concern will be a pioneer in its line in Canada, and will run on much the same lines as the large American ad.-bureaus. It starts under favorable auspices, with orders from the Kennedy Co., the Corticelli Silk Co., and the Albionite Co.—proprietors of "Dentofoss"—which will keep the staff busy for the next three months. Mr. McConnell does not intend to seek retail advertising but will devote his attention to general advertising. He should have the support of publishers and advertising men, because a well-managed ad.-bureau, turning out good, result-bringing advertisements for which a fair price is charged and not seeking any "rake-off" from the papers, is an invaluable ally to the solicitor for legitimate mediums.

THE SPHINX SPEAKS.

I have referred more than once in this column to the Sphinx Club of New York, of which a former Canadian, Mr. F. James Gibson, is the courteous and efficient secretary. Their annual dinner took place recently. One of the features of the evening was an address by Morris S. Wise on "Trade Marks in relation to Advertising." Some quotations from his speech will be appreciated. He showed how old trade marks win, and he gave a number of rules that ought to guide their employment for advertising purposes: They must not misrepresent; they must not offend public morals; they should be a mark which others equally have a right to use, etc. He said, in conclusion:

"A new feature has recently been added to the advertising qualities of the trade mark, by the addition and use of what are known as 'catch phrases,' as instance the following:

"Ayer's Pill, announced as 'The pill that will.'

"The porous plaster which is announced as 'Does its work while you do yours.'

"The Geo. W. Childs' cigars, boomed as being 'Generously good.' Another cigar, which is cleverly described as being 'In Everybody's Mouth.'

"The 'Good Morning' of Pear's Soap.

"'Knox them all,' of Knox's gelatine.

"'It takes the ache,' of the Cherry Pectoral plaster.

"'Braces Body and Brain,' of Vin Mariani.

"'You press the button, and we do the rest,' of the Kodak camera.

"'Children cry for it,' of Mr. Pitcher's Castoria, and

"'Meet me at the Fountain' of the Big Store.

"These and many others are very clever catch phrases, and admirably serve the purpose for which they are intended.

"It is evident, therefore, that the trade mark advertises the wares to which it is attached, so, by advertising the trade mark, the merchant advertises his wares.

"The good-will of a business is to the greater extent represented by the value of its trade marks. The great advertising given to various cigarette trade marks, made them worth millions upon million of dollars, and to-day the cigarette trade marks of The American Tobacco Co. are worth fully \$40,000,000, and the company is paying a steady dividend year in and year out on this ware.

"What would those trade marks have been worth if they had not been properly and fully advertised? Nothing! And what would that business be worth to-day without those trade marks? Not a dollar!

"What is the Royal Baking Powder trade mark worth? Million!

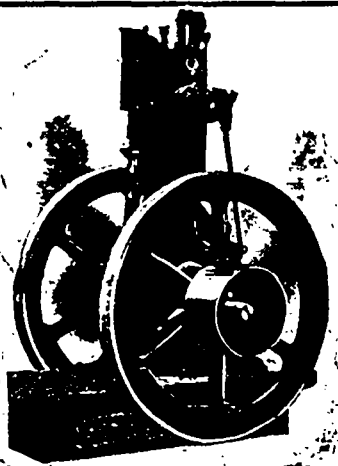
"What would it have been worth without the Royal advertising the word Royal has received? Probably nothing, or very little.

"And so on.

"Run the gamut from Sapolio up or down the list, and then, O Sphinx, answer the riddle yourself.

"James B. Duke put every dollar he had in the world into advertising his 'Cameo' cigarette trade mark—and to-day he is a multi-millionaire, and the head of one of the most successful mercantile corporations in the world."

"Cheap Power, Mr. Printer, with



The Northey Gasoline Engine costs only \$155 to begin with—the running expenses are low, 1 3/4 cents per hour—the engine is always ready for work—can be managed by anyone—is always under complete control. The Northey Engine has become a great favorite with newspaper men. Read the experience of Mr. J. A. McLaren, of The Barrie Examiner: "The engine purchased from you has been running for over three months and has given us every satisfaction. It is clean, safe, always ready (in a few minutes), saves time, labor and insurance, besides the saving of fuel. As to power, the small engine that we have gives ample power to run all our presses simultaneously and the admirable governors give perfect control of speed. In fact, the machine supplied us is even better than you represented it to be. Such, at least, is our experience."

Northey Mfg. Co., 1007 King St. Toronto
LIMITED Subway,

the * * *
Northey
Gas and
Gasoline
Engine."

WESTERN VISITORS.

It is expected that the members of the Western Press Association, who leave Winnipeg May 24, will pass through Toronto about June 4 or 5, and the executive of the Canadian Press Association have decided to look after their entertainment during their journey from Niagara to Toronto and during their stay in that city. For this purpose \$50 was voted. It is proposed to form a committee, consisting of President Willison, Secretary Cooper, Messrs. Dingman, J. T. Clark, A. W. Law and other members, and the visitors will be met when they reach the Niagara boat at Lewiston. They will be entertained on board, and the programme during their stay in Toronto will include a trip on the electric cars to Munro Park, a drive in carriages around the city, and a special entertainment by Mr. J. T. Johnston, of the Toronto Type Foundry Co., at the Royal Canadian Yacht Club at Toronto Island. The arrangements for this are already in hand. Mr. Walter Scott, editor of The Regina Leader, has gone over the route so as to make all necessary arrangements for the party, and they will be cordially welcomed at various places. The kindness shown to the Eastern newspapermen on their trip to the Pacific Coast last Summer call for the greatest cordiality in return for the genial hospitality and welcomes of the West. The president of the Western Association is Mr. G. D. Wilson, of Brandon, and the secretary, Mr. G. H. Sault, Winnipeg.

TO KEEP TRACK OF CUTS.

HOW do you keep track of cuts? Have you a system you could recommend to a brother who has lost many hours hunting a cut which had been "on the shelf" weeks or months after having been used?

The following method is suggested by J. E. C. in The Practical Printer: "When a cut comes in for a job a proof should be taken, on which should be endorsed the name, date and address of the customer. After the job is printed, the cut should be placed in a drawer of the cabinet and the cabinet letter and drawer number written on the proof and should then be placed in a letter file used for that purpose only. When the cut is returned this proof should be taken from the special file, endorsed with the date of delivery, the name of the person to whom the cut is given, also any other desirable information, and then placed in the regular correspondence file. It will be seen that the special drawer will contain nothing but proofs of cuts then in the office, while any question as to the delivery of any cut can easily be settled by reference to the correspondence file, where the proof will be found with complete information regarding it. Is your system similar, as good as, or better than this? If so, the brethren wait to hear from you?"

Buntin, Gilhes & Co., Hamilton, are offering round-cornered milk tickets made from heavy, tough check board in different colors.

F. W. Clearwater, of The Forester, has been appointed postmaster at Huntsville. For 20 years he was editor and proprietor of that paper.

THE LEADING PRINTING
INK MANUFACTURERS are

KAST & EHINGER,

Makers of all kinds of

Lithographing, Printing and Fine Half-tone Inks,

Printing Inks for Bookbinders.

Three-color Process Inks a Specialty.

CHAS. HELLMUTH,

Manufacturing Agent.

OFFICES AND FACTORIES:

NEW YORK

CHICAGO

46-48 E. Houston St.

357 S. Clark St.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.



CATCH PHRASES & IDEAS.

A little book worth its weight in gold -
To All who Write Ads, Show Cards, Cir-
culars or other Business Literature.
The price is 50c, but you can get it
by simply filling out one of our
blanks, which will be sent you
promptly on request. Address
The Advertising World, Columbus, Ohio.

FREE

News Paper

We have a large stock of the above
in various weights of

DOUBLE ROYAL

AND

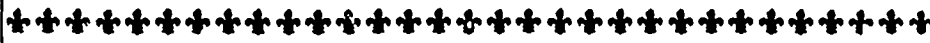
DOUBLE DEMY

suitable for all kinds of job and
newspaper work.

Schofield Bros.

26, 28, 30 PRINCE WILLIAM
STREET,

ST. JOHN, N.B.



The Supply of News Paper

We trust the Printers and Publishers of Canada will be lenient with us at the present time, as our resources are strained to keep up the necessary supply. We hope our many customers will bear in mind that, as we are thus obliged to run news on our book and writing paper machines, its cost is thereby considerably increased without any consequent return to us.

We are shipping as promptly as possible, and give careful attention to letter orders.

CANADA PAPER CO.,

Montreal, - - - Toronto.



PRINTING PRESSES

FOR ALL CLASSES OF LETTERPRESS WORK.

The Miehle

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

The Miehle

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

The Miehle

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

The Miehle

HIGH-SPEED PONY PRESS, TWO-ROLLER, REAR OR FRONT DELIVERY, "RACK AND PINION" OR "TABLE" DISTRIBUTION. Made in two sizes, 25x30 and 26x34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR NEW SHEET DELIVERY

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

FOR PRICES, TERMS, AND OTHER PARTICULARS, ADDRESS

The Miehle Printing Press & Mfg. Co.

MAIN OFFICE AND FACTORY,

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

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