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THE CANADIAN PRINTER & PUBLISHER

VOL. VII.—No. 12.

TORONTO, DECEMBER, 1898.

\$2 00 PER YEAR.

The Only Gatling Roller Plant

... IN CANADA



"PERFECT" ROLLERS are absolutely free from Pin Holes or Flaws of any description.

"PERFECT" ROLLERS possess a surface like Plate Glass and are faultless in form.

"PERFECT" ROLLERS are cast and can be delivered in very much less time than by existing methods; they produce the highest quality of work and are most economical in use.

Send your Roller Cores to us and we will cast you

"PERFECT" ROLLERS in our celebrated REMELTO COMPOSITION.

Toronto Type Foundry Co., Limited

44 Bay Street

TORONTO

Binding for The Trade

We have one of the largest and most complete Bookbinding establishments in Toronto, and are prepared at all times to do Paper Ruling, Pamphlet, Blank Book, and Letter Press Binding for the trade.

Our plant is always at the command of the Printers of Canada when they are in need of work of this character, and we hope by careful attention, and intelligent execution of orders, to continue to merit their patronage.

Printers without binderies need not decline orders for want of facilities, for with our assistance they may be able to secure orders that otherwise might be sent elsewhere.

We are pleased at all times to give information and quote prices.

CORRESPONDENCE INVITED.



Warwick Bros. & Rutter

Bookbinders, etc.

Toronto, Ont.

Printer and Publisher.

VOL. VII—No. 12

TORONTO, DECEMBER, 1898.

\$2.00 PER YEAR.

The MacLean Publishing Co., Limited

President,
JOHN BAYNE MACLEAN,
Montreal.

Treasurer,
HUGH C. MACLEAN,
Toronto.

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.

OFFICES:

MONTREAL, (Telephone 1255) Board of Trade Building.
TORONTO, (Telephone 2148) - 26 Front St. West.
LONDON, ENG. (J. Meredith McKim) 109 Fleet Street, E.C.
MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann Street.
NEW YORK, (M. J. Henry) - - 14 Irving Place.
WINNIPEG (J. J. Roberts) - - Western Canada Block.

Subscription, \$2.00 per annum.

Single copies, 20 cents.

Cable Address: "Adscript," London; "Adscript," Toronto.

THE WEEKLY PRESS.

GETTING SUB- The publisher of The Arichat, C.B., Record, SCRIBERS TO announces that he will print a list of subscribers PAY UP. who pay. If the community is small and the people know their newspaperman well, this might work well. But the whole business of getting delinquents to pay up is a delicate one, and publication of the grievance except in a good humored way is seldom effectual. The best is for the local publishers to have an understanding not to supply papers to notorious delinquents, and to work together in educating the neighborhood up to the required standard.

A PUBLISHER'S The Owen Sound Saturday Star has suspended EXPERIENCE. publication. The editor frankly said he found it impossible to make the business pay, and his outspoken remarks are reproduced for the benefit of those who have not read them:

"We have wasted about eight years of our life in Owen Sound, and what resources we had accumulated, and have found it to be a non-money-making town in the publishing business all round. It is the only place so far that we had encountered where those engaged in the printing business, if frugal and studious, found headway impossible. We have all along dealt frankly with our readers. In the fourth year of The Star, several hundreds of dollars, naturally due in subscriptions, are outstanding, scattered, and apparently in no wise available—the curse of the country newspaper publisher. Therefore do we quit, because we abominate kite-flying and imposing upon

friends or acquaintances. * * * The office will be kept open throughout December to all who will pay us at 17 Division street. We have supplied metropolitan weeklies and magazines to hundreds of our own subscribers since The Star started, and we have yet to hear the first complaint. Those paid in advance will receive another paper to fill out the unexpired term. It is sad to part with one's weekly readers—we like everyone of them—but a paper that t.i.c money does not come in to sustain after three years of publication might as well be abandoned, for life, itself, is fleeting."

One publisher reports that he finds it pay to make a special effort for every leading local event. He gave four additional pages when a new high school building was completed, and devoted considerable space (ten columns) to local school work and other matters of interest to school people. This enabled us to get several columns of school advertising—schools, colleges, school supplies and books being advertised in the issue. The edition reached all the directors in the county, many teachers and a number of pupils in addition to our regular subscribers. So it paid the advertisers to take space. In addition to this advertising, every man who did any work on the building, from the architect to the biggest contractor, was given full credit for work done, in the write-up, and cheerfully took space in this number." In the same way he found, as others have found, that a special feature in news can be followed up by extra ads. If you let a local event of importance go by without special attention you have just lost so much money. Newspapers, weeklies as well as dailies, are forced to do a lot of free advertising in a year, but sometimes a way presents itself of getting back from these people some of the free mention their enterprises have received.

C. H. Bowden, writing in a contemporary, gives HINT FOR THE this quiet hint to the printing department of the JOB ROOM. weekly office: "Keep a complete set of samples of every class of job work. Don't jumble them all together in some box or drawer, and be obliged to hunt half an hour or so for some particular piece of work. That is a waste of your customer's time as well as of your own. But file them away in some convenient place, each class of work by itself, where you can lay your hand on it at once. Your customers will appreciate your promptness; they will remember it and come again with the next job. Just a word more about samples. I find their judicious use one of the best means of gaining new trade, and

holding old. Each job you run, put in a few extras for yourself, then, when a prospective customer asks for prices, send him a package of samples, with a price marked on each, with request and postage for their return. If your prices are within reason, and your work of the average, you will secure the order nearly every time through this little point of courtesy. And never print or deliver a job of which you are ashamed to preserve a sample."

TREATMENT OF ADVERTISING AGENTS.

CHARLES STARR, of The East Orange (N. J.) Gazette, in his paper on "Business Independence," read before The National Editorial Association, says:

"Every decent publisher starts out with a high ideal in journalistic and in business affairs, and with a commendable ambition to not only conduct a paper that will be a journalistic success, but one that will pay him well for his labor and responsibility, and, in the end, earn a comfortable surplus for his future enjoyment. With the latter end in view, he establishes prices for his advertising space and for his job work which he considers fair, and which he expects to yield him a reasonable margin of profit, and makes rules for the conduct of his business according to his own ideas.

"In this respect, he does not differ materially from the man who runs the corner peanut stand, but in too many cases the similarity in business methods ends with the good intention. After having become comfortably settled in business, the advertising agents learn of his existence and begin to assail him with propositions for advertising at a small fraction of his rates, burdened with requirements in absolute violation of the beautiful set of rules he has formulated for his guidance; and, if they are unsuccessful at their first assault, they begin to harass him with arguments to show how peculiarly desirable it is to do business with them in this particular instance at a loss. Right here is where his business independence should assert itself. If the publisher wavers a hair's breadth he is a goner, as he will be forced to accept at least a part of the most ridiculous proposition in order to avoid correspondence that otherwise would drive him to a madhouse.

"The peanut vendor, whose price for a measure of nuts is a nickel or a dime, would not dickering with a man who offered him a cent for them and wanted them tied up with silk ribbon and sent home, and it is just at this point that the vendor would show the value of business independence, and, by refusing the order, avoid all parley on the subject. If the man making the offer wanted the goods, he would then, in nine cases out of ten, take them and pay the price; and it would be the same way with prospective advertisers if publishers could only be persuaded that the value they set upon their space is the correct value, and that by showing ordinary business independence they are protecting their rates from future and continued assault, and are ensuring much greater satisfaction on the part of their customers. They will be much better satisfied with the proceeds of a smaller number of advertisements at paying rates, until their independence results in the securing of a satisfactory volume of more desirable business at remunerative prices.

"In the matter of job printing many publishers are equally unstable in their prices. They know what a job is worth and that they ought to charge for it, but in the face of the chance of a rival office getting it at a lower price, they sacrifice their profit, never stopping to consider that, in meeting cut rates, they are

putting themselves in line with other cut-rate printers, and are establishing a grade of prices at which they could better afford to be idle than busy.

"In most ordinary pursuits, men who have goods or labor to dispose of, fix their price and stick to it, recognizing the wisdom of that policy in the long run; and publishers of newspapers should show the same business independence that would enable them, with equanimity, to view the loss of an occasional order on which they know only that it is a common practice for some of the big advertising agencies to shave bills anywhere from 25 to 50 per cent., claiming some technicality as an excuse. We try to render service as per contract, and we won't submit to the paring process. We keep and file every letter and contract, and by this means we are able to make up our case, hand it to our attorney, and tell him to 'go ahead.' We've collected balances in this way from some of the biggest and meanest advertising agents in the country, and the cost has been trifling.

"We believe the loss to publishers can be minimized if they will simply do business in a businesslike way. Our confidence in this plan has been established by experience, and we believe our brethren will find it to their everlasting advantage to try the experiment."

COST OF WAR REPORTS.

CANADIAN dailies paid a lot of money for reports and special correspondence of the Spanish-American war, and Newspaperdom has been figuring up the expenses of the leading United States journals. The average citizen, it says, unversed in newspaper ways, is all too apt to conclude that because his favorite paper has printed much news of the war, sold a great many extra papers and thus acquired a gratifying surplus, that the editor should do so and so in the way of improvement.

It will doubtless interest this superficial observer to learn that, should a war reported as this has been continue two years, it would bankrupt the resources of every first-class newspaper in New York city. Every newspaper of the first class has run far behind since the outbreak of the war. To one newspaper, at least, the war has meant an additional expense of more than \$3,000 a day—about \$1,000,000 a year—enough to eliminate all the profits of the most profitable newspaper in America.

The New York Journal—which probably "covered" this war as completely and elaborately as any other newspaper—had in commission ten seagoing craft, as follows: The yachts Anita and Buccaneer (the Buccaneer was given by Mr. Hearst to the Government, armed and equipped), the steamers Amrum, Baracoa, Ely, Sylvia, Diamante, and the tugboats Echo, Simpson and Biscayne Bay.

The charter of these boats amounted to over \$1,500 a day.

The item of cable tolls is able alone to chill the ardor of the would-be newspaper creator. It cost from 50 to 80c. per word to send press matter from such points as St. Thomas, the Haytian points or Jamaica.

It cost \$1.45 to \$1.80 per word for press cables from Hong Kong. It was necessary to keep correspondents posted as to the principal events of the war. On such messages—not forwarded for publication—no press rate was allowed. They cost \$2.66 per word from New York to West Indian points.

It is a fact that the only profits in the newspaper business during the exciting days of the war went into the pockets of the newsboys, whose sales were swelled beyond belief, and whose incomes assumed quite respectable proportions.

EDGAR MAURICE SMITH.

AT the risk of being charged with national vanity, Canadians are inclined to be jubilant over the success of their fellow countrymen in art, stage and the world of books. In all three they have come well to the front, and are winning appreciation and applause from the whole English-speaking world. The writings of Parker, Grant Allen, Drummond, Sara Jeannette Duncan and Robert Barr have already won a lasting place in the world's literature, and other Canadian authors are pushing towards the same goal. The latest novel from the press of T. Fisher Unwin, the most conservative of publishers, entitled "Aneroestes the Gaul," is written by a clever Montreal journalist, Edgar Maurice Smith, whose name is already familiar to those who have read his excellent articles in the American magazines. He comes honestly by his literary gifts, for both his father and grandfather were well-known journalists and publishers. The St. Johns News, which the former still controls, is one of the best weekly newspapers in Canada, in fact, it possesses a literary flavor rarely found outside the metropolitan dailies. Mr. Smith was educated in St. Johns, and, after being employed for several years in the Merchants Bank of Canada, he became associated for a while with his father in The St. Johns News. About four years ago he published his first long story, "A Daughter of Humanity," which was an exposure of the hardships and trials to which young women employed in stores are exposed. Though not what is commonly called a popular novel, its strength and accuracy won it favorable criticisms from the leading book reviewers. Shortly before this, Mr. Smith had established in Montreal a literary and society weekly, The Metropolitan, and was rapidly making it a paper with prestige and influence, when his failing health compelled him to dispose of it. It is worth noting when The Metropolitan was purchased by a company, a few weeks ago, Mr. Smith was installed in the managing editor's chair. The brightness and originality of recent issues of the paper are sufficient proof of the wisdom of this course.

"Aneroestes the Gaul" is an historical novel, dealing with the personnel and events of Hannibal's march over the Alps and his invasion of Italy. In reviewing it William Douro Light-hall, himself a writer of considerable ability, says: "Mr. Smith shows a surprising scholarship in his dealing with ancient life, and the characteristics of the tribes of that lawless period; while he, at the same time, brings a power of vivid description of individuals and their actions to his task which marks him as destined, to a destined future as an historical romance writer."



EDGAR MAURICE SMITH.
Editor The Montreal Metropolitan.

The plot is good and the characters telling. The hero, Aneroestes, is a member of one of those indomitable tribes of the Alps who opposed Hannibal in his arduous march across the mountains. Taken a prisoner, he is compelled to contest as a gladiator for the amusement of the army. In this fight, which is described with great power, he shows such resources and determination as to acquire the admiration of Hannibal himself, which leads to his being chosen for the difficult service of entering as a spy a walled town about to be besieged and stormed by the Carthaginian forces. After the most dangerous and exciting events, he performs his task, and escapes with Ducaria, a woman of intrepid spirit, and who is a beauty of the besieged town. Ducaria is afterwards seized upon by the brutal general, Himilco, and claimed as a slave. The hook ends by the slaying of Himilco by the daring act of Aneroestes, and the escape of the devoted pair from the vengeance of the army.

The New York Sun is responsible for this account of a new advertising scheme, which appeared recently in a truly moral journal. The following advertisement was the first instalment of the scheme.

"For Sale.—In accordance with a conclusion reached some two months since, the ———, good will, mailing list, etc., included, is offered for sale. The reason is the protracted ill health of the editor and proprietor. For more than two years he has been a victim of liver trouble, and though perhaps now in general health is as well as at any time of this period, yet a change of climate is advised as necessary. For this reason the paper is offered for sale, though with much reluctance many pleasant ties will thus be severed. Such is life. Brother editors will con-

for a favor by noting that the paper is for sale. No more beautiful section of country in which to locate.

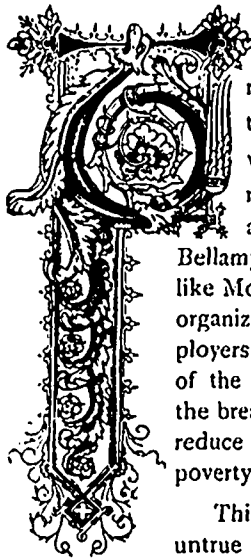
— — — — —
"Editor and Proprietor."

The next issue contained, not the announcement that the journal had changed hands, nor the repetition of the original notice, but the statement to the effect that since publishing the original notice the editor had been taking ———'s liver pills, and with such success that he had decided to keep the paper after all. Needless to say, every editor will not lend himself to the carrying out of this scheme by giving a testimonial in this form to anybody's pills.

J. S. Willison, editor of The Globe, who has been unwell for a fortnight, is now, his many friends will be glad to hear, on the high road to perfect recovery.

MACHINERY IN PRINTING.

Theodore L. DeVinne, New York.



HERE are philanthropists and society reformers who look upon machinery as of the devil. To Ruskin, who looks on the world from an artistic point of view, railroads, steam-engines and factories are abominations; to dreamy idealists like Bellamy, to socialists like Marx, to anarchists like Most, the employment of machines for the organization of industry, in the relation of employers and employed, is the crowning outrage of the century. They say that machines take the bread out of poor men's mouths; that they reduce workmen to practical slavery and poverty.

This is a formidable indictment, but it is untrue; yet I shall not now undertake to traverse it. The subject is too vast. Allow me to confine myself briefly and imperfectly to the points that affect the printing trade. How much has machinery hurt us or our employes?

At the outset, let us consider the impropriety of throwing stones by people who live in glass houses. All of us live by machines. The types and the paper we handle were made by machines, the printing presses, that give life to our art, are the most formidable of machines. It would be a sad day for us, and for compositors and pressmen, if we had to print without the aid of machinery. For the drudgery (if I can so call it) of our art is purely mechanical, and it is the putting of this drudgery on machines that enables us to do more and better work, and enables our employes to earn better wages.

At its invention, printing was stigmatized as a mechanical art. No artist of the present day despises imitations of painting by photography and lithography more heartily than did the copyists and illuminators of the fifteenth century despise books printed from types. In Nuremberg and Florence, they petitioned the authorities for the suppression or limitation of typography. They said printing was a vile art, every way inferior to copying. What was worse, it threw them out of employment; it would ruin them, and destroy their guild. But printing had come to stay.

This was in the beginning. In time, the printers themselves took up the cry of the copyists, and denounced every attempt at improvement that saved manual labor. Stereotyping was delayed nearly 50 years by what Moses calls the "supererogatory villainy" of the printers, who battered the plates of the inventor, William Ged. Composition rollers, self-inking machines for hand presses, machine-made paper, machine-made types, cylinder presses and rotary machines have run a similar gauntlet. I cannot tell you how many strikes and how many smashings of machines were made by the workmen who contended that the improvements were ruining them, but there were many, especially in France and England. All this opposition was needless.

The machines and improvements are here yet, but the workmen are not ruined. Would they not have been comparatively ruined without them? What would be the condition of printing without electrotypes and machine-made paper and types

and cylinder and rotary printing presses? Put back our art to old conditions and there would be but ten printers where we now have more than a hundred. Nor is this all. The ninety men kept out of the trade would be working a deal harder at more unpleasing work and for half the pay. For the ten men who did find work there would also be half pay and harder work. The offices that now pay best wages are those that have the most machinery; the offices that pay smallest wages are those that have little or no machinery. The pressman, and even the compositor, who is now earning twice and thrice the sum that was paid for harder work 60 years ago may think that his improved wages are due to his connection with a trade union, but the facts of the case are all against him. His larger wages are due to the machinery that he is taught to hate as his great enemy.

The employer's troubles from opposition to machinery in the pressroom are about over. No pressman now thinks of going on a strike when a new and faster press comes in the house. The value to able pressmen of faster and better machinery is no longer a debatable question. It is the man who does not know how to work an improved machine, and who won't take the trouble to learn its mechanism, who hates machinery.

In the composing-room our troubles are about to begin. For more than 400 years types have been set up by hand, and, until quite recently, compositors have been firm in the belief that composition could never be done to profit by machinery. This conclusion has been reached from a knowledge of the failure of not less than 40 machines that have been offered to the trade since 1830. But the tide seems to be turning. There are, at least, six typesetting machines that have done, and promise to do, composition with more economy than by hand. These machines are to be found in the newspaper offices of many large cities, and their number will probably increase. To the ordinary compositor these machines seem a menace. He looks on this form of improvement as the mediæval copyist looked on printing; as the old-fashioned hand-pressman and compositor looked on stereotyping and cylinder presses; he thinks that they mean the destruction of his art and the driving of him out of business. He is unable to see that as long as typesetting is done there is, and always will be, a large amount of work that must be done by hand that can never be done by machines; that increasing facilities for production will always increase production; that the machines will really create demand for new work. We have a right to expect that the same result will follow from the use of the same means. Cylinder presses did not diminish presswork. It created presswork. Typesetting machines will not diminish composition. It will bring into existence new forms and new applications of typesetting. That here and there the introduction of machines may be the means of putting compositors temporarily out of employment is not to be gained. This result is much to be regretted, but its beneficial effect on the entire trade will ultimately be for good. Not the least of its many benefits will be the check it will give to amateur composition, and to the competition of offices that now try to thrive on poorly-paid labor. It will certainly diminish the tendency of boys and girls to learn composition in poorly-equipped offices. It will certainly keep half-taught graduates out of the well-equipped offices, for the new conditions will compel the compositor of the future to be a better workman than the compositor of to-day. More than

one-half the work that is now done in printing offices is done, and must always be done, by thinking, trained, and intelligent men, who do not work by rote, as the machine does. Men of this class will always be in demand; will always be more efficient in their field than any machine. That these men will get better pay, more steady employment, and higher consideration, goes without saying, but these improvements of condition will not be made in a year, or even in a few years.

The improvements that are now temporarily damaging to the compositor have been felt, and are now felt in the same way, and often to a greater extent, by their employers. Three times within the last thirty-three years our house has had to turn out its machinery. Presses that cost \$3,000 were often sold for \$500. They were not worn out; they were still capable of doing good service, but they were too small and too slow for the altered conditions of business. No doubt, these changes will go on indefinitely. Content as we may be with the types and machinery that we now have, the time is coming, and is not far off, when most of our cylinders will have to be supplanted by those that are more efficient. It is even possible that on some forms of composition the art of typesetting will be practically abolished. It may be that in the coming century all our children will be taught shorthand along with the Roman alphabet. It may be that the authors of books, or editors of newspapers, instead of writing out their copy, may talk to the phonograph, and this phonograph may be transmuted by typewriters into a readable shorthand, and this shorthand may be photo-engraved and electrotyped and sent to press and printed without the use of a single type. Stranger things have happened. I can even imagine the possibility of the Web press and all forms of press-work being abolished, and the typewritten copy printed by some cheap and quick system of photography. When Mr. Bellamy's Paradise on earth is established, we surely shall have all the improvements. Perhaps the operators of typesetting machines and the compositors of the next century may join with their employers, and all go on a strike for the restoration of their discarded art. Perhaps they may petition the Legislature for a pension. I hope not, for I must continue to think that, under all circumstances, the man will be more than the machine, and will adapt himself to any emergency.

PRIVATE DISCUSSION.

It is suggested by a member of the Canadian Press Association that some provision should be made at the forthcoming meeting in Toronto for private discussion between publishers. It is quite clear that there are some matters that cannot be discussed with absolute frankness when the views a man utters are to go into print. He will not, he cannot, be frank, under these circumstances. That valuable body, the American Publishers' Association, invariably holds its meetings in camera, and, when the door is tiled, there is a freedom from restraint which brings out very valuable experiences from the members, who would not care to have their private business go on the record. Besides, there are some subjects which cannot be aired properly within earshot of the public. How can we discuss gravely the chances of getting more money out of the public when the public is looking on? There is the case of libel. Why should we give pointers to legal shysters on the weakness of the libel law? It is worth considering whether arrangements should be made at the forthcoming meeting of the Press Association for some private discussions.

MONTH'S NEWS IN BRIEF.

THE following have been elected officers and directors of the new company owning The Quebec Chronicle: Hon. John Sharples, president; J. T. Ross, vice-president; David Watson, secretary-treasurer; Horace Wallis, managing director. Directors: Hon. V. W. Larue, C. A. Pentland, Q.C., and J. Breaky.

J. K. Monro, late of The Toronto Telegram, is editing The St. Thomas Journal.

The libel suit of Nase vs. The St. John Progress, ended in a verdict of \$300 against the paper.

The libel suit against W. C. Nichol, of The Vancouver Province, has been adjourned, owing to the absence in England of Hon. Mr. Turner, the ex-premier of British Columbia.

James Brierley and John F. McKay, of The Montreal Herald, have been committed for trial, reserving their defence, in the criminal libel suit brought by Chief of Police Hughes.

Richard O'Bryan, publisher of Montreal Town Topics, was sent to jail for a month and bound over to keep the peace for a year for publishing an immoral paper. O'Bryan was convicted several years ago of a libel upon Prince George of Wales, and was then let go on suspended sentence.

Mr. Livingstone, editor of The Klondyke Miner, Dawson City, was in Ottawa lately on his way to England. Mr. Livingstone established his paper a few months ago, and sells it at 25c. per copy. Mr. Livingstone was formerly the editor of a paper in the Ballarat (Australia) goldfields.

Isaac Wilson has sold The Glengarran, of Alexandria, and returns to Cobourg as owner of The Sentinel-Star. The Cobourg World, also, comes under new ownership and management, Mrs. Williams and her daughter selling it to T. B. Lapp, J.P., of Baltimore, with whom Mr. James, of The Bowmanville Statesman, is associated.

ENGLISH PAPERS NINETY YEARS AGO.

In 1816 the circulation of The London Times was only 8,000 copies, and it paid a stamped duty to the Government of £900 a week. It was almost impossible to obtain trustworthy intelligence. Government officials were so jealous of newspaper influence that they placed every obstacle in the journalist's way. It seems that the "funny man" of the American newspaper world was preceded by a similar character in England: An author was kept who was bound to furnish daily a number of witty paragraphs at the rate of 6d. a joke, the length of no paragraph exceeding seven lines. The reports of Parliamentary proceedings were garbled to suit the politics of the particular journal, while scarcely any leading articles, as a general rule, appeared. Such distinguished men as Leigh Hunt and Coleridge wrote for the London press in the early days of the century.

ENLARGING THEIR BUILDING.

Increase of business has forced the Hamilton firm of Buntin, Gillies & Co. to enlarge their premises. As there was no room to spread out, they had to add an additional storey to their building. This space was very much needed, but the firm expect now to be able to carry on their fast increasing business with more convenience than in the past.

EFFECT OF POSTAGE ON NEWSPAPERS

AN EXAMINATION OF THE PROBLEM NOW CONFRONTING CANADIAN PUBLISHERS.

W. C. Nichol, Editor The Province, Vancouver.

THE Hon. Mr. Mulock's bill to reimpose the postage on newspapers will come into force shortly, and it will be interesting to note what effect it has upon the newspaper industry. The immediate result of it will probably be the suspension of some of the journals that are weak financially, while all of those which enjoy an extensive circulation will feel the imposition keenly. Various ways of meeting the burden will suggest themselves. In some instances the subscription price of the papers will be increased, in others the cost of production will be cut down either by curtailing the number of employes or reducing wages. In any case hardship will ensue and the conclusion is irresistible that the measure was both injudicious and unfair.

There are many reasons to be advanced in support of this contention. The newspaper business is the only business in Canada which is absolutely without protection in any form. The newspapers must pay duty on their presses, type, and paper. Everything they use is taxed, directly or indirectly, and they get nothing at all in return. In addition to this, the very Parliament which consents to carry papers mailed in the United States free of charge to any part of Canada, now proposes to make matters worse by making Canadian papers pay for transmission, not only to points in the United States, but to places within the Confederation. If anyone can see an atom of reason or justice in this, it would be interesting to discover where it lies. It is worse than unfair. It is extending to the business men of a foreign country a consideration refused to our own people.

One cannot but feel that the Postmaster-General devised this measure in absolute ignorance of the conditions under which Canadian newspapers have been published. To the proposition that newspapers should pay postage there can be no reasonable objection, but it must be borne in mind that the industry—which, as a whole, employs more men, pays more wages and put more money in circulation than any other industry in Canada—has been built up under free postage. The newspapers did not ask to have the postage cut off, but it was taken off and they adapted themselves to the new conditions. The reimposition of postage now means an upheaval in the journalistic world and will provoke an unsatisfactory, unsettled and damaging state of affairs, no matter what steps are taken to meet the conditions which the Act will bring about. When the postage was ordered to be reimposed the duty should have been struck off paper, type, presses and patent medicines, because with this specific tax upon them the newspapers should be able to get their raw material duty free and be placed in a position to compete for American advertising. If the American manufacturers were allowed to sell their goods in Canada free of duty, it would make a difference of thousands of dollars a year to the publishers of every Canadian paper.

It is a hard enough matter, under the best of circumstances, to make a newspaper pay in Canada—it is doubly hard in British Columbia. Only a baker's dozen of the Canadian papers are making over a few thousand dollars a year, and the majority of them barely manage to keep their heads above water. In

British Columbia the cost of wages, of paper, freight rates and telegraph tolls is so great that it is an almost hopeless task to make a large financial success of a journalistic enterprise. Printers get from \$21 a week up. Pressmen and stereotypers the same. The foreman of a news-room thinks he is underpaid if he gets less than \$25 a week. If the newspaper uses Mergenthaler machines a machinist is necessary, and he demands \$25 a week for his services. These wages run \$7, \$9, \$12, and \$14 per week greater than is paid in the east. The cost of living in British Columbia is greater than it is in Eastern Canada, but not two or three times as great. While these high wages are paid, the earning possibilities of the British Columbia newspapers are not as great as the papers of Toronto and Montreal. Their advertising rates are lower, and they are called upon to tie up capital to an extent that the eastern papers never dream of. The eastern papers never think of putting in more than one carload of paper at a time. There are three carloads of paper stored in The Province office at a time, and each one represents an expenditure of nearly a thousand dollars before the paper reaches this office.

Such facts as these might be extended indefinitely, but what has been said is sufficient to show the peculiar conditions surrounding this business of newspaper publishing and the peculiar hardship entailed upon publishers by the reimposition of postage. The Province is quite satisfied of one thing, and that is, that when the papers find out how the measure is hurting them, such an outcry will be made that the Act will be repealed, or the newspapers be permitted to get their raw material duty free, as they should.

CANADIAN PRESS ASSOCIATION.

PROGRAMME OF THE MEETING.

So far as arrangements are made for the meeting of The Canadian Press Association in Toronto, in February, the programme for the two days will be, provisionally, as follows:

THURSDAY MORNING

Reports of Executive and Secretary-Treasurer
President's Address.
Appointment of Committee on Resolutions.
Nomination of Officers.
Consideration of Kanloops Standard Case.

THURSDAY AFTERNOON.

"War Correspondence."—John A. Ewan.
"Presswork in Daily Offices."—L. J. Tarte.
"Collecting Subscriptions."—A. G. F. Macdonald. Open Conference.
"Presswork on Weeklies."—The President. Open Conference.
"The Newspapers and Agricultural Progress."—Prof. Jas. W. Robertson.
"How Newspapers May Increase Their Revenue."—John Bayne MacLean.

THURSDAY EVENING.

The usual banquet will be held, at which it is expected that Mr. E. L. Godkin, editor New York Evening Post, will be present.

FRIDAY MORNING.

"Tender Work for Municipal Printing."—Dan McGillicuddy. Open Conference.
"Use and Abuse of Plate Matter."—L. G. Jackson.
"Bureau of Forestry."—Thos. Southworth.
Election of Officers.

A publisher in eastern Ontario informs PRINTER AND PUBLISHER that there is an opening for an energetic man who wishes to purchase a weekly with a printing office attached. The paper has been a long time in existence and is the only Conservative paper in the county. Any inquiry will be sent in confidence to the publisher.

Dexter Folder Company

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

Highest Grade ...
Paper Folding and Feeding Machinery

NEW YORK

97 Reade St.

CHICAGO

315 Dearborn St.

BOSTON

149 Congress St.

CHANGED CONDITIONS IN CANADIAN PUBLISHING.

THE other day I was talking to one of the most experienced publishers in Canada, and the conversation turned upon the entire change which has come over the business in the last 25 years. The change is somewhat analogous to the change which the department stores have wrought in retail business. In days of yore high prices for advertising and subscriptions prevailed, and a good profit was got at both ends of the business. It is quite true that the cost of producing a newspaper was then much more than it is to-day. The price of paper was much higher, matter had to be set by hand, and the expense of telegraphing and correspondence was considerably heavier.

But now, as we know, there has been a marked cheapening in the principal processes of publishing a newspaper. The employment of typesetting machines has reduced the cost of composition, and the use of plate matter by the smaller dailies and weeklies of the country has made it possible for them to get out their newspapers very cheaply. The same causes have also increased the number of newspapers, and, whereas, in the daily field a few journals at central points did the daily business for Canada, there are now flourishing daily journals in the larger towns and smaller cities of Canada, all dividing the profit that used to go to a few.

Who has got the benefit of these cheaper processes? It appears not to have gone into the pockets of the publisher, but into the pockets of the public. Advertising rates have fallen and subscriptions have steadily declined, until it is becoming a question in the newspaper business, just as it is becoming a question in mercantile life, whether the present conditions, being abnormal, can last. Big city dailies are selling their papers for \$3 a year in zones at some distance from their place of publication,

while others have come down to \$1 per year, and it cannot be denied that the tendency for the present is to cheapen subscriptions. Does this mean that the time is at hand when publishers intend to give their papers away for nothing and perhaps throw in a chromo as an extra inducement?

I remember quite well jeering at the late Louis P. Kribs for predicting that the day would come when newspapers would be given away. But, I am not so sure that I would jeer at the same suggestion to-day. There are those who think that a good deal of this state of affairs is due to our esteemed friend, the circulation liar. This worthy gets up a fake circulation and for a time enjoys temporary prosperity by coming done to the cost of the white paper. He can, of course, obtain merely a temporary boom, but the mischief he does is not only confined to his own locality, but similar methods spread all over the country, with more or less success, and affect the conditions of publishing everywhere. Of course, in every case, he arouses the resentment of his opponent who is forced to sound even lower depths. The situation is always temporary, since people reach that state of incredulity when they won't believe in circulation at all, and, besides, where the profit is sacrificed, these methods cannot long be maintained. Can there not be found some way of stopping publishers from making asses of themselves in this way?

The probability is that an era of entirely different management is at hand. It is hardly conceivable that the present conditions of competition will not bring forth a new result. The situation is exactly this: That the publisher does not get a profit, and that the advantage of recent saving in the cost of manufacture has gone to the public. Just as the departmental store has completely altered commercial conditions so have the facts I have mentioned transformed the newspaper situation so that no one knows how things will turn out.

A. H. U. C.

January Catalogues

and

Annual Price Lists are now being printed. Printers will find nothing more suitable and more satisfactory to customers and to themselves than our celebrated

Photo-Book Paper.

Send for Descriptive Pamphlets.
Prompt shipment and careful attention to LETTER ORDERS.

CANADA PAPER CO.

LIMITED

Paper Makers and
Envelope Manufacturers

Toronto and Montreal.

THE BUSINESS DEPARTMENT.

AN EXPERT'S ADVICE REGARDING A SET OF BOOKS FOR A COUNTRY PUBLISHER'S OFFICE.



SOME practical suggestions regarding newspaper account-keeping were given recently by E. H. Beach, editor of *The Detroit Bookkeeper*. They were intended, more particularly, for the country publisher, who is often not systematic enough, while city offices are generally well run in this respect. He said :

First, as to your subscription list, I suggest the employment of the card index system. These cards may be procured at a trifling cost per 1,000, printed complete with such data as desired, and are, in every sense, more easily handled and give better results than the old style book register. A card will easily contain the history of an account for five years, and if perchance a subscriber discontinues, his card may be transferred to a dead file, thereby preserving his name for future use. The cards are furnished in colors if desired, one color for regular subscriptions, another for exchanges, etc.

Second, as to advertising records, I suggest that two books be employed, one in which an itemized and complete record of each contract is entered and from which postings are made direct to the ledger. This may be ruled and headed to suit requirements, as for example : Date, name of advertiser, by whom secured, class, space, insertions, issue, rate, charged, paid, folio and remarks. Each charge is posted direct to the proper account in the ledger, and for the purposes of double-entry the total of the amount column is posted to the credit of advertising account at the end of the month, or oftener, if desired.

The other record referred to is designed to keep an accurate record of the insertions of all running advertisements, and is referred to in making up each issue of the paper to make sure that all advertisements are inserted according to contract, correct positions given, etc. Such a record should cover two pages of an ordinary-sized book, with headings as follows : Date, advertiser, description, location, space, insertions (daily or weekly), rate, payable, folio, followed by 31 lines for checking each day's insertions, another column for space and remarks. Reference to the record will show at a glance the actual amount of space used in any one or number of issues.

While not necessary, I suggest that two ledgers be used, one containing accounts with advertisers and all persons to whom we sell, and including accounts with parties from whom we buy, unless bills are discounted and no open accounts are carried. The other ledger I would style private ledger, and, under certain conditions, recommend that it be provided with a lock and key so as to be accessible only to such persons as are authorized to examine it. This ledger should contain only representative accounts, such as advertising, subscriptions, expenses, postage, commissions, salaries, rent, fuel and light, machinery, etc., together with accounts with partners, if a private company, or necessary stock accounts if a corporation.

One other book—a combination cash book and journal—will complete the set. This should contain headings for date, business entries, posted accounts, ledger folios, and such other representative accounts as appear in the private ledger. Each account should have a debit and credit column, except in the

case of postage or some other accounts, which are not likely to receive credits. Each page is self-proving—that is, each debit entry must have a corresponding credit entry and vice versa, hence the totals of the debit and credit columns must at all times be in balance or an error has been made. During the month no postings are made from this book to the ledger, except from the posted-accounts columns. At the end of the month the footings of all columns, except the posted accounts columns, are posted to their respective accounts in the private ledger, when, if no errors have been made, it will also be in balance.

I want to urge upon you the necessity of taking frequent inventories. Do this at least once every three months, or, if possible, every 30 days. With some of you, this may not be possible or practicable ; but, I believe that in the majority of cases it can be done with little loss of time and labor. In any event, the time and labor will be well spent. Upon the completion of the inventory, close your books, that is, transfer all representative or fictitious accounts to profit and loss, and, after charging merchandise account with the amount of your inventory and crediting same to profit and loss account, the amount of your profits or losses for the month will be shown. I would advise leaving the profit and loss account open until the end of your fiscal year, when the balance should be transferred to the proper owner's account. These frequent inventories and closings of the books will enable you to know the true status of your business at all times ; will warn you of approaching danger when times are bad and when expenses should be curtailed ; will often spur you on to greater effort, either to avoid a pending crash or, better, to excel the already good record which you have made during the preceding months. At all times have a business eye single to the glory of your profit and loss account. Guard it and watch it as you do your bank account. The credit balance must grow, or you are going the wrong way. The greatest triumphing of newspaper accounting is to keep the balance steady and strong on the right side of the ledger. Devote your genius and skill to expanding the inlet while contracting the outlet to your strong box. Beware of the little leaks, for they sap up the strength of many a glorious enterprise. In all your worthy ambitions, in all your hopes for the highest achievements, remember that money is the indispensable motive power. Want of it dwarfs when it does not destroy, and the noblest purposes are thwarted where money is wanted to carry them to a successful conclusion.

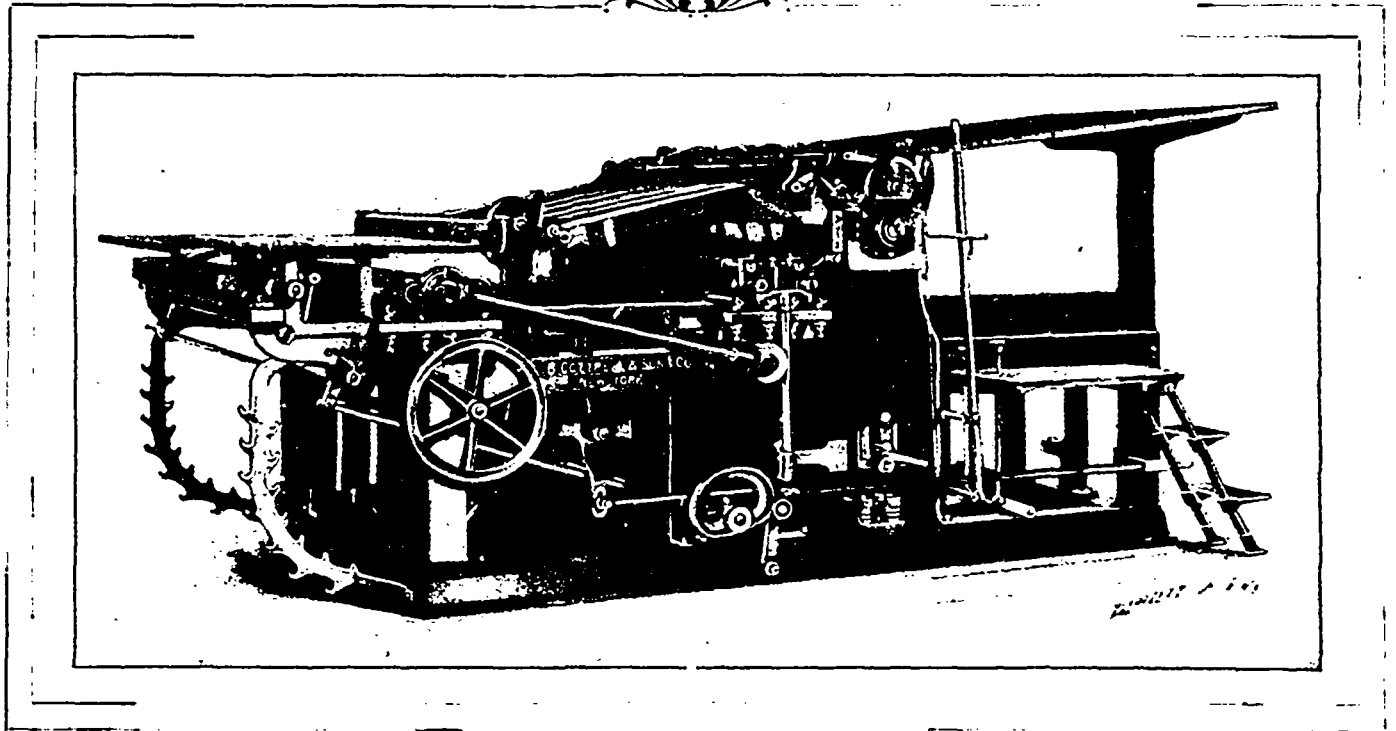
ADOPTING THE CASH-IN-ADVANCE RULE.

The *Hartley (Ia.) Herald* has inaugurated the cash-in-advance rule, and announces the beginning of its operation as follows : "According to promise, we, next week, will be compelled to drop a number of *Herald* subscribers' names off our list, especially such as live outside the county and have paid no attention to our statements or newspaper notices. Some are our best friends, and are good for all they owe, but we must serve all alike if we make the cash-in-advance rule work ; so, from now on, we shall cut off doubtful ones and the persons who give no attention to our requests. We have already lost \$500 on subscription account, and are compelled to stop this kind of trust business. Let others 'trust and bust' if they will ; we propose to do business more on the cash basis hereafter. We shall work the pay-as-you-go system."

The New Cottrell

4-ROLLER...

Two
Revolution
Press



This Press is made in the following bed sizes:

29x43—33x46—33x50—35x52—38x55 43x56—43x60—46x60—46x64

This Press is the FASTEST TWO-REVOLUTION on the Market.

All the form and distributor rollers are geared, and the form and the distributors are made the same size and are interchangeable.

The back-up or reversing mechanism is operated by direct gears (no belts), and acts instantaneously from a fraction of an inch to the full reversing of the bed.

The best illustrated work done in the United States is being done upon **THE COTTRELL**—including the cut forms of the following magazines: "MUNSEY'S"—"Scribner's"—"The Strand"—"Frank Leslie's Illustrated Monthly"—"The Puritan."

For price and terms apply

44 BAY ST.
TORONTO.

Toronto Type Foundry Co.

LIMITED

SOLE AGENTS FOR CANADA.

HINTS FROM A WESTERN PUBLISHER.

WRITING on weekly make-up, L. D. Wait, of The South Dakota Democrat, says: Lengthy editorials and local items should be headed, but I am emphatically opposed to long-winded editorial dissertations. The readers of the average country weekly do not read them under any circumstances, while if short, pithy articles are penned they are almost universally read. With local happenings it is different. The very nature of them insures their careful perusal, and a head now and then relieves the monotony of the local page and makes the matter more attractive to the readers.

A "box head" for a weekly is always neat and tasty, and if the name of the paper is not too extended a little advertising artistically displayed at each end sets off the head to good advantage. The advertising matter should be changed with each issue of the paper. Caps of pica make a very good date line, and the wording should all be spelled out in full. Many publishers commit a breach on the profession by abbreviating "county," "State" and the "month" of the year in their date lines. Display ads. to appear typographically neat should be encircled with pica border.

No office is complete without a few fonts of border — they help to break the monotony.

After years of experience I have found this outline to be very profitable to myself and very acceptable to the average newspaper critic. The foreman needs to possess a very high degree of intelligence in making-up the forms. He must use judgment in placing the advertisements on what would naturally be their most appropriate and profitable pages. I have found that an advertisement of a corset or household product should not appear on the real estate or financial page, nor a whiskey or tobacco advertisement on the woman's page. Many spoil their local page by inserting patent medicine locals among their personals. This suits the medicine concern, but not the man who pays \$1.50 a year for the paper. But how often do we see this incongruous state of affairs! Perhaps some of you gentlemen have thoughtlessly "made-up" your paper in the same way, and if you have you did not make your space as valuable to your advertisers as you would otherwise have had you exercised a little better judgment in according to each advertisement a position on the page where it would have had a chance of being read by the greatest possible number of probable buyers.

DECISION AS TO ENGLISH SUBSCRIBERS.

The Newspaper Owner and Manager, of London, notes a judicial decision regarding the matter of delinquent subscription, which is of interest to publishers generally. A subscriber to The Irish Field paid his subscription to the paper in advance in the years 1895 and 1896. He did not pay for it in 1897, nor at the beginning of this year. The paper was, however, still sent to him, and he made no objection or protest till August 15 last, when, upon receiving an account, he returned the current week's copy and wrote that he did not want the paper. He refused to pay the £1 4s. 9d. which had accumulated, and hence the action. The recorder gave a decree for the full amount. An attempt was made to show that there were good reasons for the refusal to pay, the paper having, since 1896, been transformed from a sporting to a financial journal, and raised in price from 1d. to

3d. The recorder, however, held that the defendant should have written to express his disapproval and to stop the paper; and we think that most people, certainly most newspaper publishers, will agree with this view. At the same time, the decision in the case does not settle all the difficulties which arise in connection with this matter of subscriptions.

HALF-TONES ON A FAST PRESS.

GEORGE QUIGLEY, pressman of The Grand Rapids, Mich., Press, is credited with being mainly responsible for the excellence of half-tone cuts cast into the stereotyped plates. He reports. "Our experience has taught us that, in the first place, it is necessary to have the half-tone plates cast into the stereotype plate in the proper manner. The half-tone plate must be curved accurately and must be held firmly to the matrix when being cast into the stereotype plate. As for the method of curving and holding the half-tone plates to the matrix, every stereotyper has a scheme of his own, being governed somewhat by the style of casting-box he may use. Now that the stereotyper has made his plate, the next question is: How long has it taken him to do it? He has his half-tones all ready to be cast. These are made ready before he begins to make the plates for the day. When the form comes to him in which a half-tone goes, there is a dummy plate the exact size of the half-tone plate. He goes right ahead and makes his matrix. When ready to cast, he lays his half-tones in the place prepared for them by the dummy, fastens them there, and casts his plate. He thus casts his half-tones with the stereotyped plate without taking any more extra time than is necessary to fasten the half-tones to the matrix, which, on a page with three ordinary sized half-tones, would not exceed three minutes. The pressman now takes a 'turn' with it. The half-tone plates do not come as a general thing on the 'starters,' so that he has a little time for 'making-ready,' if the flat-bed pressman will allow me to use that term. The absurdity of the term 'make-ready' will be apparent to the flat-bed pressman when he considers that the web pressman has a curved plate one-half inch thick, the size of the page of his paper, with narrow ribs about one inch apart running around the inner surface of the plate and shaved to about one-eighth of an inch bearing, that is what he has got to put his under-lays on, if any are necessary. The tympan on a web newspaper press generally consists of a rubber blanket, with a felt blanket covering it. You can readily see that an overlay would not have much effect, excepting, perhaps, to destroy your blanket. The method we employ in our pressroom is a clean press, clean ink and good rollers properly adjusted. A felt blanket that has been well 'beaten in' gives the best results. The rest of the 'make ready' consists of a judicious use of a small chisel and small hammer on those narrow ribs right where the flat-bed pressman would put an underlay."

The Granby, Que., semi-weekly Mail is again to be enlarged.

Claud Bryan, of The Toronto Globe staff, who has been acting as private secretary to Mr. Willison, the chief editor, for some time, has accepted a similar post with Hall Caine, the novelist, and leaves for England December 30. Mr. Willison has appointed R. Coates, formerly of The World staff, to the position.

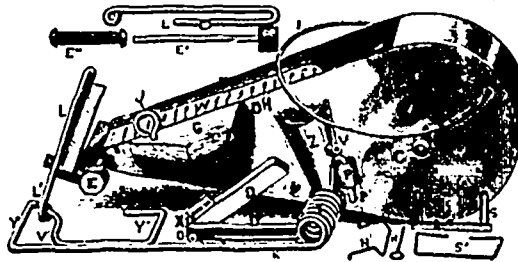
SITUATION VACANT.

LITHOGRAPHERS; SALESMAN WANTED TO CALL ON. N. Y. man earned \$1,800 in '97. "Printer," P. O. 1371, New York.

FOR SALE OR RENT—OWEN PAPER COMPANY'S PROP-erty, Housatonic, Mass., consisting of 20 acres of land; frame mill, 290 x 40 feet, three storeys and basement, fully equipped, with 240 h.p. water-power; 2 boilers, 100 h.p. each; barn, 30 x 40 feet; lumber shed, 90 x 20 feet; brick storehouse, 100 x 32 feet; 11 dwelling houses; 1 large boarding house; plenty of good water. Apply Dr. Geddings, on premises. (12)

PRESSES FOR SALE—THE HOE FOUR AND EIGHT PAGE "Presto" Stereotype Perfecting Press, now used in printing The Toronto Globe; also two 4 and 8-page Potter Perfecting Presses, printing The Toronto Telegram, must be removed to make room for new Quadruple Presses which we are constructing for these papers. Under the circumstances, they will be sold at very low prices. For further particulars address R. Hoe & Co., 504 Grand street, New York. (12)

R. Dick's Seventh Mailer.



OVER 8,000 IN USE.

NO BETTER MAILER MADE.

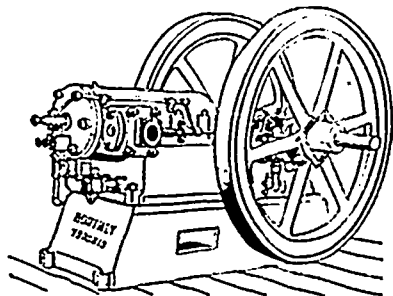
Worth more to the printer than Klondike gold, is R. Dick's Seventh Mailer. A great time-saver—and time is money. With it experts have addressed from 6,000 to 8,586 papers in less than an hour. For information concerning Mailer, address

R. DICK ESTATE

Price, \$20.25 without Royalty. 139 West Tupper St., BUFFALO, N. Y.

The Northey Gas or Gasoline Engine

Improved Model.



"Built for Hard Work."

Is cheaper than any other other form of power, whether you want 4 h.p. or 200 h.p. Has all the printer's power requisites—smooth running, easily controlled, costs little. No waiting to get up steam—no heat—no engineer—and absolutely safe.

Sold on the most liberal terms. Illustrated booklet free.

The Northey Mfg. Co., Limited, 1007 King St. Subway, Toronto, Ont.

BEST POSSIBLE READY-PRINT SERVICE

AT THE

Least Possible Cost.

We supply the most complete, comprehensive and up-to-date news ready-print published.

We have, also, in our literary departments, every conceivable feature needed to complete a satisfactory schedule for any newspaper.

We give special political departments, according to the politics of paper concerned.

We furnish reading matter plates which are uniform in typographical style with the matter in our ready prints. So, customers who require some plate matter for the home side can be supplied with that which will match the other work in the paper.

We do Electrotyping, and have our own electrotype foundries. Publishers can save many dollars by having us electrotype forms of jobs likely to come in again, or containing lines of delicate faced type.

We do Stereotyping of all kinds, metal-mounted and wood-mounted, and do it promptly and in the best manner.

We have extensive printing machinery and printers' supply departments, and we furnish from our own stock whatever our customers need in these lines. The convenience of obtaining supplies and other articles from us is greatly appreciated by customers.

We publish "SANCTUM SELECTIONS," A WEEKLY JOURNAL, DEVOTED TO THE PRINTING INTERESTS OF CANADA. IF YOU DON'T GET IT, SEND FOR COPY.

We supply ready prints from our Toronto and Winnipeg branches only.

Toronto Type Foundry Co., Limited,

TORONTO,
44 Bay Street.

MONTREAL,
646 Craig Street.

WINNIPEG,
175 Owen Street.

VANCOUVER,
520 Cordova Street.

HALIFAX, N.S.,
140 Lower Water Street.

SPECIAL NUMBERS AND SPECIAL MENTION.

CHRISTMAS numbers have been frequent this year. The Toronto Globe's issue was a beautiful one both as to illustration and press work. In these two respects it could not be surpassed. The literary material was also of the highest standard and was contributed by Canadian writers of acknowledged merit. The Globe's extra edition was sold the day of issue, and it was, in every respect, a great success. Saturday Night issued, likewise, a very handsome number with some of the best literary work which E. E. Sheppard and J. T. Clark have done. The Mail and Empire also issued a Christmas number, and in Montreal, The Herald's elaborate and well gathered up special issue, and The Gazette's Christmas number of December 17, with their brilliant covers in colors, have shown what good work, can be done in that city.

The anniversary and Christmas issue of The Goderich Star, 24 pp. with half-tone cuts, etc., was a highly creditable one.

The Cornwall Standard office printed for the Sons of Scotland dramatic entertainment a pretty programme in gold and purple quite equal to city office work.

Business cards on good stiff boards with rounded corners, altogether a superior piece of work, is one of the late achievements of The Georgetown Herald office.

Several Christmas issues have just come to hand, as **PRINTER AND PUBLISHER** goes to press, including those of The St. Thomas Journal, The Cornwall Standard and others.

The Charlottetown Islander has been changed from a semi weekly to a weekly, issued every Friday morning. It is now a 32 column paper, and has been much improved in appearance and in other respects.

As a calendar is intended to advertise the office which issues it, no better calendar can be devised than the one Mr. Preston, of The Brantford Expositor, turns out—a fac simile of part of the front page of The Expositor, with a cut of the handsome office building.

The Peterborough Review office struck a good idea in issuing tinted envelopes commemorating the institution of Imperial penny postage. The design was shown on the front of each envelope in faint colors and embodied emblems of Britain and her various colonies. The envelopes are sold at 15c. per package of 25c.

IT WASN'T THE FAULT OF THE PRINTER.

A minister, who frequently expressed surprise at the typographical errors in newspapers, recently had printed a programme for religious services in his church. He stipulated that, in order that there should be no errors in it, the proof should be submitted to him. It was done, and corrected according to his marking. After the job was delivered, a friend called his attention to the following line in the closing hymn: "Jesus resigns and Heaven rejoices!" The preacher nearly fainted, but he doesn't think he is half as smart as he used to think he was.

We have some seconds of

RAILROAD TICKET BOARD

Assorted Colors

which we wish to close out before the
new year.

This price should assure
their ready sale :

697 Sheets, 4 ply	- -	\$1.25 per 100 Sheets
4,753 " 6 "	- -	1.50 " " "
1,371 " 8 "	- -	1.75 " " "



Buntin, Gillies & Co.

HAMILTON

Agents

Morgan Envelope Co.

Our No. 7-91 Envelope at 90c. per 1,000 is the best value in commercial envelopes in the market (note extra size, large enough to enclose ordinary No. 7).

Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, DECEMBER, 1898.

IN NEWFOUNDLAND.

THE Newfoundland correspondent of The Montreal Gazette writes: "Preparations for commencing the pulp manufacture are in an advanced stage. All the plans are matured, and machinery ordered. The most skilled experts have been consulted. The site of operations is an ideal one. It is an immense area on the shores of Grand Lake, not far from the railway, densely covered with wood of the very best kind for making pulp. Close to it are the coal mines. Water-power to any extent is available. In the marble beds of the Humber, at a short distance, are inexhaustible supplies of lime. At Bay of Islands, at no great distance, are immense deposits of iron pyrites, containing 50 per cent. of sulphur, from which sulphuric acid is made—an indispensable article for the manufacture of the best kind of pulp. It would be impossible to find such a combination of advantages for carrying on such an industry in any other place. One of the greatest pulp factories in the world will spring up here, as by magic. A large laboring population will be drawn here—settlements, villages, towns, farms, will follow; and 'the wilderness and the solitary place shall be made glad and desert made to rejoice and blossom as the rose.' Such are the results of capital and labor when brought together. The one is powerless without the other."

ANOTHER MILL PROJECT FOR NOVA SCOTIA.

The pulp business is now looked upon as one of the most profitable investments in this Province, and St. Margaret's Bay is considered a suitable locality for the operation of a large mill. It has advantages for shipping and if the scheme goes through the community there will be benefited. It is from this point, too, that the company proposes to distribute its power to other manufacturing concerns. From the engineer's report it has been ascertained that the water supply at that point is sufficient to develop thousands of horse-power, and of the enormous amount available it is estimated that some 2,000 horse-power can be brought to the city and utilized here. The rest will be devoted to furnishing power in the pulp plant. As to Rockingham, a central power-house will be established, and from that point the electricity be distributed about the country. In order that no time may be lost, should the Legislature decide to grant a charter, a representative of the company is now in New York making inquiries as to the cost of a plant and the machinery most approved by up-to-date electricians. The report in regard

to this department will be ready in a short time now, and the dream of the past few years promises to be realized in the near future.—Halifax, N.S., Daily Mail.

A SCANDINAVIAN OPINION.

CHR. B. LORENTZEN and K. A. Everitt, who were deputed by The Scandinavian Wood Pulp Association, to visit the Canadian and American mills and report on the condition of affairs and the position to compete with the Scandinavians in the European markets, have returned home. In speaking of their trip they highly praised the hospitality of both the Americans and the Canadians, and hoped when the visitors came to their side that the same cordial feeling would be shown them. Mr. Everitt, who is a practical engineer, found much to admire in the mills and machinery employed on this side of the Atlantic. He doubted, however, whether the quality of sulphite reached that manufactured in Europe. Neither Mr. Lorentzen nor Mr. Everitt cared to talk of their impressions as to the standing of American and Canadian mills in competition with Scandinavian mills, but Mr. Lorentzen had a few words to say on the question of an export duty on pulp wood from Canada to the United States. He thinks the Canadians have justice on their side, and that the Americans will have to allow the pulp to come into the country free, or an export duty will be placed on the pulp wood. The Americans will be very heavy losers in the future if we place an export duty on the wood, as paper mills would spring up in the Dominion. In fact, Canada would be the seat of paper making for the Northern States.

UNITED STATES MARKETS.

NEW YORK, Dec. 10.—The paper and pulp market continues in good condition for this season of the year.

The market for domestic sulphite fibres is quite strong. First quality at 2 to 2.35c. Foreign sulphite, bleached, No. 1, at 3.15 to 3½c.; No. 2, at 2.70 to 2.80c. Foreign soda, bleached, 2.70 to 2.80c.; unbleached, No. 1, 2.15c.; No. 2, 2.10c. Domestic sulphite, unbleached, at 1¾ to 2c.; domestic soda, bleached, 1.90 to 2.10c.

The demand for ground wood pulp is fairly strong. Quotations are about \$13 to \$15 at the mill.

The demand for papermakers' chemicals is quite firm. Bleaching powder is quoted at 1.65c., caustic soda at 1.70 to 1.75c., and alkali at .67½ to .75c.

PULP NOTES.

THE Transvaal Government has granted a concession to C. A. Lageson for the establishment of a paper mill. The mill is to be in operation by the end of March, 1900, and the product is to be sold at a price not higher than the prevailing rates in the South African republic. The quality of the product is to be approved by the Government. The Government, on its part, is to bind itself to request the Volksraad to impose a special protective duty of $33\frac{1}{3}$ per cent. on the value of the articles which the mill can produce, and three years after the mill is in operation the Government may claim 10 per cent. of the net profits of the business.

The Rumford Falls mill is receiving about 600 cords of pulp wood per day from Canada.

The Sault Ste. Marie Pulp and Paper Co. has exported over 10,000 tons of pulp to the United States since October 1.

The promoters of the project for erecting a large pulp mill at Baie St. Paul, Que., are meeting with gratifying encouragement.

The temporary dam on the Jacques Cartier river gave way the other day, necessitating the stoppage of the work until next Spring.

It is reported that Messrs. Jules Spiro and Arthur Hillyard, of New York, are negotiating with capitalists in St. John, N.B., for the erection of a pulp mill on Navy Island.

H. W. Wagon, manager of the Dominion Pulp Co., Chatham, N.B., has closed with a Canadian firm for what will be one of the largest digesters ever made in Canada.

The shipment of 1,000 tons of pulp, recently made by the Chicoutimi Pulp Co., by the steamer Gloriana from Quebec, is said to be the largest ever made from a Canadian port.

The Maritime Sulphite Fibre Co., of Chatham, N.B., has ordered a new 500 horse-power, compound, condensing engine, to replace their 250 horse-power engine. The larger engine is required to operate the enlarged mill which it is proposed to erect.

The Canada Paper Company has, by the addition of the St. Francis mill to the Springdale and Windsor mills, brought its daily capacity to about double what it was two years ago. The latest addition cost about \$250,000 and has a daily output of 25 tons.

The work of repairing the damage done to the Lincoln mills, at Merriton, by the recent cyclone, has been pushed with great rapidity, and the mills are now again in full running order. J. Kelly, formerly with the Reading Paper Co., is now the superintendent.

The Eddy Co., of Hull, have recently installed a splendid machine, 153 feet in length, and having no less than thirty 120-inch driers. The machine, which will produce about 20 tons of paper per day, is operated by a 120 horse-power engine.

The Maritime Sulphite Fibre Co. recently shipped \$40,000 worth of pulp, by the ss. Tiber, for England. Four hundred tons were shipped from Halifax, the Intercolonial railway having underbid the C.P.R. and Canada Eastern, via St. John, N.B.

The report that the Quebec Government contemplated placing a stumpage tax of \$4 per cord upon all pulp wood cut in the Province, with a proviso that \$3 or \$3.50 of that sum be rebated on all the wood manufactured into pulp in the Province, which

would be a virtual prohibition of the export of pulp wood, and be ruinous to those mills which are depending upon the Quebec forests for their raw material, is incorrect. Hon. Mr. Parent, Commissioner of Lands and Forests, has denied that the Government has any such intention.

The Vancouver, B.C., World points out that there is wide scope in British Columbia for the development of the pulp and paper industry and adds that it is only a matter of time before there will be large mills in the Province.

The Fredericton (N.B.) Gleaner says that pulp works will be established there next year on such a scale as to exceed the output of the Chatham and St. John mills combined. Paper mills also will be built to convert this pulp into paper on the spot.

The European Exporters' Association, of Toronto, Limited, of which Sir W. P. Howland is president, and Sir Charles Tupper and Hon. G. W. Ross, vice-presidents, is taking an active interest in the proposed new pulp mill at Parrsboro', N.S.

A sample shipment of three carloads of pulp from the pulp mill which The Reid Company has erected at Exploits Bay, Newfoundland, was recently landed at Sydney, N.S., en route for Quebec, where it is to be tested. If the result of the test is satisfactory The Reid Company will proceed with the erection of a large mill at Exploits Bay.

The arbitrators between the Laurentide Pulp Co. and the Province of Quebec, regarding the water-power at Grand Mere, have awarded to the Province an annual payment of \$3,000 for the use of the adjacent islands and water-power. The company, in return, gets all the rights and privileges perpetually.

The advance in prices of spruce lumber within the past six weeks has been from 50c. to \$1 per M. The manufacturers complain that they get little benefit from this advance, as freights have also advanced 25 to 50c. per M. It is thought by some lumber manufacturers that spruce will sell at as high prices next Spring, while others look for a substantial further advance.—Bangor Commercial.

George Taylor, of Toronto, has been at Quebec in connection with the purchase of 76 miles of timber limits on the Manitou river, some distance below Seven Islands, on the north coast. The river, in some parts, is 400 feet wide and 10 feet deep, and there is a perpendicular waterfall of 112 feet, of an estimated 100,000 horse-power. Mr. Taylor intends to establish a large pulp mill at this point.

An amicable arrangement has at last been arrived at between the proprietors of the Cushing mill at St. John, N.B., and the common council in reference to the water supply of the mill. While the council do not bind themselves to give the mill 2,000,000 gallons of water, they agree to give them all that is not required for a domestic supply, which, at the present rate of consumption, will be considerably in excess of that amount.

The pulp mills at Val Morin, Que., which recently passed into the hands of an American syndicate, were destroyed by fire the other day. The loss was \$30,000, one-half of which was covered by insurance. It is said that the purchase price was \$50,000, including the limit, and the new owners were on the point of spending \$15,000 more for machinery and buildings, when the fire took place. The mill will be rebuilt at once.

Charles J. Loring, of Lawrence Falls, Me., who was employed by the Board of Trade, of Woodstock, N.B., to make a report on the chance of a pulp mill being successful at that

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place, has advised the board that there is not water enough for a mechanical mill, but that the river will furnish enough water-power to operate a sulphite mill. A 40-ton sulphite mill would, he estimated, cost \$70,000, exclusive of water privileges and land, and the wood, he thought, could be had at an outside cost of \$3 per cord, leaving a good margin of profit. He also advised that a paper mill be built, if possible.

The first public step of the new United States envelope consolidation is an increase in prices, averaging about 20 per cent.

N. Hashimoto, a Japanese paper merchant, is making arrangements for business connections and trade facilities with this country.

An exchange calculates that the yearly production of paper in the world is 3,000,000,000 pounds weight, and that this emanates from 2,891 mills.

W. D. Dixon, of Markinch, and P. Grosset, of Leven, directors of The St. John Sulphite Co., sailed from Liverpool at the end of November for St. John, N.B., in connection with the business of the sulphite works now in course of erection.

George Lake, of Glossop, who was commissioned by Capt. Partington to report on the prospects for the proposed Cushing pulp mill at St. John, N.B., has been in Canada for the past month. He expresses himself as favorably impressed with the facilities at St. John for the manufacture of pulp, and it is believed that he will advise Capt. Partington to invest in the undertaking.

The papermakers of Niagara Falls are much put out by the prospect of having to pay higher freight rates, after the end of the year, from Canadian points on the G.T.R. and C.P.R. roads. These roads, it is said, have come to the conclusion that they have been carrying pulp wood at too low rates, and a material increase in the freight rates is contemplated. The paper men do not, however, propose to submit quietly, and are figuring to bring their wood over the Niagara Central, which has been purchased by New York people who intend converting it into an electric road.

Telegraph and telephone poles, flagstaves, and spars for the small sailing vessels, are the latest development in the line of manufacture from paper. They are made of pulp, with which small quantities of borax, tallow, and other ingredients are mixed. These are cast into a mould in the form of a hollow rod of the desired diameter and length. The poles and spars are claimed to be lighter and stronger than wood. They do not crack or split, and it is said that when they are varnished or painted the weather does not effect them. Besides possessing these advantages, the paper can be made fireproof by saturating it in a strong solution of alum water.

ANOTHER LARGE MILL FOR QUEBEC.

A large English syndicate has approached the Quebec Government with an offer to erect a mill with a capacity of 450 tons of pulp per day, provided the Government will give them the free use of certain water-power which they have indicated. The syndicate, it is reported, offer to expend \$2,000,000 in construction work, and the site selected for the principal mill is on Alma Island on the Grand Discharge. An electric railway to Tadousac, which is to be utilized as a winter shipping-port, is a part of the scheme.

BRITISH MARKETS.

LONDON, Dec 1.—Mechanical seems to be in request at the present moment, but, as far as we can hear, buyers are not yet inclined to pay the prices quoted by sellers.

Sulphite is rather firmer. The paper mills here are busy at present, and there is a fair demand for pulp of good quality. Some of the new Scandinavian mills come into operation shortly, however, and this will, no doubt, affect the market to a certain extent.

There is no change to report in soda pulp.

CURRENT NET PRICES. C.I.F.

	£	s.	d.	£	s.	d.	
Sulphate and soda, bleached, per ton.....	10	0	0	to	12	10	0
“ unbleached, first “	8	0	0	“	9	5	0
“ “ second “	7	15	0	“	8	0	0
Sulphite, bleached, “	11	10	0	“	15	0	0
“ unbleached, first “	8	5	0	“	11	0	0
“ “ second “	7	12	6	“	8	0	0
Pine, dry, in sheets	4	5	0	“	4	10	0
“ 50 per cent. air dry	2	0	0	“	2	2	6
“ extra fine	2	2	6	“	2	7	6
Brown, dry	4	2	6	“	4	7	6
“ 50 per cent. air dry	2	2	6	“	2	5	0
Aspen, dry	6	10	0	“	7	10	0

MR. MAXIM GOING INTO PULP.

An Ottawa despatch to The Globe states that one of the largest pulp mills in the world is a probability of the next few months for the Ottawa district. On Monday, Dec. 19, Hiram Maxim, of London, England, the inventor of the celebrated Maxim gun, and Charles L. James, lumberman, of Boston, went out to Gilmour & Houston's mills at Chelsea to examine the water-power, with a view to establishing a mammoth pulp mill. Mr. Maxim said that he could not give much information, but would say that he was here to examine a water-power and pulp lands with a view to building a big mill. "We have lots of money to back our talk," remarked Mr. James, who was present, "and have unbounded faith in the natural resources of this country." While no definite announcement could be made until arrangements are more complete, Mr. Maxim intimated that the concern would be on a big scale.

Paper, according to The Klein Zeitung, has a magnificent future. It describes a large paper house with 16 rooms, which has been erected by a Russian gentleman upon his country estate at Savinowka, in Podolia. The house was constructed in New York by an American engineer, and cost 80,000 roubles. Its architect declares that it will last longer than a stone building. To make the triumph of paper still more emphatic, the proprietor has resolved that the whole of the furniture shall be made of the same material.

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- CAMPBELL.** Four roller; bed, 37 x 52; tapeless delivery, very good condition; prints 7-column quarto.
- CAMPBELL.** Two roller; bed, 37 x 52; tapeless delivery; prints 7-column quarto sheet; very good order.
- CAMPBELL.** 41 x 56; table distribution; four rollers; tapeless delivery.
- PONY CAMPBELL.** 23 x 28; in A1 condition. This press will run 2,000 per hour and do fine half-tone printing.
- POTTER.** Four roller, two revolution press, bed, 32 x 46; table distribution; tapeless delivery; air springs; splendid machine. This press is a snap.

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