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# THE IMPRINT.

VOL. I. }  
No. 9. }

TORONTO AND WINNIPEG, MARCH, 1894

} 10 CENTS  
} 50C. PER YEAR.

## The Proofreader.

Written for THE IMPRINT.

In this Gilbertesque epitome of simple indispen-  
sables,  
Preliminary attributes and semi-comprehensibles,  
I'll relate with Ciceronian profusion and veracity  
How a proofreader may hold his situation with  
tenacity :

If his eagle eye can pierce the penetralia of ortho-  
graphy  
And his mind be well imprinted with the symbols  
of phonography ;  
If he knows our arts and sciences, abstruse and  
elementary,  
And is educated perfectly in matters parliamentary ;  
If in government statistics and legal technicalities,  
From their most momentous details down to cir-  
cumstantialities,  
He can argue and bamboozle with professional ver-  
bosity  
And cite the latest budget with official velocity ;  
If he knows our planet's history, religious and poli-  
tical,  
And is drilled in scriptural doctrines with austerity  
Levitical ;  
If he has a perfect knowledge of obstetrics and  
hydropathy  
And an adequate perception of the laws of homeo-  
opathy,  
Let him pose the genius loci as Sir Oracle immacu-  
late  
And answer all conundrums that his clients may  
ejaculate ;  
Let him traffic in agnostics with a clerical menda-  
city  
And a proofreader may hold his situation with  
tenacity.

— Ed. Combes.

## The Tariff on Type.

A DEPUTATION from the Canadian Press As-  
sociation was sent to Ottawa recently to seek  
the reduction of duties upon type and plate-  
matter, with the result that the wage earners  
have felt it their duty to petition against the  
proposed reductions. As a matter of fact the  
present duties on these articles—especially type  
—is far from protective. The building up of  
Canadian type and plate foundries is of more  
importance than the small duty charged, which  
is not felt by the largest newspaper or printing  
office in Canada. Indeed the printer can buy  
his type to-day cheaper than he could before the  
duty was put on, although in the meanwhile the

prices of materials and wages have largely in-  
creased. This lower price is owing to the ener-  
getic methods of the Canadian founders and  
the constantly increasing quantity and improve-  
ment in quality of their manufactures. The  
free trade section of the Press Association, in  
petitioning for reduced duties, has a very in-  
significant case in view of the fact that only  
about \$12,000 were collected in duties on type  
last year. Considering the elaborate and ex-  
pensive equipment of our type foundries it is  
surprising that they have been able to make the  
progress they have with so slight an advantage  
in the way of protection. The duty on plate-  
matter is comparatively excessive, but it is fully  
justified by the good work done and reasonable  
prices charged by the home foundries, and  
more than all by the moral and patriotic tone  
of the reading they supply. It might suit the  
views of some members of the Press Associa-  
tion if the duty on plate-matter was placed so  
low as to imperil the existence of the home  
foundries. But such a policy would, however,  
not be in the interest of the country.—Guelph  
Herald.

## Executive Committee Canadian Press Association.

The above committee met in Toronto on the  
29th instant, the following members being pre-  
sent : T. H. Preston, Brantford Expositor ; L.  
W. Shannon, Kingston News ; A. F. Pirie, Dun-  
das Banner ; W. S. Dingman, Stratford Herald ;  
C. W. Young, Cornwall Freeholder ; J. S. Will-  
son, Toronto Globe.

A. F. Rutter, Toronto Typotheta and W. J.  
Watson of the Stereotype Plate Company were  
also present.

The Tariff Committee reported the result of  
their interview with the Government. The  
following were appointed a delegation to wait  
on the Government again, and urge a reduction  
on the duty on display type and stereotype ma-  
trices : L. W. Shannon, P. D. Ross and W. J.  
Watson.

A resolution was passed requesting the Gov-  
ernment to put their Copyright Act into opera-  
tion. The new libel law, now before the Legis-  
lature, was discussed and several amendments  
were recommended. A number of accounts  
were passed and the meeting adjourned.

### The Cost of Cylinder Presswork.

J. M., IS THE Bookmaker for February, presents an analysis of the cost of presswork in New York, making it \$9.68 per press per day. THE IMPRINT takes the liberty of adapting his figures approximately to a Toronto office running three first-class cylinder presses, with the following result:

Rent and power at \$1,000 yearly, per press	\$1 10
Interest at 6 on \$2,500, cost of each press	50
Insurance at 2 per press	17
Wear and tear in 10 years the press may sell for \$50, loss of \$2,000 per day	66
Rollers, 15 cents; feeder at \$6 per week	\$1 15
Ink cheap work 10 cents per lb., 10,000 impressions	1 00
Pressman, \$20 a week, each press per day	1 00
Porter, at \$12 per week, handling paper, etc.	66
Bookkeeper, at \$15 per week	83
Gas, per press, daily	95
Benzine, oil and rags	93
Proprietor's earnings, at \$25 per week	1 39
Total cost per press per day	\$8 54

The above figures go to show that it costs \$8.54 to turn out 10,000 impressions per day, say 85½ cents per 1,000. No allowance is made for delays while press is standing idle during make-ready and through a dozen and one other causes constantly arising in every press-room. Our readers will do well to figure out exactly the cost of their presswork, taking the above items for a basis and adapting them to the actual expenses of their own offices.

### The Appropriation.

"I WOULD divide the advertising appropriation in this way: Use the best paper first, and take enough space to make the ad. effective; use all you profitably can in that paper before you consider any other. I would rather have one good ad. than two poor ones. Schemes and programmes and novelties can wait. You'll not lose anything if you leave them altogether.

"A great deal is said of the mystery of advertising, of its subtlety and its uncertainties. It is as simple and certain as daylight, once you think of it in the right way. It is just as simple as hanging up your sign, or saying, 'Here are some fine peaches, Mrs. Jones, 20 cents a can.' When your ad. goes in the paper you are simply hanging up thousands of signs, and speaking to hundreds of Mrs. Joneses."—Printers' Ink.

A MR. DAY was lately married to a Miss Week, and the muse of the Port Hope Guide is inspired by the event to perpetrate the following:

A Day is made, a Week is lost,  
But time should not complain;  
There'll soon be little Days enough  
To make the Week again.

### Imitation the Sincerest Flattery.

WHEN the Toronto Type Foundry was established in 1887, a modest circular was sent out stating that fact and advising Canadian printers that our product would be made upon the Point System, or American System of Interchangeable Type Bodies. This system was at that time unknown in Canada, as the non-progressive concerns then in the country preferred to keep the printer ignorant of the great advantages of the new order of things as proposed to be inaugurated by the Toronto Type Foundry. Every possible and impossible method was adopted to prejudice the minds of the trade against our enterprise. Not satisfied with asserting that type could not be made in this benighted country, our competitors warned the trade in the following grandiloquent style not to patronize our foundry: "Pay no attention to such glittering and misleading phrases as 'the American System of Interchangeable Type Bodies,'—the 'Point System,' etc. Do not exchange a certainty for an uncertainty. Experiments are invariably expensive. Only use the type that has given the best of satisfaction in Canada for a score of years and in Great Britain for three-quarters of a century."

Merit is bound to win, and the Toronto Type Foundry went on making type on the Point System and convincing printers by practical experience of its superiority over any other type, until to-day our competitors are forced to adopt the same system or get out of business. The announcement is made through the Printer and Grocer in the following self-complacent words: "This difference in systems has long been a vexation to printers, and much credit will undoubtedly be given to Mr. Patterson for his foresight in introducing the change. A great deal of worry over spaces and quads will be obviated, and a saving in time of workmen will be effected." Yes, indeed. But it is a case of "hindsight" rather than foresight, and the "vexation" has been not to the printers but to the back-number type agency that has been unable to dispose of its three-quarters-of-a-century-ago products. The credit for introducing the new system belongs to the Toronto Type Foundry, and it is now in order for us to caution printers against buying spurious imitations of the Point System, and procure only the original and guaranteed article as introduced and exclusively manufactured in Ontario by the Toronto Type Foundry, which, after seven years' practical trial, has superseded the old time article and demonstrated the greater economy and superior value of Point System type.

**What It Means.**

Conservative journalists have not sought to wield that influence in the Canadian Press Association to which their number and influence in the journalism of the country entitle them. A few members of the opposite stripe of politics make all the running in that body and have petitioned the Government for reduced duties on type and "boiler-plate" and the members of the Typographical Union have counter-petitioned. This looks like antagonizing the workman besides attempting to kill off Canadian plate and type foundries. When in Toronto recently the manager of the Toronto Type Foundry informed the Journal that the whole amount of duty collected upon type imported into Canada last year amounted to only \$12,800. About half that amount would represent the kinds of type that are made in Canada, so that it cannot be said the type foundries have anything excessive in the way of protection. Probably it would be a wise thing on the part of the government to raise the duty on plain type which is made in the country and lower it on the fancy article which is not made in Canada. This would help both printer and type founder. —St. Marys Journal.

**Making Progress.**

THE first Chinese paper in Canada has appeared at Vancouver. It is called the Globe-Democrat and is issued from the Ying-Wan Bo Printing and Publishing House, Chinatown, Vancouver. T. Jung Pentjea is the editor. An exchange, introducing the sheet to newspaperdom, says: "For a year in Victoria and Vancouver vacant houses and fences throughout the Chinese quarter have been covered with more or less important announcements, which served the purposes of a newspaper for the Celestials. Not long ago one of these announcements contained in large Chinese characters in every available space in Victoria, Chinatown, the following announcement: 'Shepard, newspaper man, Toronto, Canada, made the biggest possible winning at the Fan-Tan (Chinese lottery) to-day. He purchased a ten cent ticket, and by a succession of combinations won out \$200. Go and do likewise. Signed, Fan-Tan Lottery Company.'"

EDITOR—"How often must I tell you, sir, that I cannot use your verses? Tell me. Why do you write poetry anyway?" Poet—"Ah, Mr. Editor, I wish so much to see my name in print." Editor—"Then, why don't you have some visiting cards printed?" —Fliegende Blätter.

**The Ideal Newspaper.**

IN the Forum, Mr. William Morton Paine, associate editor of the Dial, sets forth as follows the duties he believes to be incumbent upon every newspaper conducted upon a high ethical plane: 1. As a collector of news, pure and simple, its work should be done in the scientific spirit, placing accuracy of statements above all other considerations. 2. In its selection and arrangement of the news thus collected it should have regard to real rather than to sensational values: it should represent its facts in their proper perspective (which is still, of course, a very different perspective from that required by permanent history); and should carefully exclude, or, at least, minimize to the utmost, those facts which it cannot possibly benefit the public to know, or of which the knowledge is likely to vulgarize popular taste and lower popular standards of morality. In its comment upon the happenings of the day or week it is bound to be honest, to stand for well-defined principles, to express the sincere convictions of its intellectual head and of those associated with him in the work.

ADVERTISERS are becoming more and more exacting in their demands for attractive display and position, and the enterprising publisher will be money in pocket by appreciating these requests. In many cases the advertiser will pay the whole or part cost of a new border or font of type to be used exclusively in his announcements. This arrangement might continue, with new faces being added from time to time, and in a short period the publisher would be well supplied with new material, and replace his antiquated, old-body fonts at a comparatively small expense.

—A remarkable example of journalistic candor is to be found in the current number of a well-known Servian paper, The Schumadiski List. The following announcement signed by the "Manager," is to be found in a prominent position: "In consequence of the indescribable laziness of our editor, M— (the name is given), who, since the 5th of November last, has turned day into night, spending the nights in revelry and the days in sleeping, the present issue contains one half-sheet only."

—1st Journalist—"I hear that you are considered the wittiest man on your paper."

2nd Journalist—"I had that reputation, but I learned this a.m. that you are now on the staff."

1st Journalist—"What will you take to drink?"

### The Influence of the Press.

AN article recently appeared in *Toronto Saturday Night*, dealing with the influence of the newspaper, which was rather of the pessimistic order. Following are a few extracts: . . . "Modesty has never retarded the development of the newspaper business. If anything, newspapers are a little too confident in claiming power and privilege. The influence of the press is ridiculously over-rated by the press itself, for in truth the main purpose of journalism to-day is not to direct public opinion, but to float upon its surface." . . . "Newspapers are gradually falling into such a bad moral humor that soon their only influence will be of the sinister kind." . . . "The press should be treated as an unauthorized meddler in many of its busiest undertakings. As at present constituted it is a recent development, unprepared for because unforeseen, and none of the later law-givers have had the courage to grapple with it. It has gone unwhipped too long. It respects nothing on earth, and recklessly charges all manner of offences against all men and bodies of men, while being itself venal to a degree. If the aldermen of Toronto were half as corrupt as their accusers the roof of the City Hall would fall and crush them." The article then goes on to advocate the muzzling of the press as far as public trials are concerned, "unless some general principle is involved." The general principle of the liberty of the subject is always involved. And it would be a good thing for the people if the press would go a little farther in its duty to the public and sit in judgment on many things that require remedy. For instance, instead of having the administration of justice run on the star chamber plan, it would be a proper move to review some of the decisions and actions even of our courts, so the public could know whether the law was always administered impartially or whether now and then our courts lend themselves to rank injustice through such human passions as prejudice or favoritism. It will be a sorry day when the press is debarred from giving publicity to court proceedings and from free criticism of judicial decisions.

THE duty collected upon type imported into Canada for the year ending June 30th, 1893, was only \$12,817.13. From the protection standpoint this is a mere bagatelle considering that about a quarter of a million dollars have been invested in Canadian type foundries, and that *Toronto Type Foundry* pays out in wages more than the entire amount of duty collected.

### Northwest Nuggets.

—THE *Miner Printing and Publishing Co.*, of Victoria, capital \$10,000 has been gazetted.

—FRIEND Dermody of the *Northwest Review* issued his paper the week of the 17th of March on green paper.

—T. R. CUSAC has established himself, as a job printer at Victoria, B. C., procuring his outfit from the *Toronto Type Foundry*.

—W. SCOTT, who spent the winter in the east, has returned and taken full charge of things in the *Regina Standard* office, and is working like a good fellow.

—THE *Manitoba Mercury* is the name of a new sheet issued at Minnedosa by S. J. P. Chivers-Wilson. It is a six column folio, and covers the district well.

—THE *SOWER OF THE WEST* is the name of a monthly publication to be issued by the Bishop of Saskatchewan and Calgary. It has for editor Rev. W. H. Bonds, of Banff.

—J. CLEMENTSON of the *Sentinel*, Broadview, has been elected for the Broadview district in the Northwest Assembly. Two other candidates were in the field, but Mr. Clementson outstripped both.

—J. N. HUEHN, superintendent of the job department of the *Free Press*, has been on a visit to the Sunny South. He has returned recuperated and is now holding things down in his usual competent manner.

—RECENTLY the *Free Press* and *Tribune* reduced their subscription rates. The morning edition of the former is now \$8 instead of \$10, while the evening edition has been reduced to \$6. The *Tribune* publishes at the latter rate, as also does the *Nor'-Wester*.

—A CHANGE in the form of the *Patrons' Advocate*, the *Patrons of Industry* organ, has lately been made. It is now a six column quarto sheet, instead of the first-adopted pamphlet form. Friend Clay, who has charge of this organ, seems determined to make it tell in the farming community.

—TYPOGRAPHICAL UNION No. 191 of Winnipeg, has recently revised its constitution, and by-laws, and revised its scale of prices. Machine work is to be done by the week, the scale to be \$22 per week for morning and \$20 for evening papers. Day's work to consist of eight hours. Over eight hours and up to ten to be price and a half; over ten hours double price. All operators are to be members of the Union. Learners to be paid \$15 per week.

## Northwest Nuggets.

—THE PROVINCE is the name of a new paper to be established at Victoria, B. C.

—J. PHINNEY has succeeded E. Gislason as manager of the Heimskringla Publishing Co., Winnipeg.

—"Two Steers with Calf" was the latest one by one of the "intelligent compositors" at one of the Provincial offices.

—J. B. MYERS has arrived at Neepawa and taken charge of The Herald, while his brother, W. A., manages the Gladstone Age.

—THE Indian Industrial School, at Middle Church, has recently added considerable of Toronto Type Foundry point system letter to its printing department.

—THE Marquette Reporter, published at Rapid City, has recently changed its make-up. A new press and plant have been added to the outfit by the Toronto Type Foundry Company.

—THE annual meeting of the Logberg Printing and Publishing Co. was recently held in Winnipeg, at which A. Frederickson was elected president and W. H. Paulson vice-president.

—THE Medicine Hat Times, published for some time by J. K. Drinnan, is now a thing of the past. Mr. Drinnan sold out to a company, which now issues a paper called the Medicine Hat News. A. M. R. Gordon has taken charge.

—FROM the Spectator, Moosomin, we have been favored with a couple of very nicely executed bill heads, printed with Toronto Type Foundry letter. It is executed in four colors and would do credit to larger offices.

—A. G. THORBURN died lately at Broadview. He was for some time a member of the Assembly and was highly respected in the district. He was vice-chairman of the Moosomin Spectator and chairman of the Broadview Sentinel Printing Company.

—OUR old friend Hacking, of the Free Press job department, has gone west on a recuperating tour. He will spend some time in coast towns to regain lost health. Mr. Hacking's many friends here, as well as in the east, hope that the change may prove beneficial.

—THE Commercial issued a handsomely illustrated supplementary number in February, containing a summary of the commercial progress of Western Canada from Lake Superior to the Coast. Credit is due the job printing department of The Commercial for the number. The body of the paper was printed from Toronto Type Foundry Long Primer No. 4

## Northwest Nuggets.

—P. J. LUKEY has succeeded Messrs. Kellar and Lukey as job printers in Nanaimo, B. C.

—THE Manitou Printing and Publishing Co. are seeking incorporation, with headquarters at Manitou, Man.

—A. W. BUCHANAN is no longer connected with The Sentinel at Broadview. He has been succeeded by T. Powell of Cotham.

—WE have been favored with a number of creditable specimens from the Fort William Journal, executed at their Port Arthur branch office.

—THE Nor-Wester is meeting with approval. Mr. Luxton has secured a number of his old hands, among them being Mr. Beaton on the editorial staff, and Mr. Finch in the business department.

—THE first number of the Rainy City Herald has made its appearance. This is the new mining town just outside Canadian territory in the Rainy River district, the mining Eldorado of the west at present.

—WILLIAM LAURIE, of Regina, an old Winnipeg comp., visited the metropolis of the west during the curling bonspiel, and not only joined in the sport, but carried away one of our fair daughters, amid the congratulations of many friends.

—J. M. ROBINSON has again assumed charge of the Brandon Times, Messrs. R. Hall & Co. having resold to the Times Publishing Co. D. H. Scott, for some time connected with the business department of the paper, still retains his position.

—THE Winnipeg Free Press says: "The Imprint publishes a biographical sketch of T. H. Preston, editor and proprietor of the Brantford Expositor, and president of the Canadian Press association. The sketch is accompanied by an excellent portrait of Mr. Preston."

—A DECIDED change for the better has been made recently in the Rat Portage News. A new press and dress was procured from the Toronto Type Foundry, on the point system of course. There is no doubt the change will prove beneficial, not only to the readers but to the proprietor.

—LATELY the Portage la Prairie Review has donned a new dress of body letter, the Toronto Type Foundry's Bourgeois No. 6 being the selection. J. M. Robinson, the managing editor, has a keen eye to the beautiful and was not slow to select a letter which was not only pleasing to the eye but one easily read by subscribers.

### The Editor's Dream.

It was one of those dreamy, sultry summer days, so characteristic of June. The editor sat listlessly among his exchanges, now dipping his pen in the mucilage and mechanically wiping it in his hair, now gazing at the blue bottle fly which buzzed monotonously on the window, now seizing his scissors with determination, and letting them slip from his fingers into the wastebasket, now turning again to the fly as it flitted away through a broken pane and was lost to sight. Slowly his head dropped forward until it rested on the bundle of papers before him, and, becoming oblivious to things about him, he seemed to be borne away on the wings of a giant bottle-fly, far, far beyond the fleecy clouds that floated in zenith, on and on till he reached the gates of a beautiful white city, where throngs representing all nations of the earth were moving in the ecstasy of joy. Calmly he approached the keeper of the gate, and, presenting his card, demanded admittance to "the Fair." "Mortal," responded a voice sweet as music, yet full of power, "this is not a wicked city of the earth: thou art at the gates of Heaven." Slightly abashed, yet cheerily, the editor responded, "You do not deny the usual courtesy to the press." St. Peter, for he it was who guarded the gate, extended his hand, and said, "Welcome, child of the earth: thy trials have been many, but thy reward is great. Long hast thou labored for humanity, and many blessings brought them, though they knew it not. Enter thou the joys of Heaven: but, lest lack of occupation make thee lonely, sit on the right of the portal for a time and take note of the disposition made of those who approach." The editor had scarcely seated himself within the walls when one whom he recognised as having been a subscriber on earth approached. He had taken the paper three years, and without paying what he owed marked it "Refused." He no sooner saw the editor than he hung his head for shame. Peter, who knew him from afar off, branded in scarlet upon his forehead the word "Refused," and sent him to the hottest place known to men or angels. Next there came a man who owed for subscription and changed his address to evade payment. He could not look St. Peter in the face, and when he asked that he might enter, the gates closed, and on them were written "Not Here." Then there came a careless delinquent who had taken the paper for years and kept the editor from his due. St. Peter looked him in the face and passed judgment, "Mortal, thy sin is great, yet thine inclination good.

Thou mayest enter within the walls, but will for the first thousand years set type in the office of the Celestial Post until thou hast learned that on earth thy paper cost the editor labor and money, that thereby thou mayest be brought to know how grievous was thy sin." The great guardian of the gate then turned to the editor, who sat bewildered at this display of justice, and said, "Mortal, thy work is not yet done. Return to earth and write what thou hast seen as a warning to mankind." The editor awoke, rubbed his eyes and wrote his dream.—North-western Review.

### When to Stop Advertising.

WHEN the population ceases to multiply and the generations that crowd on after you and never heard of you stop coming on.

When you have convinced everybody whose life will touch yours that you have better goods and lower prices than they can get anywhere else.

When you perceive it to be a rule that men who never advertise are outstripping their neighbors in the same line of business.

When men stop making fortunes in your sight solely through the discreet use of the mighty agent.

When you can forget the words of the shrewdest and most successful business men concerning the main cause of their prosperity.

When every man has become so thoroughly a creature of habit that he will certainly buy this year where he bought last year.

When younger and fresher houses in your line cease starting up and using the newspapers in telling the people how much better they can do for them than you can.

When you would rather have your own way and fail than take advice and win.

When nobody else thinks it pays to advertise.—English Trade Journal.

—Bret Harte is so frequently complimented as the author of "Little Breeches" that he is almost as sorry it was ever written as is Col. John Hay, who would prefer his fame to rest on more ambitious work. A gushing lady who prided herself upon her literary tastes, said to him once: "My dear Mr. Harte, I am so delighted to meet you. I have read everything you ever wrote; but, of all your dialect verses, there is none that compares with your 'Little Breeches.'" "I quite agree with you, madam," said Mr. Harte, "but you have put the little breeches on the wrong man."

**Miscellaneous Matters.**

THE English Authors' Society has ruled out an applicant whose only book is a work on mathematics. They seem to regard him as an author in a figurative sense only.

DOWN in Cobourg one editor calls another "that pigheaded apology for a man who toys with the editorial goose quill." At latest accounts the other fellow was still under the barn.

A JOURNALIST is a grumbler, a censorer, a giver of advice, a regent of sovereigns, a tutor of nations. Four hostile newspapers are more to be feared than a thousand bayonets.—Napoleon.

THERE are now over 250,000 words in the English language acknowledged by the best authorities, or about 70,000 more than in the German, French, Spanish and Italian languages combined.

"PLEASE find enclosed 60 cents for cut 265 in your catalogue, page 9. It's a temperance emblem, I believe; but I'm not well posted on that subject." Our witty friend received his cut promptly.

EDITOR—"What can I do for you, miss?" "Oh, please, may I examine your waste-paper basket? I know a man who sends you poems, and whose feelings towards me I should like to ascertain."—*Fliegende Blatter*.

EXCHANGE EDITOR—"The old man wants me to write a half-column of jokes or funny verses, and my mind is a perfect blank."

Horse Editor—"Why don't you give him a little blank verse?"—*Detroit Tribune*.

"LOOK here," said the editor of a New Mexico paper to his reporter, "you refer to a 'Twelfth Night' scene from Shakespeare's play." "Yes, sir." "Well, young man, it may be just as well for the credit of this paper and for your future comfort to remember that there were only 'Ten Nights in a Bar-room' and that Shakespeare didn't write the play anyhow." And he stalked haughtily forth.—*Washington Star*.

**Do You Want to Buy or Sell a Printing Office?**

THE IMPRINT is constantly in receipt of inquiries from parties desirous of purchasing newspapers and printing offices. Those wishing either to buy or sell may find their opportunity by sending full particulars to THE IMPRINT.

At present we should be pleased to hear of a good job office in Toronto for sale, and also of a live and paying Conservative weekly in any good town in Ontario.

**Miscellaneous Matters.**

YOUNG EDITOR (reflectively)—If I don't publish the poem Grace has written she will have nothing more to do with me. And if I do publish it I shall probably lose my position.

YOUNG POET—"Here's a little thing of mine, of eight or ten pages, which I dare say you can find room for."

Old Editor—"Oh, yes, indeed: my basket holds more than you would think."—*Boston Herald*.

UNDER the heading "Letters to the Editor" we clip the following as the rule of a certain exchange published not many miles from Toronto Junction: "The insertion of letters under the above heading does not necessarily imply that the writer endorses the opinions expressed therein.—Ed."

Two of the most independent, incisive and caustic dramatic critics in the United States are Alan Dale, who contributes to the *New York Evening World*, and the clever reviewer of the *San Francisco Argonaut*, whose essays exhibit learning, research, wide reading and unimpeachable judgment.

It will interest the admirers of Dickens to know that one of his grandsons has just entered the Navy. This is Gerald Charles Dickens, second son of Mr. Henry Fielding Dickens, Q.C. The boy, who is in his thirteenth year, passed the usual examination well up in the list. By the way all the grandsons of Dickens bear the name of Charles, which is affectionately preserved in the family.

**Old Type**

Received in exchange for new at following prices, delivered at the foundry, less five per cent. for tret:

Old Type, - - - 9 cts. per pound

Old Plates, etc., - 5 " "

These are the most liberal prices quoted in Canada, and are made so in order to encourage printers to discard their old material and replace it with Point System type made by the Toronto Type Foundry. Zinc must not be put in with type.

Old type must be packed separate from plates, hell box contents, etc. If mixed with inferior grades the lower price only will be allowed.

Tret, as applied to old type, etc., is the refuse or dirt in the metal. In melting down one hundred pounds of old type or plates the furnace rarely yields more than ninety pounds of metal. Thus the type founder loses about ten per cent. of the quantity received from the seller. To compensate for this loss, the custom of the trade is to deduct five per cent. from the weight, and thus each party bears one-half the loss. Where there is an unusual proportion of refuse in the shipment the tret deduction is larger, but in ordinary cases five per cent. only is taken off.



**Personal Paragraphs.**

A. M. BURNS, for some time on the Toronto News, has been appointed sporting editor of the Montreal Herald.

H. GORMAN, proprietor Observer, Sarnia, favoured THE IMPRINT with a call this month, while in Toronto as a delegate to the Select Knights.

GEO. M. WINN, Amherstburg Leader, was a delegate to the meeting of the Chosen Friends held in Toronto this month, and called upon THE IMPRINT during his stay.

F. C. COTTON, M.P.P. for Vancouver, and publisher of the News-Advertiser, has been committed for contempt of court. He refused to answer certain questions in court.

NICHOLAS FLOOD DAVIN, M.P., begins in The Week a short serial story, "Down the Gulf and by the Sea." It is written in that sparkling, witty, scholarly style so characteristic of its author.

HARRY GEMMER, the genial and energetic proprietor of the Guelph Herald, favored THE IMPRINT with a pleasant visit the other day. He was in Toronto as a delegate to the Grand body of the Chosen Friends.

FRED J. HURLBUT died at the Park Avenue Hotel, New York, of heart failure, on February 23rd. Mr. Hurlbut was the editor of Marder, Luse & Co.'s "Specimen" and "Specimen Annual," with both of which beautiful publications IMPRINT readers are familiar.

GEO. F. ROBBINS, St. Marys Journal, was a delegate to the Grand Council of Chosen Friends held at Toronto on the 14th inst. He says St. Marys is the biggest town in Canada—in area—and is often made longer in name than is necessary by clumps who put an apostrophe before the s.

THE Almonte Gazette recently made its appearance in a handsome dress of Toronto Type Foundry 9-point Roman No. 6.

WE are pleased to note further improvements in the Canadian Freeman, Kingston, brought about, no doubt, by late purchases of modern Point System type faces.

SINCE acquiring possession of the Standard, Port Perry, the Newton Bros. have made marked improvements, and the latest change is a new dress of Toronto Type Foundry 8-point Roman No. 7, similar to face used on the Whitby Gazette.

CANADA PAPER Co. announce a fine line of cover papers elsewhere. See their advertisement.

**Second Hand Machinery.**

Below will be found a list of thoroughly overhauled machinery which will be sold at low prices for cash, or on reasonable terms. These machines are all guaranteed in good condition. Prices quoted upon application. Favorable exchanges made for other machinery when required.

**CYLINDER PRESSES AND FOLDERS.**

- 10.—Double Demy Adams, platen 27 x 37.
- 22.—31½ x 45 Newberry—cheap country press.
- 39.—30 x 31 Country Campbell, 4 rollers.
- 55.—33 x 40 Fieldhouse & Elliott Wharfedale.
- 68.—Bascom Country Newspaper Folder.
- (B.)—Double Royal Forsythe Newspaper Folder.
- 77.—Demy Wharfedale, in good order.
- 81.—28 x 42 Brown Folder, with paster and trimmer, 4-folds, iron rolls.
- 84.—Two-feeder Wharfedale (Payne), 35½ x 54½.
- 93.—32 x 48 Potter First-class.
- 102.—37½ x 47 Dawson Wharfedale.
- 116.—44½ x 46 Wharfedale.
- 117.—36 x 46½ Two-Color Payne Wharfedale.
- 124.—28 x 28 Wharfedale.

**JOB PRESSES.**

- 2.—13 x 19 O. S. Gordon, with steam fixtures.
- 3.—13 x 19 Liberty, with fountain, throw-off and steam fixtures.
- 4.—13 x 19 Globe.
- 41.—10 x 15 Old Style Globe.
- 49.—9 x 13 Peerless, with throw-off and steam fixtures.
- 59.—7 x 11 O. S. Gordon.
- 90.—8 x 12 Rotary Excelsior, iron stand.
- 98.—10 x 14½ Golling Jobber.
- 99.—7 x 11 O. S. Gordon.
- 104A.—13 x 19 Liberty.
- 114.—O. S. Gordon.
- 115.—7½ x 11½ Rotary Jobber, with steam fixtures.
- 120.—10 x 15 Improved Gordon, (W. & B.)
- 121.—10 x 15 Improved Gordon, (W. & B.)
- 122.—10 x 15 Improved Gordon, (W. & B.)
- (C.)—6 x 9 Hand-inking Model.
- 127.—10 x 15 O. S. Gordon.

**HAND AND PROOF PRESSES.**

- 14.—English make, platen 23½ x 28.
- \*57.—Adams, platen 24 x 36.
- 66.—Adams Hand Cylinder, bed 25½ x 42½.
- 83.—9½ x 40 Hoe Proof Press, iron stand.
- 95.—Washington, platen 29 x 43.
- 95.—Washington, platen 27½ x 43½.
- 101.—Smith Hand Press, platen 22½ x 23½.
- 113.—Hand Press, platen 13½ x 16½.

**BOOK BINDERS' MACHINERY.**

- 104D.—20-inch Black & Clawson Perforator.
- 107.—Lever Embossing Press.
- 14-inch Job Backer.
- Simple Book Trimming Machine.
- 18-inch Donnell Wire Stitcher.
- No. 6 Standing Press, wood ends.
- Sanborn Foot Stabbing Machine.
- Hoole Paging Machine, steel head.
- Iron Clamp Press, 8 x 30.
- Finisher's Stand (new).
- Seal Press for Die Work (2).
- No. 7 Whitcombe Envelope Machine.
- Finisher's Type Pallet.
- Round Corner Cutter, small.
- Marshall Strawboard Shears.
- Marshall Thumb-Hole Cutter.
- German Scoring Machine, for foot or power.

**PAPER AND CARD CUTTERS.**

- 33.—28-inch Plow Cutter, wood frame.
- 75.—32-inch Sheridan Paper Cutter.
- 104C.—28-inch Plow Cutter, wood frame.
- 112.—32-inch English Plow Cutter.
- 126.—3½-inch Peerless Paper Cutter.

**ENGINES AND BOILERS.**

- 59.—Four Horse Power Doty Gas Engine.
- 123.—15 H. P. Engine and Boiler.

Machines marked (\*) in stock at Winnipeg Branch.



Half Tone on Copper.

LILLIAN RUSSELL.

Elliott Illustrating Co., Toronto.

Duplicates of this cut may be had at \$2.00 each.

### SMALL PICA OLD STYLE NO. 3

FAT FACES of Type are the most popular and pay the best for the Printer in his Book and Job Work. This face of Small Pica has been prepared specially for appeal cases and general book work, and will be found to be a great improvement on the leaner faces heretofore in use. Printers of this "Fair Canada of Ours" will no doubt fully appreciate this handsome and useful face. It is without question the neatest and most serviceable Old Style Small Pica in the market. Sold in fonts of 25 lbs and upwards at 34 cents per pound. Toronto Type Foundry Type is cast upon the Point System and is absolutely accurate. All orders shipped promptly.

25 A 40 2. 8 POINT RIMPLED. \$2 50

**CURE FOR BROKEN HEARTS**

Melancholic Lovers

Whose hearts have been shattered by blighted hopes, are instantly relieved

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22 A 35 2. 10 POINT RIMPLED. \$2 75

**CRACKED VOICE CEMENT**

Nature's Remedy

For quickly controlling Habitual Chattering over the garden wall

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2 A 18 2. 12 POINT RIMPLED. \$3 00

**ELBOW GREASE**

Recommended in all cases of Indilgence and Defatigation

2 A 18 2. 18 POINT RIMPLED. \$3 25

**BLITHESOME**

Spirits Aroused from Somnolent Quietude

2 A 18 2. 24 POINT RIMPLED. \$3 50

**DEMONSTRATORS**

Exulting Disposition Maintained

2 A 18 2. 30 POINT RIMPLED. \$4 00

**CONTENTED**

Habitual Sadness Dispelled

2 A 18 2. 36 POINT RIMPLED. \$4 25

**REMEDIAL Custodian**

2 A 18 2. 48 POINT RIMPLED. \$4 50

**Precious DRUGS**

12 A. 21 a.

12 POINT EBONY.

81.00.

NEITHER THE CERTIFICATES NOR THE  
 Notes of the Bank can be made a Tender for Private Debts  
 The State may Pledge its Revenue  
 Protect the Issue of the Bank, and no Reason \$235

8 A. 16 a.

18 POINT EBONY.

81.75.

GROWING RAPIDLY WEALTHY  
 The Deplorable Condition of Manufacturers  
 23 Depends on the Substitute

6 A. 12 a.

22 POINT EBONY.

81.50.

GARMENT DESIGNED  
 Boston Theatre Company Exhibit  
 Secretary 45 Recognized

1 A. 8 a.

26 POINT EBONY.

81.25.

WITHDRAWAL  
 Retained 13 Chairman

3 A. 6 a.

18 POINT EBONY.

80.50.

Thistle 4 ROAD

20 A. 10 n. 12 POINT RUBENS. \$1.00 12 A. 21 n. 18 POINT RUBENS. \$1.25.

**HIGH EDUCATION OF CHICAGO WOMEN**  
Extraordinary Extortion Caused Excitement  
Vengeance of the Boston People 57

**DESTRUCTION UNEXPECTED**  
Recent Government Movement 54

10 A. 21 n. 21 POINT RUBENS. \$1.25 8 A. 16 n. 30 POINT RUBENS. \$1.50.

**QUESTIONS PRESENTED**  
Awaiting 284 Developments

**NUMBERS PRINTED**  
Frequent \$4568 Laughter

8 A. 16 n. 36 POINT RUBENS. \$5.00.

Department Consented 14 **DEVOTING HIMSELF**

6 A. 12 n. 42 POINT RUBENS. \$5.50.

**GREAT INDUSTRY 34** Midway Plaisance

5 A. 10 n. 48 POINT RUBENS. \$10.

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 25 Similar Advances 34

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**BRITISH GUNBOAT IMPERIEUSE**  
 France Can Muster Nineteen Vessels 234

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18 A 28 a 14 POINT RONALDSON GOTHIC. \$3 15  
**INDISPUTABLE**  
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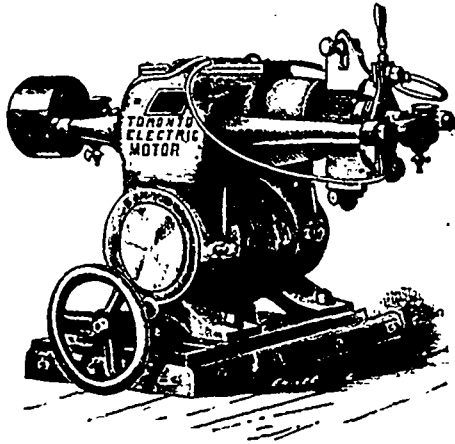
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**OVERFLOWING**  
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10 A 10 a 24 POINT RONALDSON GOTHIC. \$3 70  
**SLUMBERING GENIUS**  
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**MONTHLY EARNINGS**  
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An Electric Motor is the ideal power. We offer Motors of the best class at lowest rates, ranging from \$60 for a Half Horse Power up to \$500 for Eleven Horse Power.

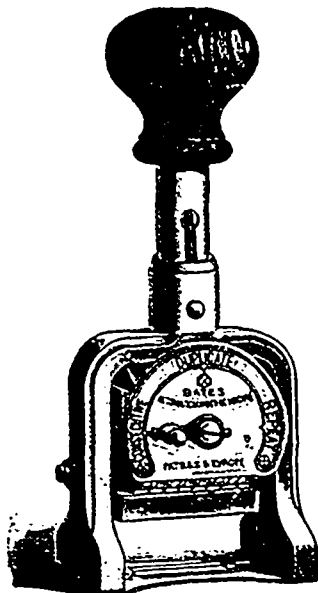
We have used Electric Motors in our Foundry for over two years, running constantly 55 hours per week, and have not expended \$5 for repairs.

Write for prices, stating power required, voltage of current to be used, and whether supplied by street car line or otherwise.

Toronto Type Foundry



Toronto and Winnipeg



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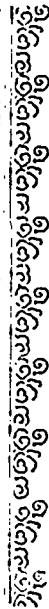
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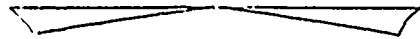
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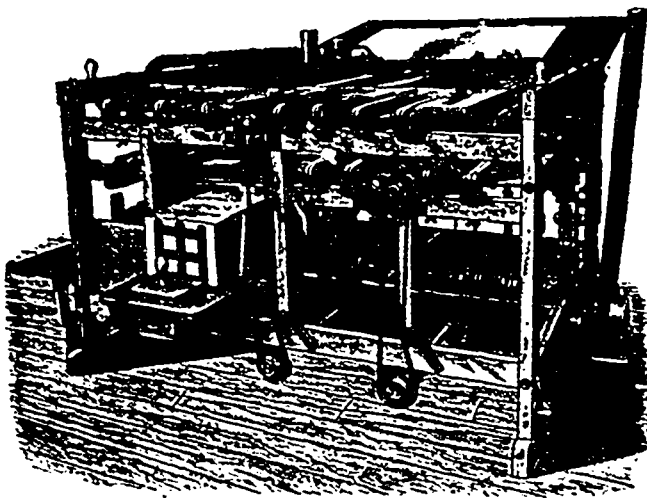


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