

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

- Coloured covers/
Couverture de couleur
- Covers damaged/
Couverture endommagée
- Covers restored and/or laminated/
Couverture restaurée et/ou pelliculée
- Cover title missing/
Le titre de couverture manque
- Coloured maps/
Cartes géographiques en couleur
- Coloured ink (i.e. other than blue or black)/
Encre de couleur (i.e. autre que bleue ou noire)
- Coloured plates and/or illustrations/
Planches et/ou illustrations en couleur
- Bound with other material/
Relié avec d'autres documents
- Tight binding may cause shadows or distortion
along interior margin/
La reliure serrée peut causer de l'ombre ou de la
distorsion le long de la marge intérieure
- Blank leaves added during restoration may appear
within the text. Whenever possible, these have
been omitted from filming/
Il se peut que certaines pages blanches ajoutées
lors d'une restauration apparaissent dans le texte,
mais, lorsque cela était possible, ces pages n'ont
pas été filmées.
- Additional comments:/
Commentaires supplémentaires:

- Coloured pages/
Pages de couleur
- Pages damaged/
Pages endommagées
- Pages restored and/or laminated/
Pages restaurées et/ou pelliculées
- Pages discoloured, stained or foxed/
Pages décolorées, tachetées ou piquées
- Pages detached/
Pages détachées
- Showthrough/
Transparence
- Quality of print varies/
Qualité inégale de l'impression
- Continuous pagination/
Pagination continue
- Includes index(es)/
Comprend un (des) index
- Title on header taken from:/
Le titre de l'en-tête provient:
- Title page of issue/
Page de titre de la livraison
- Caption of issue/
Titre de départ de la livraison
- Masthead/
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below/
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



Vol. IX.—No. 1.

TORONTO, JANUARY, 1900.

\$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
TORONTO.

Papers for Printers

We have an extensive variety of Flat Writing, Bond, Linen and Ledger Papers, many lines of which are made in special quality and finish for the use of printers.

We have also a large range of papers made up in Ruled Letter Heads, Note Heads, Bill Heads and Statements. Special patterns of any kind of ruling to order.

Envelopes, Cardboards, Blottings, Tissues — every kind of paper and stock used by the job printer.

Samples and prices cheerfully furnished on application.

We make a specialty of Writing and Blank-Book Papers and can supply them cut or ruled to any size and pattern.

Warwick Bro's and Rutter

Wholesale Stationers and Blank Book Manufacturers

 Toronto.

Printer and Publisher

Vol. IX—No. 1.

TORONTO, JANUARY, 1900.

\$2.00 PER YEAR.

The MacLean Publishing Co., Limited.

President, JOHN BAYNE MACLEAN, Montreal.

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

OFFICES:

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

Traveling Subscription Agents - { T. Donaghy.
F. S. Millard.

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

THE WEEKLY PRESS.

GETTING HIGHER PRICES. Some of the bigger offices in the cities are holding off for higher prices in job work, and it is stated that, in some cases, they are cooperating to prevent cutting. It is an excellent time, now that business is better and the people generally are able to pay more for their job work, for town and city offices to do the same thing. A notice in a recent issue of The Parry Sound Star strikes one as very appropriate at this juncture. It reads:

"In consequence of the increase in the cost of all classes of goods used by printers and publishers, more especially in the great increase on all paper stocks, we find it absolutely necessary to stiffen our prices on job work and advertising. It is not our purpose to increase the subscription price of The Star, although paper has gone up fully 40 per cent., but we trust that we will be enabled to make the increase so light as to be very little felt by any of our

patrons. A circular containing the new schedule of rates will shortly be furnished to all our patrons."

It is well worded. There is no harm in reminding the public that prices are higher. Everyone is perfectly aware that more is being paid to-day for nearly every staple article than a year or two years ago. Certainly, the printer finds his material more expensive. Why, then, should he not get more for his work?

* * *

NEWS OF THE WAR.

The dailies are being forced to get specials about the war. It is, doubtless, expensive. The weekly cannot, and need not, go to anything like the same expense. Wherever, however, some correspondence can be got from some local member of either of the Canadian contingents, it should be secured. Even his private letters home, if they can be got hold of, will be read with intense interest. In some towns without a daily the people should not be left without news until the nearest city papers arrive. That invades the local paper's field to a dangerous degree at a time of this kind, because the war is the main topic, and people, as a rule, are determined to know what is going on. Some weeklies use the bulletin board, getting a special wire each day for the benefit of town readers and such country readers as happen to be in town for the day. It need only be for a limited period of a few weeks, until the war excitement begins to die down, but the weekly publisher cannot safely go along in the old rut and leave the whole war field to the dailies. There is also the question of how much to print. It is impossible to cover the whole week's news at all adequately. But the very profusion of the dailies in giving war despatches suggests a way out for the weekly man. A careful summary, showing exactly how matters stand up to the morning of going to press, will meet the wants of readers in the country. Again, there is a wealth of personals, anecdotes, brief episodes, etc., about the war which can be worked up into a good column each week.

* * *

A NEW DEPARTMENT.

It is not easy for the weekly to get short snappy letters on current questions from its readers. They are not in the habit of writing to the papers. Some are unduly modest, some too lazy, etc. The editor who arranges a good list of country news correspondence, thinks he has

done his duty. There is still room for other local contributions not of a news character, and The Trenton Advocate doubtless had something of that kind in view when it made the following announcement :

"We are starting a new department in The Advocate, which we think will be of general interest to our readers and would be glad to secure their cooperation in the matter. It is proposed to establish a club, to be composed of persons who will contribute, each week, a brief paragraph on some live current subject—which will be announced one week in advance. This new and interesting department will commence with next week's issue of The Advocate, which will be issued on January 4, and the topic for that week, which you are invited to give your views upon will be: 'How can the interests of Trenton be best promoted during the year 1900?' Please let us have your freely-expressed opinion on this subject, written as briefly and breezy as possible, not later than January 3. Thanking you in advance for your esteemed favor."

It may be possible to keep up a column of this kind without personally seeing the contributors and reminding them of their promise. But it is doubtful. This, or any similar department conducted by local contributors would be very interesting. Names need not be signed if the writers have any objection, and they often have. In fact, the keeping confidential of contributors' names is a very important (and difficult) matter in newspaper offices.

THE LIABILITY OF THE UNION

Edward Wunch, a linotype operator of Buffalo, has been awarded \$650 damages against David Shankland, president of Typographical Union No. 9, by a jury before Justice Childs in the Supreme Court of New York. This amount represents Wunch's salary of \$25 per week since June 30, 1899, when he was discharged from the composing-room of The Buffalo Evening News at the behest of the Typographical Union. Wunch instituted an action against Shankland for alleged conspiracy in forcing him out of his position because he refused to join the Typographical Union.

After Manager J. A. Butler, of The News, had testified that he considered Wunch a competent man, and wanted to retain him, but was compelled to dismiss him in order to prevent a strike, Judge Childs ruled that there was a conspiracy, and the only point to be considered by the jury was the question of damages.

THE CANADIAN BROWN AND CARVER CUTTER.

These cutters, manufactured for The Toronto Type Foundry Co., Limited, are coming into favor. One 50-inch machine has been sold, and is running in the well-known bookbindery in Toronto, of Warwick Bros. & Rutter, and a 50-inch machine is now being placed in the paper warehouse of the well known papermakers, Messrs. Ritchie & Ramsay, of Toronto. The Canadian Brown and Carver machine is a heavier and stronger machine than the same pattern machine made in the United States, and is lower in price.

THE EFFECT OF THE WAR ON THE DAILY.

THE popular idea that the proprietors of the big daily newspapers rejoice when the dogs of war are let loose, and their sheets are monopolized with news of battles won and lost, and lists of killed and wounded, is an entirely erroneous one. The public think that the enormous increase in circulation must mean an enormous increase in the amount of cash received. There are two errors in this connection. Firstly, as is well known, in a large proportion of cases, the money is in the business end of the paper. It is an equally well-known circumstance that war never tends to facilitate or further the interests of commerce, but rather acts as a damper; and the more important and the more closely related to a country's interests the war becomes so much the more is business paralyzed. When such a state of things exists, advertisers are backward and cautious. Why? Because people don't read their advertisements. They read about the war. They think about the war, and about nothing else. Everything must give place to the one all-absorbing topic. For this loss a temporarily increased circulation does not and cannot compensate.

Secondly, expenses are multiplied to a most alarming extent, where the attempt is made to keep strictly up-to-time, and to furnish the most reliable and authentic information with regard to the progress of events. The statement of the manager of one of the leading London penny dailies in this regard is significant. "I am confident" he said, "that if such a thing were possible as a permanent war, in which we were engaged, such as this one, and assuming of course that the papers felt bound to report it as they are doing, not more than two of these papers at most could withstand the strain, unless they were prepared for party reasons to run at a permanent loss." Certainly there is increased circulation, but its value is swamped in the extra cost of cabling, in telegraphic and office expenses and retaining an expensive staff. Another item is the paper upon which the news is printed. One London paper costs fourthings per copy—paper alone. In this case increase means dead loss, and the greater the increase the greater the loss. As an instance of the expenses entailed in cabling, one account of the battle of Elandslaagte, not a very long one, when it appeared in print cost its paper just \$1,500. Add to these considerations the constant worry and anxiety accompanying the work of those who are seeking each to be ahead of the other, and to unite accuracy with up-to-dateness; and it will be plain that all is not gold that glitters in newspaperdom any more than elsewhere. M.

The editor of The Kamloops Standard having spoken disrespectfully of Lieutenant-Governor McInnes, it is asserted, in a news despatch from Victoria, that he will be summoned before the bar of the House. No doubt the punishment will be either the thumb-screw or a dipping in boiling oil.

The Anglo-Canadian Music Publishing Company, Limited, Toronto, is taking action against The London Free Press Publishing Co., alleging breach of copyright in publishing the song "Soldiers of the Queen."

CANADIAN PRESS ASSOCIATION.

ANNUAL MEETING.

A DRAFT of the programme (subject to correction) arranged by President Dingman and the sub-committee appointed has been prepared. "It is proposed," says Mr. Dingman, "to have the Thursday afternoon session held in two sections, each to be strictly private, non-members and reporters being debarred. This is for the purpose of providing opportunity for free and informal deliberation, and from expressions made by members it is believed this form of session will be most advantageous." The date of the meeting will probably be Thursday and Friday, February 8 and 9. There will be a banquet on Thursday evening, and the speakers will include Hon. G. W. Ross, some prominent Conservative politician, and a number of journalists. The draft programme follows:

THURSDAY MORNING—10 TO 12.

Chair taken at 10 o'clock.

Report of executive and secretary-treasurer.

President's address.

Appointment of committee on resolutions.

Nomination of officers.

"Newspapermen in Politics," five-minute talks by W. F. Maclean, M.P., G. P. Graham, M.P.P., John A. Auld, M.P.P., R. Holmes, M.P., S. Russell, M.P.P., A. Pattullo, M.P.P., T. H. Preston, M.P.P.

"Newspaper Copyright," John Ross Robertson, M.P., Toronto Telegram.

THURSDAY AFTERNOON—2 TO 6—OPEN ONLY TO MEMBERS.

WEEKLY SECTION.

1. "Presswork on Country Weeklies," John H. Thompson, Thorold Post, and W. E. Smallfield, Renfrew Mercury.
2. "Country Job Printing," H. P. Moore, Acton Free Press, and W. W. Cliff, Carleton Place Canadian.
3. "Weekly Circulation of 2,000 in Town of 1,000," W. J. Taylor, T. ced News and Montreal Herald.
4. "Editorial Page in Country Weekly," A. F. Pirie, Dundas Banner, and A. G. F. Macdonald, Alexandria News.
5. "Scope for Reporter on Country Weekly," Wm. Templeton, Napance, and George Sawle, Welland Telegraph.
6. "Markets in Country Weekly," A. C. Wood, St. Marys Journal, and Jas. Fisher, Mount Forest Confederate.
7. Symposium on plate matter, led by C. W. Young, Cornwall.
8. Voluntary topics.

DAILY AND PERIODICAL SECTION.

1. "Advertising," introduced by general talk by J. B. Tressider, Montreal Star, supplemented by
 - (a) "Cost of Space, How to Arrive at it," P. D. Ross, Ottawa Journal.
 - (b) "Some Things we Might Correct," George E. Scroggie, Toronto News, and J. S. Robertson, Business, Toronto.
2. "Delivery of Small City Daily," E. J. B. Pense, Kingston, and J. Innis McIntosh, Guelph.
3. "Rivals as Neighbors," E. H. Dobbin, Peterborough.
4. "The Agitation for a Canadian Cable Service," A. H. U. Colquhoun, Toronto Printer and Publisher.
5. "Good-will and Basis of Value in Selling," T. H. Preston, M.P.P., Brantford.
6. Voluntary topics.

FRIDAY MORNING—9 TO 12.

1. "Newspaper Postage—the Free Zone and Discrimination Against Semi-Weeklies and Dailies," D. T. McAinsh, Westminster, Toronto.
2. "How to Improve the Association's Usefulness," J. S. Robertson, Business, Toronto.

3. "Good Papers and Good Roads," A. W. Campbell, C.E., Ontario Instructor in Road-Making.
4. "Canada, suggested by Pacific Coast Excursion," John A. Cooper, Canadian Magazine, and A. F. Wallis, Mail and Empire.
5. "Newspaper Reliability—Is the Standard Improving?" Gordon Waldron, Toronto Sun.
6. "What Should an Editor Read?" John Lewis, Toronto Globe.
7. "The Press as an Educator," Rev. Dr. Macdonald, Westminster, Toronto.
8. "Some Editorial Woes," A. F. Pirie, Dundas Banner.
9. Election of officers.

SELLING LIKE HOT CAKES.

The Canadian Leverless Monona Cylinder Press, manufactured for The Toronto Type Foundry Co., Limited, is evidently going to have a tremendous sale. Compared with a similar machine made in the United States, the Canadian-made machine is acknowledged to be far superior in strength and in workmanship. The following publishers have purchased Canadian Leverless Monona Presses during the past two months: C. W. Rutledge, Markdale, Ont.; W. H. Henry, Warkworth, Ont.; W. Hall, Erin, Ont.; Theo. Hall, Wingham, Ont.; J. A. Jameson, Emerson, Manitoba. The Toronto Type Foundry Co., Limited, are giving special prices on the Canadian Leverless Monona Presses until the first 12 machines are sold, so those publishers who are contemplating discarding the hand press should not delay in making a deal with The Toronto Type Foundry for a Canadian Leverless Monona, as regular price will prevail after the first dozen machines are disposed of.

A BRANTFORD LADY'S DEATH.

Mrs. Dacres Hart, well known in newspaper circles, died at the advanced age of 83 years. Mrs. Hart, whose maiden name was Alice Lemmon, was a sister of Major Henry Lemmon, formerly proprietor of The Courier. She was first married to Mr. Keeler, who was editor of The Sentinel, a paper published here during the thirties. Mr. Keeler left the city because he became too closely involved with the rebellion of that time. The property was then left in the hands of the wife, who took hold of the paper and handled it in true journalistic style for many years. In addition to this she wrote many stirring articles for The London, Ont., Times and The St. Thomas Despatch, published at that time.—Brantford special to Toronto Mail and Empire.

ACCIDENT TO GEORGE HAM.

George H. Ham, of the advertising department of The Canadian Pacific Railway, accidentally slipped while emerging from the bath-tub at his residence, Western avenue, on Sunday morning, and broke a couple of ribs. Mr. Ham will be confined to bed for a few weeks in consequence.

Referring to his mishap, "George" said: "It's not as bad a smash as The Ville Marie Bank.

"I am in a plaster, and never felt so stuck up in my life."—Montreal Star.

The Ottawa Typographical Union is asking that the wages of hand-compositors in the Government Printing Bureau, and other printing establishments there, be raised from \$12 to \$15 per week. Linotype operators are also asking for a raise from \$13.50, their present wage.

A LECTURE ON JOURNALISM.

Delivered at the University of Toronto, by Mr.
J. S. Willison, editor "The Globe."

(CONCLUDED.)

But, except when the very honor of a nation is at stake, it is a poor thing to make the patriotism of men an instrument for insult and aggression, and the press could do very much more than it is doing to exalt the days and the ways of peace, to soften international jealousies, to keep in check the ambitions of rulers and the passions of democracies, and bring nearer the parliament of man and the federation of the world.

In political controversy there will always be temper and vigor; but vigor need not degenerate into virulence, and hard blows, so long as they are not delivered below the belt, give spirit to public debate and vitality to free institutions. One must have a stout heart if he would go into politics. But, after all, there is a spirit of fair play in Anglo-Saxon peoples, and a point at which malicious and unworthy pursuit of a public man turns to his advantage and brings chivalrous souls to his side. Except in seasons of unusual popular passion, the people are quick to know where fair and legitimate criticism ends and vindictive pursuit begins, and once that point is reached the blows of the assailant fall harmless and the cause of the victim is promoted. In politics as in the prize ring the rules of the game must be observed, foul play wins no permanent advantage, and misrepresentation and falsehood gain no enduring success. The press of Canada conducts political debate upon perhaps a higher level than that of the United States, but we still fall distinctly below the standard which prevails in Great Britain. It is probably true that we very often make a tremendous clamor over very small issues, and often deal with large issues in a very small way. Too often, it may be, we are more ready to misrepresent an opponent than to meet his argument, more ready to appeal to the meaner prejudices than to the higher sentiment of the community, more ready to run at the heels of popular clamor than to stand steadfast for the principles and policies which one's inner conviction and sober judgment approve. It seems to me that we in Canada sometimes forget that free speech is the inalienable birthright of the British citizen, and that the great pioneers of British freedom were men who would not conform to the temper and conditions of the times in which they lived. This is a servitude to which none of us can afford to submit. There could be no greater treason to free institutions and the moral progress of the world. The qualities of courage and public spirit are none too common, and a sincere view, come from what source it may, has a right to be uttered. There are far too many forces making for repression in these days. The organization of party keeps many voices in check. But this to me is a minor evil. There is an independence within the party organizations which largely influences party policy and makes an enduring political dictatorship impossible in a free country. Besides, it seems to me that no other system of popular government equal

to the party system, with all its abuses, has been devised. Under this system the will of the people substantially prevails, and the radical and progressive elements of the community have probably a more influential voice than even under the rule of the initiative and referendum. In many cases it is easier to move the politician seeking for electoral support than the great inert masses of the people, and very often the independent remnant exerts an undue political influence. In fact, some sound thinkers hold that one of the evils of modern democratic government lies in the competition of rival politicians and rival parties for the support of organized votes and aggressive minorities. There is a measure of justice in the criticism, and probably progress in some directions would be slower if the politicians, instead of making secret bargains with these active and aggressive groups, were forced to meet the whole people upon the particular question at issue, and if all advance were blocked until the faith of a few enthusiasts became the conviction of a majority of the people.

But more ominous and more dangerous is the growing power of corporations and the influence of great aggregations of capital in few hands, which is the most sinister development in modern industrial conditions. Here is a danger to the press and a real peril to free institutions, for the press can have no mission in the world worth filling except as the free voice of the plain, unorganized and unsubsidized people. Notwithstanding all that may be said, we have as yet no reason to conclude that the corporations have a dominating voice in the press or in the public life of Canada. It is, perhaps, doubtful if they can ever win any enduring victory in a free country. The very suspicion that is bred by the lobby of the corporation in Parliament may, perhaps, lead to a condition of the public mind under which the corporation may get less than justice, and capital become an object of unjust suspicion and a subject for unrighteous dealing. At least this is true, that no public journal can be influential as the mere mouth-piece of a corporation, and perhaps we could have no better evidence of this than the efforts of party papers upon the one side or the other to convict public men and public journals of compromising relations with corporations which do not exist in fact. In Canada the people are still supreme, and their free suffrage is the best franchise of newspapers and the best refuge for Governments.

It is a fault, or at least a habit, of the press that it very often seeks to drive Governments far in advance of public opinion. This cannot be done with safety to Governments or with advantage to the commonwealth. All useful and effective legislation must rest upon a great body of popular support. The press is necessarily and legitimately an agitator, very often a voice crying in the wilderness; always, if it performs its true functions, seeking to better social and material conditions. All wise and provident government waits to some extent upon public opinion, and crystallizes into legislation the settled judgment of a majority of the people. The true function of the legislator, as contrasted with that of the journalist, is nowhere better stated than in the course of Lecky's estimate of Walpole. He says: "He belonged to that class of legislators who recognize fully that government is an organic thing, that all transitions, to be safe, should be the gradual product of

THE VALUE OF WEIGHT

Fitzsimmons lost to Jeffries because he lacked weight; therefore strength and durability.

THE CHANDLER & PRICE PRESSES

EXCEL ALL OTHER GORDONS IN

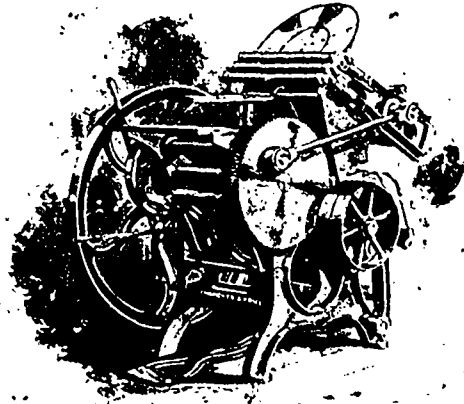
WEIGHT, STRENGTH * * * AND

DURABILITY * * * * *

Were it not that WEIGHT, mechanically distributed, is necessary to obtain strength and durability, we assure you that with present high prices for material, we would take advantage of lightening the construction of all our machines.

The record, of which we are justly proud, proves that WEIGHT, as well as careful construction, is a requisite the printer can not afford to ignore in a durable, money-making and money-saving machine.

The CHANDLER & PRICE GORDONS have fifteen malleable iron parts in their construction. All have steel rocker-shafts. All sizes larger than Eighth Medium have forged steel fly-wheel shafts. What has yours?



THE SAME RULE APPLIES TO

THE CHANDLER & PRICE PAPER CUTTER

Assuring by its superior WEIGHT, rigidity, strength, accuracy and durability.

CONSIDER THE ABOVE FULLY WHEN YOU BUY PRESSES OR PAPER CUTTERS.

THE CHANDLER & PRICE CO., Makers,
CLEVELAND, OHIO, U.S.A.

For Sale by Dealers Everywhere.

REASONS WHY!!!

You gain as much by sending us your paper regularly as we do—more in fact. We clip your editorials, local news, crop reports—everything of interest—and send them to subscribers all over Canada. Every clipping bears the name of your publication and its address. A few of those who receive clippings from us are: The Earl of Minto, Major-General Hutton, Hon. Clifford Sifton, Sir Oliver Mowat, the President of the Canadian Pacific Railway, the Grand Trunk Railway, the leading banks, besides scores of private firms and companies. Thus, the influence of your paper is extended—your news and views are brought before men who would never have the opportunity of reading them but for our Bureau. Then, your publication is brought before half a hundred business concerns who have advertisements to place. Patent medicine and other large companies and advertisers purchase clippings. It surely would repay you the cost of a year's subscription to be kept constantly and prominently before men who are giving out fat contracts.

Think it over, and, if you are publishing one of the few papers we are not receiving, put us on your mailing list now.

The Canadian Press Clipping Bureau

505 Board of Trade Building, MONTREAL, QUE.
Telephone Main 1255.

26 Front Street West, TORONTO.
Telephone 2148.

Our

Super Calendered Book Paper

generally known as "No. 2," is a fine white sheet with a surface good enough for half-tones. It is very suitable for Circulars, Pamphlets, Programmes, Price Lists, etc., being a particularly good paper at a low price.

It can be had in any size and weight from our stock at a moment's notice.

Prompt shipment and careful attention to Letter Orders.

CANADA PAPER CO. Limited

MONTREAL.

TORONTO.

public opinion, that the great end of statesmanship is to secure the nation's practical well-being and allow its social and industrial forces to develop unimpeded, and that a wise Minister will carefully avoid exciting violent passions, provoking reactions, offending large classes and generating enduring discontents." It is the business of the journalist to develop public opinion, to liberalize and energize the social and industrial forces, to utter the voice of the people, and go on his way stoutly, stumbling often as he will, rash often as he may be, but always in the serene confidence that good will come out of free discussion, that "the common sense of most" will hold even "a fretful realm in awe," and that, as Whittier says :

The outworn rite, the old abuse,
The pious fraud, transparent grown,
The good held captive in the use
Of wrong alone—

These wait their doom, for n that great law
Which makes the past time serve to-day,
And fresher life the world shall draw
From their decay..

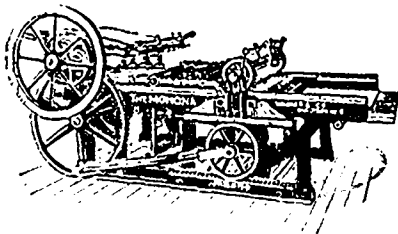
THE FIRST CANADIAN DAILY.

The London Free Press claims to have been the first daily in Ontario because it was issued for a time in the Fall of 1848 as an experiment. Surely that does not rank with the founding of The Daily Whig and Daily Spectator early in 1849 as the first dailies of Upper or Lower Canada? The Montreal papers were issued as dailies in summer, ante-dating The Free Press many months. Experiments will hardly count in a record.—Kingston Whig.

COME AND INSPECT THEIR STOCK.

The Toronto Type Foundry Company have just moved into their new building, 70-72 York street, Toronto, where they have the largest stock of new and rebuilt machinery ever kept in Canada; in fact, we don't know where there is so large a stock kept in the United States. Over 30 cylinder presses are now on the floor ready for shipment, and job presses and paper cutters are too numerous to mention. Printers are invited to call and inspect the array of machinery.

THE MONONA LEVERLESS



The BEST Printing Press in the WORLD
for the MONEY.

\$25.00 COUPON

PRINTER AND PUBLISHER.

OUR ANNUAL NEW YEAR'S PRESENT TO 25 PRINTERS

To the first 25 printers ordering a Monona Leverless Press between now and Feb. 1, 1900, we will make a New Year's Gift of \$25.00 worth of new job type. This offer is good whether you order of us or of our agents. One of these coupons attached to your order will bring the type. This offer is made on our presses at the regular standard prices; no advance. None of our agents bear any of this expense. It is our annual gift, and will close Feb. 1, 1900. Parties ordering under this offer may have four months in which to have presses shipped, by making deposit to guarantee order. We reserve right to withdraw this offer if any business change demands.

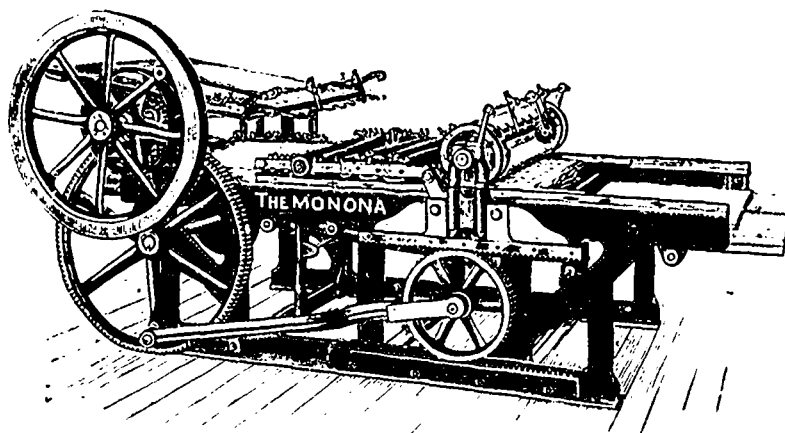
W. G. WALKER & CO.,
MADISON, WIS., U.S.A.

THE...

Canadian Leverless Monona

News and Job Printing Press

PRINTS
6 COL.
QUARTO
SHEET.



RUNS
EASILY
BY HAND
POWER.

THE BEST PRESS EVER OFFERED TO CANADIAN COUNTRY PRINTERS.

NOTE A FEW POINTS OF EXCELLENCE :

1. There is no gearing on the feeder's side of the press, the feeder can stand close to the press and be absolutely safe from all danger of being injured.
 2. The form rollers are geared, thus insuring perfect inking of forms.
 3. In this press all side levers are dispensed with.
 4. There is never any oscillation of the bed which is absolutely rigid when the impression is taken, it being automatically locked; also the impression can be quickly changed at any corner of the bed.
 5. The cylinder is held to the rails by a new double spindle cross head, which prevents any cramping which might possibly be in the single spindle head.
 6. All gears are cut from the solid block, which insures a smooth running press; also the cylinder racks are cut from a solid steel bar.
 7. The gripper motion is geared, hence is positive, thus making the register line absolute.
 8. It is the easiest running press offered to the printer—a boy can easily run it. It has five ink rollers; 3 2-in. distributors and 2 3-in. form rollers, and gives a good distribution; also each press is fitted with a first-class well ink fountain.
 9. The forms can be corrected on the bed of this press with less trouble than any other cylinder press made.
- Each press will be complete with a full set of cast rollers, or two roller moulds, cylinder blanket and a full set of wrenches.
Price and terms upon application. Address:—

Branches at....

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

Toronto Type Foundry Co.,

TORONTO, ONT.

N.B.—WE ARE QUOTING SPECIAL PRICES on the CANADIAN LEVERLESS MONONA PRESS during the next 30 days. 7 machines have already been sold last two months.

THE PRINTING DEPARTMENT.

CONDUCTED BY IRA ENOS.

Readers of this department are invited to make use of these columns for the expression of opinion, or by making inquiries regarding any topic having relation to the printing department. All opinions will be gladly welcomed, and all inquiries will be answered as fully and carefully as possible. Any criticisms of what appears in this department will also be welcomed. Communications should be addressed to IRA ENOS, "Printer and Publisher," Toronto.

ESTIMATING THE COST OF PRINTING.

III.—The Small vs. the Large Office.

IS the proportion of cost as heavy in the small job office, where the owner is a practical workman as well as bookkeeper and agent, as it is in the large office, where everything is reduced to a system, and where the employer "does nothing but look after things?"

The question is worth considering, as misapprehension on this score has led and still leads to many futile attempts on the part of good practical printers to found a business of their own.

Sometimes a practical workman in one or another of the large job and book offices becomes convinced that there is a large waste of energy and expenditure in the business of which he is a part. Workmen like himself, he reasons, are productive, and hence are a source of revenue. He acknowledges the foreman and the proofreader as necessary to this production, and may possibly include the proofreader's assistant and "the boss" in this class of necessary items of expense.

But he looks askance at the agents, bookkeepers, typewriter, stockkeepers, and others whose work does not contribute directly to the capacity of the offices. There may also be a silent partner or two—men who do nothing for the business whatever, except put up some capital. All of this means expense which furnishes no return. As a result of this belief he may decide to start in business in a small way, in the full belief that he can do business more cheaply than the large office, as he will affect great saving by doing his own bookkeeping, canvassing and stock-taking.

What are the facts he finds out after a year of practical experience?

It does not take him long to find out that if he establishes himself in as good a locality as the large office, the proportion of rent and insurance he has to bear is as large as that borne by his former employer. When his bills for light, power and water have to be paid, he finds them relatively as large, if not larger than in the big shop. His presses do the same amount of work per hour—if he has competent men to manage them, and has work for them to do.

Therefore, when he closes his books at the end of the first year, his saving must have been in the expense of labor. Unless he has been fortunate enough to have had an unusually large number of friends who have sent him their work, he has had either to canvass for work himself, employ a canvasser, advertise, or reduce his prices to a figure that will attract cheap work. The result is that by the adoption of any of these means his expenses in the

way of "getting work" are as heavy as the large employer finds them.

But he has done his own bookkeeping at home in the evenings and so affected a large saving which should leave a nice surplus at the end of the year—but which, strange to say, does not always do so.

Therefore, where has been the saving, and where the loss? The saving has been affected by personally working overtime, what the large office pays an efficient employe to do. The loss has been caused—if the conditions have been normal—by waiting presses, bad accounts, low estimates on work, and personal expenses. By personal expenses is meant the money taken out of the business to spend on personal account. This naturally amounts to a greater proportion in a business which does \$5,000 worth of work in a year, than in one which does \$100,000.

If this loss exceeds the saving, the small office must charge more for its work than the large shop does. If the saving is greater than the loss, its prices might be lowered. But it would be a mistaken policy, as the saving has been affected at the expense of the nervous force of the printer, who should have remuneration for it in the shape of all money so saved. His customers have in no wise affected it, so they should not receive the benefits of it. It will be found that the cost of printing in all offices, well situated, and properly conducted, varies but little.

DOING WORK FOR THE WEST INDIES.

While the ability of Canadian printing offices to do the highest quality of work, and thus keep United States competition from seriously interfering with the home trade, is generally recognized, it has not been a usual thing for Canadian firms to look abroad for work, and thus face the rivalry of our Southern neighbors on neutral ground.

It is, therefore, an interesting fact that Douglas Ford, Toronto, secured the contract and has just finished printing "Lightbourn's West India Annual and Commercial Directory" for 1900, compiled and published by John N. Lightbourn, St. Thomas, D. W. I., for distribution through the various islands of the West Indies. The typographical and illustrative work of the book is of a quality that will reflect credit on its printer.

THE USE OF CUTS IN JOB WORK.

Ira Enos, PRINTER AND PUBLISHER.—Do you consider it advisable that printers should encourage the use of fine cuts in job work, especially in catalogues, letter-heads, circulars, etc.?
X. Y. Z.

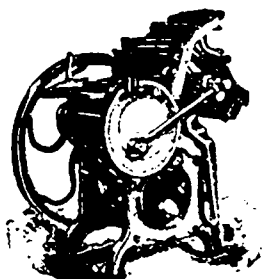
LONDON, January 10, 1900.

[Ans.—It depends largely on the ability of the printer to make the cuts show to advantage. A fine cut poorly printed is often worse than none at all. A good, suitable cut well printed always adds to the value as well as the appearance of a job. A printer should encourage the use

THE "ALL RIGHT" PRINTING MACHINERY.

Jones Gordon "all right." Ideal Cutter "all right." Lightning Jobber "all right."

PRICE "ALL RIGHT."



THE JONES GORDON
JOB PRINTING PRESS.

It is the heaviest Gordon Press built. It is the strongest-braced press made of the Gordon style. Our 14 1/2 x 22 is made with frame cast in solid piece. It is the only job press of any style having a distributing Duplex Ink Fountain. It is the only Gordon Press having an Ink-roller Throw-off—a great advantage. It is the only Gordon Press built of any style, having a Self-locking Chace Hook and Form Starter. Think of the convenience. It has the most simple and easiest-worked Impression Throw-off used on any Gordon Press. A short-stroke motion. It is the only Gordon Press having finished and plated loops on the carriage for use in taking out and replacing the ink rollers. Don't you think this a good thing?

NOTICE POINTS OF SUPERIORITY.

VERY HEAVY. GREAT STRENGTH.
STEEL DRAWBARS AND SHAFTS.

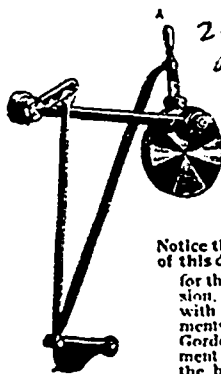
Perfectly True. Our beds and platens are scraped to a perfectly true surface after planing, thus making it practicable to print a solid form without overlay or underlay.

No Long Shaft sticking out in the way with our steam fixtures.

Feed Table to Right of Gear Wheel. Think what an advantage and what a lot of trouble is saved by having the feed table so far to the right. It gives the pressman more elbow room. Adds greatly to convenience of feeding. Big thing.

Self-Locking Chace Hook. Pressman does not touch the chace hook in putting in the chase. Dropping in the chase locks the form. This is the biggest little thing ever put on a press.

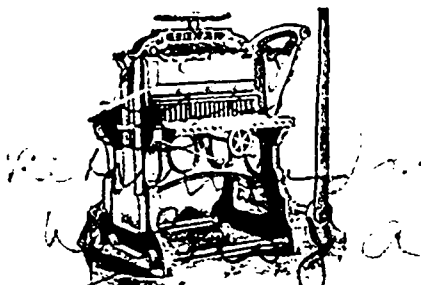
Brake to Stop the Press. All our steam fixtures are provided with a brake by means of which the press may be stopped almost instantly. This is a part of the steam fixtures and costs nothing extra.



Patent Impression Throw-off.

Notice the simplicity of this device

for throwing off the impression, and then compare it with complicated arrangements used on ALL other Gordons. A short movement of the handle A does the business.



THE IDEAL
Printers' and Bookbinders' Cutter.

With Quick-Moving Back Gauge.

Front table 16 inches wide in 30 and 32 inch cutters, instead of the usual 12 inches. In the 25-inch cutter it is 12 inches.

PRICE LIST.

SUBJECT TO DISCOUNT.

25 inch, will square 25 inches.	\$110.00
30 " " " 30 " "	175.00
32 " " " 32 " "	200.00

SPECIAL FEATURES.

This cutter is very strong. We wish to call especial attention to the fact that we use no out-of-date "gibs" in adjusting our knife bar. Our knife bar operates in a solid box. No possible chance for play or rattle. We use the finger gauge, making it possible to make a very narrow cut. Notice the brace under the cutter stick. The handle is easily adjusted to any position by the use of one bolt. Cutter fully guaranteed. Our quick-moving gauge is invaluable.

It Is All Its Name Implies.

We take pleasure in saying that we have found it all its name implies and perfectly satisfactory in every respect. The octagon stick giving sixteen cutting surfaces was a happy thought that will be appreciated. The lever by which the gauge is instantly moved to any desired position is a great time-saver and therefore a valuable feature. Under the severest tests the Ideal never fails and demonstrates the worthiness of the name given it. Let us congratulate you upon your success in producing a cutter embodying all the essentials of a perfect machine.—STATSON BROS., Elmira, N. Y.

Don't Care to Trade.

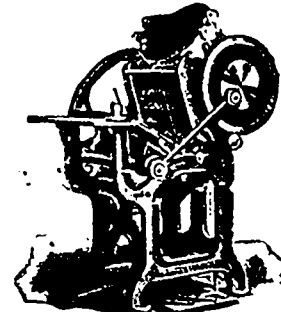
The Ideal is a dandy. Cuts easily card-board or paper—all that can be put under the clamp. I don't care to trade it for any other make of cutter. —N. G. THOMPSON, S. W. Oswego, N. Y.

I Take Pleasure in Recommending It.

The Ideal Cutter is perfectly satisfactory. It is very strong, perfectly accurate and never out of order. I take pleasure in recommending it to all printers wanting a good cutter at a fair price. CALKINS, THE PRINTER, Niagara Falls, N. Y.

More Than He Expected.

I can truthfully say that the 25-inch Ideal Cutter more than comes up to my expectations. The unique patent draw for moving the gauge is certainly a decided advantage over the old way of turning a wheel.—H. D. LAMONT, Hazelton, Pa.



LIGHTNING JOBBER

No other press ever built has attained such immediate popularity.

SIZES AND PRICES.

7 x 10 inside of chase, two rollers.	\$ 97
8 x 12 " " " three " "	112
8 x 13 " " " " " "	123
10 x 15 " " " " " "	150

Steam fixtures, \$2.00, long fountain, \$5.00.

Two wrenches, two chases, ink rollers with cast brayer, or mold, and two sets roller stocks go with each press.

DISCOUNT ON THESE PRICES FOR CASH.

Guaranteed to print a solid form. Simple in construction. Very light running. Very strongly built. Shafts steel. Drawbars steel. Machine cut gearing. No cams. Impression throw-off. Depressible grippers. Same kind of carriage and impression screws as used on the Jones Gordon.

I Am Printing a 4-Col. Paper on My 10 x 15.

C. O. GRIMM, Grover Hill, Ohio.

It Prints a Full Form.

W. H. ROBERT, Rochester, N. Y.

It Is Perfection Itself.

G. F. MORRIS, Stratoga Springs, N. Y.

It Gives Entire Satisfaction.

Wm. J. KUNZ, Amsterdam, N. Y.

It Fills the Bill.

W. H. STEELE, Binghamton, N. Y.

As Well as an Embossing Press.

HARRY L. TAYLOR, Doverville, N. Y.

It Is a Dandy.

ASHLEY PRINTING Co., Ashley, Ohio.

Works to Perfection.

DREW BROS., Grand Encampment, Wyo.

Meets Every Requirement.

MOORE BROS., College Corners, Ohio.

Not Found a Better Press.

J. L. STURTEVANT, Albany, N. Y.

It Is a Whirlwind.

Wm. McDONALD, Byron, Mich.

Presses Are Satisfactory.

CLARK & CO., Syracuse, N. Y.

What More Can a Man Ask?

C. O. GRIMM, Grover Hill, Ohio.

Some Severe Tests.

CUNNINGHAM PRINTING Co., Middleburg, Ky.

Form Fills the Chase.

BUTLER BROTHERS, Co., Grand Rapids, Mich.

No Peer in the Market.

ROY L. MAYER, Petoskey, Mich.

SOLE AGENTS FOR CANADA

TORONTO TYPE FOUNDRY CO., LIMITED.

TORONTO.

Branches at: HALIFAX—146 Lower Water St.
MONTREAL—787 Craig St.
WINNIPEG—175 Owen St.
VANCOUVER—116 Columbia St.

of the best cuts he can do justice to. A series of articles dealing with the use of cuts may be commenced in the next issue of this paper —IRA ENOS.]

STEREOTYPING.

(Continued.)

We are aware that a great many of the European news papers and printing houses are using the cold process of stereotyping, but their method of working the same is not uniform. The drying of matrices is done in an oven, or hot sand bed. Some are beating in the matrix paper with brush, some are rolling it in with machine, and many are using a certain prepared matrix paper, which is ready for use and requires no tissue or paste, all it needs is to wet the same in water and to use it like the ordinary matrix paper for beating or rolling.

But not only in Europe, most all over the world there are many printing houses which prefer to use prepared stereotyping paper, because it saves them the time and trouble in preparing the matrices, as this paper is always ready for use, will keep in any climate, will dry rapidly on the steampable with the type form, or by any other method of drying. The plates cast from the prepared matrix paper are just as good as those from the ordinary matrix paper, also the matrix will stand a great number of casts, as it is a very tough material

The European dry stereotype paper has received much attention in the United States. It is a soft sheet of pulp, about 3-16 of an inch thick, and can only be used for rolling in with machine; for beating with brush it is too soft and too thick. It is claimed that this pulp sheet requires no drying of matrices, and that after it is rolled but once, in order to receive the type impression, it could be cast at once without drying the moulds. This may be possible with small type forms having small face letters and solid composed type, but the open forms with cuts of the usual kind have shown no satisfactory results with the pulp sheet, because the cast plates had a fibrous-looking face.

Therefore, there was great opposition in Germany against the dry stereotyping, and at present they are mostly using the ordinary or the prepared stereotyping paper.

A New York publisher was much interested during his travels in Europe, in the dry stereotyping pulp sheet, and the patents for the same have been offered to him for \$100,000. The samples he brought over for trial, he used according to the directions, but the sweating of the matrix in the casting box was so great that it chilled the plates and the fibres of the pulp sheets stuck to the metal, which made it impossible to cast a second plate.

About the successful method of the American cold stereotyping we will speak in a later issue.—Typotheta and Platemaker.

"Your narrative is too highly colored," remarked the editor, returning the bulky manuscript. "In what way?" inquired the disappointed author. "Why," replied the editor, "in the very first chapter you make the old man turn purple with rage, the villain turn green with envy, the hero turn white with anger, the heroine red with blushes and the coachman turn blue with cold."—Puck.

IT COSTS NO MORE

TO PRINT ON A

Good Paper

THAN ON A CHEAP ONE.

NOW (as low-grade paper advances in price) is a good time to induce customers to use better stock.

The Century Linen
...AND
Japan Linen Bond

are the best papers on the market for commercial use.

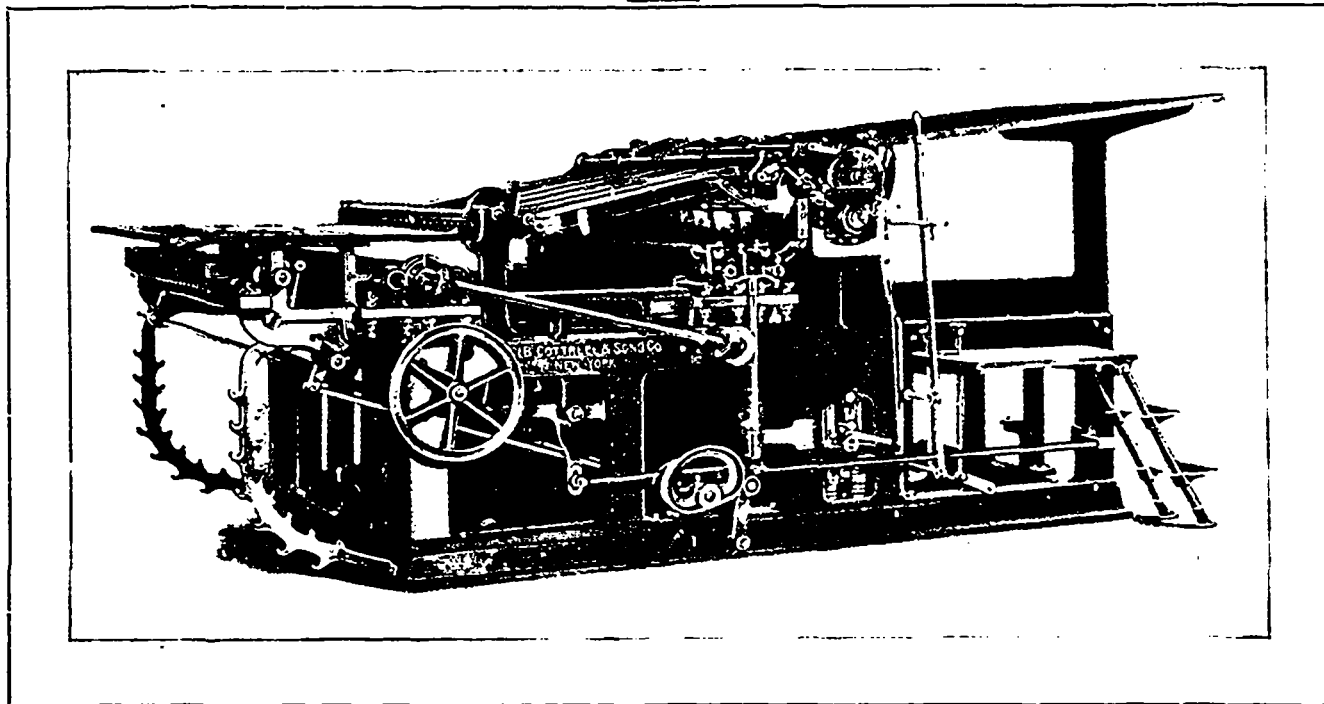
◆◆◆◆◆
SAMPLES ON APPLICATION.

◆◆◆◆◆
BUNTIN, GILLIES & CO.
HAMILTON.

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

Toronto Type Foundry Co., Limited.

SOLE AGENTS FOR CANADA.

SHE READS ADVERTISEMENTS.

A correspondent of *Printers' Ink* vouches for the following as a true story: "A thoughtful little Brooklyn girl who is fond of looking at the pictures in the magazines and spelling out the words in large print, is evidently inclined to take the wording of some advertisements rather seriously. The adults of the family have, from time to time, had the benefit of a Southerner's views on the negro problem, and the little girl surprised her mother a few days since by pointing her finger at some of the colored brethren in a trolley car and remarking: 'Mr. So-and-So talks about them, don't he?' 'Why, Dorothy,' said her

mother, reprovingly, 'you must not do that. It isn't nice. Suppose God had made you black, what would you do?' The little maid replied very soberly: 'It says in the book Use Sapolio.'"

The following bit of candor is from *The Hawkesbury Standard*, January 19: "Many things that appear in country newspapers have to be discounted somewhat. The country journalist is not overburdened with news, even if he does sometimes talk about "pressure on our space", and he gets so used to "working everything for all it is worth," that making molehills into mountains becomes mere child's play to him."

Mr. Printer:

Re the Northey Gasoline Engine

We've been talking to printers for months in this paper, in a general way, about the advantages there are in the use of the Northey Gasoline Engine for printing offices. The Northey Engine has proved its convenience and economy so many times in Canadian newspaper offices, and, indeed, wherever power is used, that yours would be a very special case if an investigation of the power question did not prove to you the economy, handiness and general desirability of our Engine. On request we will send you Booklet—specifications—and earnest commendatory letters from satisfied users of the Northey Gasoline Engine

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

The Season's Greetings

FROM

TORONTO ENGRAVING CO.

92 BAY ST. TORONTO

TO OUR MANY CORRESPONDENTS FROM THE
ATLANTIC TO THE PACIFIC



Why not Have the Best?

What pressman can turn out good work with poor ink? The price of the best inks is such that every good printer can afford to buy them.

Ault & Wiborg's are the best and the cheapest. They have the superior working qualities and fineness that are required to turn out the best grade of printing. They give entire satisfaction to all who use them.

Ault & Wiborg.

TORONTO TYPE FOUNDRY CO.

Sole Agents for Canada.

Limited

A full stock kept at all branches.

**THE CANADIAN PAPER SITUATION
AS IT AFFECTS PUBLISHERS.**

THERE is a good deal of talk concerning the upward tendency in the price of paper, especially news. The situation in the United States is outlined by The New York Paper Trade Journal, as follows:

"The renewal of contracts for news paper is a matter of considerable interest to the trade just at present. This is because news acts as a sort of barometer for the other classes of paper. When that is high, good prices are obtained for them, and the reverse. Just at present news is very high. This, no doubt, seems a great hardship to the publishers of newspapers, many of whom are this month obliged to sign contracts for their next year's supply. At what price these contracts are made is, of course, not positively known; still it is supposed that the figure is not far from $2\frac{1}{2}$ c. for large contracts, and from that up to $3\frac{1}{4}$ c. on small ones.

"A close estimate of the amount of news paper used each day by the 12 large daily papers here places it at 345 tons. Of this, contracts covering 269 tons do not expire in January. In other words, the contracts for The World (one-half), Herald, Journal, Times, Tribune, News, Commercial Advertiser, Press, Staats-Zeitung and Mail and Express, run over that date, the earliest expiration of any one contract being next September. There is left, therefore, only 76 tons to be contracted for. This amount includes the remaining one-half of The World supply plus that of The Sun and Post. Of these papers it is said that the contract of The Post has just been closed with the International Paper Company at a price close to $3\frac{1}{2}$ c., this high figure being due to the fact that The Post uses a special grade of paper. The Sun contract, which has been held by a prominent house for 20 years, is reported to have been placed with the International Paper Company for a term of five years, but this is also denied, it being stated on the other hand that the contract has not yet been closed, and will not be until Mr. Dillon, who is sick, is again able to be at business.

"In connection with these contracts it is stated that The Herald has a so-called term contract which has two or three more years to run. In regard to The Journal's supply, it can be stated positively that that paper will be out of the market for news for the next five years, as its managers have made a contract for that length of time. It is surmised that The Journal made a good bargain as it owns two fine mill sites in Maine, upon which its publisher is ready to erect paper mills whenever he thinks that he is being treated unfairly.

"The World contract for next year is somewhat in doubt. It is known that 50 tons of its daily supply is to come from the Madison mill of the Great Northern Paper Company. As this contract was placed last spring, it is expected that the price is low. In regard to the balance of its supply it is said that William H. Parsons & Company are to furnish 28 tons of it daily, and that the remaining 22 tons are to

be supplied by F. G. Weeks, of Skaneateles, New York. This last statement lacks positive confirmation, as there is a report that 10 of the 22 tons said to be taken by Mr. Weeks, have been contracted for elsewhere at $2\frac{3}{4}$ c. From these and other reports it is inferred that The World is experiencing some difficulty in getting its supply for next year.

"It is stated on the very best of authority that new contracts for large supplies will not be made for next year for less than $2\frac{1}{4}$ c., and for not more than $2\frac{3}{4}$ c., the good selling average being $2\frac{1}{2}$ c., and that figure holding pretty firm."

PRINTER AND PUBLISHER has made inquiries from a number of buyers of paper—the finer, as well as the lower grades—and the opinion is general that prices have gone up. Some publishers have not yet paid the advance, as their contract with the mills had yet to run out. The majority are paying more. One buyer said, roughly speaking, that the advance was from $\frac{1}{2}$ to 1c. a pound on all book papers. Another buyer—who uses both book papers and news print—stated that he was unable to renew at the old figures, which was the nearest he would come to admitting an increase.

In asking a manufacturer to account for the rise in price, several reasons were assigned: the stiffening prices abroad, the larger demand for news print, owing to the war excitement sending up the circulation of newspapers, the higher values quoted for chemicals, felt and wires, etc.

Mr. F. J. Campbell, of the Canada Paper Co., said: "The turn has taken place; the paper market has already advanced and is continuing to do so. Book papers have advanced from $\frac{1}{2}$ to 1c. per lb., and news paper from 10 to 50c. per 100 lb. Although we have doubled our capacity during the past year, we are taxed to our utmost to take care of our customers, and have refused orders for very large quantities of paper during the past two months. Owing to the entire stoppage of imports, prices in the United States being now higher than here, and owing to the largely increased demand, partly through the larger number of daily papers, partly from the increased size of newspapers, through the cheapened facilities offered by typesetting machines, and partly owing to the greatly increased demand occasioned by the desire for war news, the consumption of news paper has increased to an amazing extent. If no serious delay takes place during the coming winter from floods, ice blockades or such troubles, the mills will, probably, be able to take care of their customers' needs, but should any serious stoppage occur, very great inconvenience will ensue. In the meantime, we are in the comfortable position of knowing that if one customer will not take our paper at a fair price, another will. As the cost of chemicals and all raw materials are still advancing, it is probable that the price of paper will have to still further advance, and we are not anxious to book contracts at the present time. We could export paper profitably if we had it to spare, but, as such is not the case, we are obliged to decline the many large offers that are being made from outside sources to ourselves and other Canadian mills."

E. A. Macdonald, Toronto's Mayor, is suing Saturday Night for a hostile criticism of his career in a recent issue.

THE CANADIAN 
Brown & Carver
CUTTER . . .

BEST IN
THE WORLD.

IN simplicity of mechanism, accuracy of work, speed, ease of handling, and elegance of design the Canadian Brown & Carver cutter is unequalled.

The compact arrangement of parts, solidity of frame, noiselessness of operation, and the uniformly positive stroke of knife, determined by a crank motion, are its distinguishing features.

Interlocking clamp and back gauge allow work to be cut to one-half inch.

Removable plate under clamp for fine work.

Clamp is balanced to run entire distance up or down with one spin of wheel.

Grooved table keeps sheets from wedging under gauge. Smooth table to order.

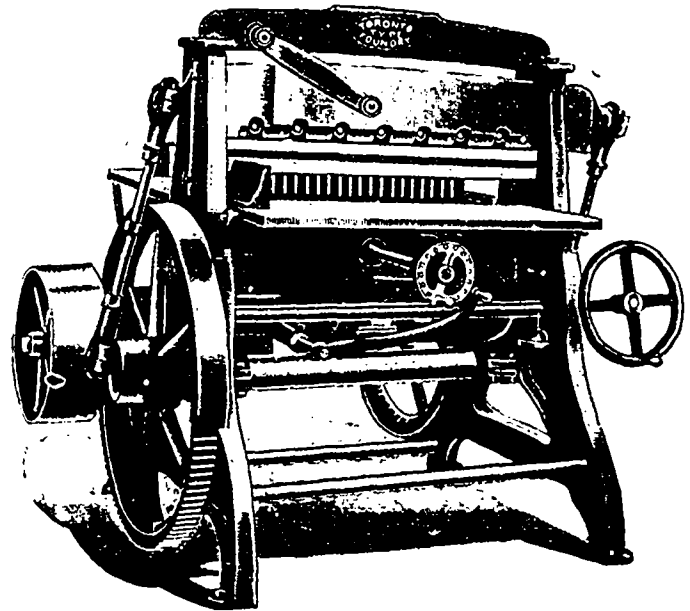
Screw and wheel divided to sixteenths for moving back gauge.

Simple and quick adjustment of knife by a turn of the connecting rods outside.

Back gauge in two parts on stock machines ; in three parts to order.

Cut gears, friction clutch, steel shafts, brass rule, case-hardened bolts.

All machines subjected to a running test before leaving the works, and guaranteed on every kind of work, from tar-board to the finest lithograph or label work.



A 50-INCH MACHINE has been sold to Messrs. Warwick Bro's & Rutter, Toronto, where it can be seen.

SPECIFICATIONS.

SIZE OF MACHINE.	APPROXIMATE SHIPPING WEIGHTS.	PULLEYS, DIAM.	BELT WIDTH.	SPEED OF PULLEYS.	FLOOR SPACE.		PRICE OF KNIVES.
					WIDTH.	DEPTH.	
38"	3,400 lbs.	20"	3"	190	5' 8"	6'	On
50"	4,700 "	24"	4"	175	6' 8"	7'	application

Each cutter furnished complete with knife, oil can, and wrenches, and delivered skidded and boxed f. o. b. cars Toronto, Ont. No overhead pulleys or fixtures of any kind are included. **PRICE ON APPLICATION.**

Toronto Type Foundry Co., Limited, - - Toronto, Ont.

MONTREAL—787 Craig Street.
 WINNIPEG—175 Owen Street.

BRANCHES

VANCOUVER, B.C.—116 Columbia Avenue.
 HALIFAX, N.S.—146 Lower Water Street.

THE ADVERTISING ARENA.

Conducted for PRINTER AND PUBLISHER by the Ad. Scribe.

A COOL PROPOSITION.

MR. J. R. LUMBY, of The Wabigoon Star, writes me: "The letter I enclose to you speaks for itself. I think that, for gall, it beats any offer yet made to me.

"It is possible that the country editors are themselves to blame in the matter, as I suppose some few may be found with so little sense of proportion, or so low an estimate of the value of their work, as to give a column of their papers for a book which retails at \$2.50.

"May I presume to suggest that you should use your influence to brace up the nerves of the country publisher, so that offers of this kind will meet with the reception they merit.

"I imagine that the newspaper business is the only one which people imagine they can victimize to the extent of getting \$25 worth in exchange for an article which should be valued at about \$1.

"If publishers want book reviews let them send their book along and arrange for terms, or else pay cash down for the insertion of their own puffs."

I agree with the publisher of The Star that the offer is a pretty cool affair. Probably most of you have received it. It is from The World Publishing Co., of Guelph, Ont., asking publishers to insert a 16-line ad. and a reading notice of over half a column in length, and in return they will receive a free copy (retail value \$2.50) of a new book on South Africa. The proposition only requires to be stated for anyone to see how unbusinesslike it would be for publishers even to consider. Of course, from The World Publishing Co.'s standpoint it is good business. I wonder if there is anything in Mr. Lumby's suggestion that the newspaper fraternity are more open to receive offers of this nature than other people, being considered more green? No bookman would dream of seeking a canvasser who would take his pay in books! Well, I suppose everyone knows that story of the insolvent who had got credit by sheer impudence. The creditors met. The insolvent proposed to pay 5c. on the dollar. One creditor rose: "Gentlemen," he said, "the rest of you can take the whole estate. The only item I want for my share is the man's gall."

A USEFUL BOOK.

The Central Press Advertising Agency, Toronto, has issued a "Directory of Canadian Newspapers for 1900" (\$2.00). The information is comprehensive—covering the whole Dominion, including Newfoundland—and the list for each Province is prefaced by a brief descriptive paragraph giving the chief geographical, political and economic features. Following this list (which divides the press provincially) are several lists, one a condensed list of titles (25 pp.), a county list, a daily list, a subject list, the religious press, and papers printed in a foreign language. What with comments and advertisements the directory numbers

290 pp., and looks well-gotten up and prepared. There is a good index, the items in the Customs tariff affecting publishers, and the terms of Mr. Mulock's newspaper postage law.

AN ADVERTISEMENT INSERTED FOR THIRTY FOUR YEARS

The Yarmouth, N.S., Herald, records what appears to me a very unique experience—that is in this country. It has enjoyed the experience of having an advertisement appear in its columns for a period of 34 years without change, save that made necessary by the renewal of type, and also the continuous subscription of the advertiser for the same long period, both being paid annually in advance. Having retired from business this advertiser, Benjamin Browning, ship broker of Gloucester, Eng., recently notified the paper to discontinue his card, the space being taken by his successor in the business. By the way, the Yarmouth Herald is a venerable journal, having been founded in 1833.

THE VALUE OF EXPERT AID.

The successful advertising canvasser of the future must possess a knowledge of ad.-construction—that's the opinion that experts across the border have arrived at. The question has been up for discussion in the American advertising press, as well as amongst the different newspaper and advertising associations, and men who are best able to judge are unanimously of the opinion that the hard-talking, pushing agent, who knows little of advertising and relies on his persistency, has had his day. The man who is getting the fat contracts nowadays and who stands a chance for success in the future, not only has a thorough practical knowledge of the style of advertising that is likely to help a new advertiser, but he knows also how to write an ad., the kind of type to use, and a hundred other technical details which only training and experience can teach. The business man who is venturing for the first time unto the somewhat treacherous sea of publicity, must have a trained pilot at the helm if he is to reach the harbor of success, and if he cannot, or will not, avail himself of the services of an advertising writer, he must look for assistance to the agent of the paper in which he is about to advertise. If the latter is not qualified to give him sound practical advice, or to prepare whatever matter may be needed, the advertiser is likely to meet with disasters that will effectually scare him off any more publicity ventures. The men who try newspaper advertising for a time, drop it, and afterwards declare that "advertising don't pay," have generally been left to look after their advertising themselves, and, being absolutely ignorant of the whole question, have, naturally, made a mess of things. One reason why so many advertisers place their business through an agency is because the agencies make a business of helping advertisers over the rough places.

An agency has an ad.-writer, an artist and an engraver either in their employ or in some way connected with

Before Moving to Our New Premises

we are offering very
special inducements in

**NEW AND
SECOND-HAND**



**Type, Chases, Cases,
Small Tools,
Job and Cylinder
Presses,
Paper Cutters (LEVER AND
POWER)**

Specimen booklet showing Machinery
and Type Bargains now being distrib-
uted. If you have not received a copy,
please advise, and copy will be sent
you in quick order



TORONTO TYPE FOUNDRY Co.

44 BAY ST., TORONTO.

.... LIMITED

them, and all are placed at the disposal of a client. An agency is always ready with timely suggestions and hints about methods and technicalities, which are invaluable to our friend, the inexperienced advertiser. Of course, a paper cannot go to the trouble that an agency will, but, at least, it can send out, as its representatives, men who know the practical side of advertising.

—
"PROTOSE" AS A SPACE USER.

A big deal has just been concluded by which Hall & Rueckel, a millionaire drug firm of New York, who are well known to all advertising men as the proprietors of "Sozodont"—the much-advertised tooth powder—buy out The Hatch Protose Co., Montreal. The latter concern have been manufacturing a food powder called "Protose," which is claimed to be the most remarkable preparation of its kind that has ever been introduced in America. It was discovered by an Austrian chemist, Henri Hatch, who came to this country in the belief that there would be an enormous demand for such a food in Klondyke and other mining districts. The food has, however, been principally used in cases of wasting diseases, such as diabetes, etc. Lack of capital has prevented the discoverer from giving "Protose" the publicity which is required to make it a commercial success, but, of course, under new management, it will be vigorously pushed. It has not yet been decided whether the company will continue to manufacture in Canada or whether they will remove to New York, but, in any case, it is likely that a considerable amount of money will be spent in advertising in Canada. A. McKim & Co. have been placing some business for "Protose" in Montreal and Toronto dailies, and, no doubt, any further business will be placed by them, also. It is interesting to note, by the way, that the British Government are experimenting with "Protose" as an emergency food for the troops in South Africa.

—
MAIL-ORDER BUSINESS.

The growth of the mail-order business promises big profits to publishers. Department stores, manufacturers of novelties, pocket knives, etc., find a veritable Klondyke selling their wares by mail. For one thing they get a larger profit, and, besides, there is less trouble and expense in selling goods by this means. The whole mail-order scheme depends upon advertising, so the business cannot be developed without giving newspaper proprietors a share in the profits. The objection to advertising of this kind is that it treads upon the toes of the home merchant, and in some cases papers have refused good orders because their local advertisers kicked.

—
NEW BUSINESS.

The first two weeks of the new year have not been marked by any startling developments in the advertising field. Business houses are balancing their books and don't feel like talking advertising, but, as soon as that is over, business will begin to move.

A. McKim & Co. are sending out orders for "Turkish Dyes" and "Herbine Bitters," controlled by J. Brayley, Sons & Co., of Montreal, to Maritime Province and Newfoundland

THE LEADING PRINTING
INK MANUFACTURERS are

KAST & EHINGER,

Makers of all kinds of

Lithographing, Printing and Fine Half-tone Inks,

Printing Inks for Bookbinders.

Three-color Process Inks a Specialty. ♣

CHAS. HELLMUTH,

Manufacturing Agent.

OFFICE AND FACTORY:

357 South Clark St., - - - Wells Building.

CHICAGO.

1000

CATCH PHRASES & IDEAS.

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

FREE

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

papers; for "Garfield Headache Wafers" to Quebec dailies, and for the Montreal-Victoria Insurance Co. to a big list of papers. The latter part of the month should see some big orders sent out by the agencies.

—
TORONTO ADVERTISING BRISK.

The new year finds Toronto advertisers in a cheery mood. The annual stock-taking and book-balancing has found practically all the large houses, both retail and wholesale, in a prosperous condition. The result is that advertising keeps up well. While many clients of most of the houses are reducing their space, very few have dropped out. Some new business is being placed. J. S. Robertson & Co. are putting out the advertising of a new specialty known as "Corn File," for The Corn File Co. The trade papers bear evidence of the beginning of the season's campaign of bicycle, bicycle tire and bicycle sundries advertising. The large companies which were floated during the past year are advertising with considerable enterprise.

The Dunlop Tire Co., Limited, are placing their contracts through the Central Press Agency. This agency is also looking after the advertising of "Rokco," for the Rokco Manufacturing Co. Two of their patrons, the Sanden Electric Co., and the Samaria Remedy Co. are largely extending their advertising. The former are taking space in British Columbia, Nova Scotia, and New Brunswick papers to extol the virtues of their electric belt. The latter are going into Manitoba and Northwest papers as well as into many of those published in the Provinces on the Eastern and Western seaboard.

Bargains in PRINTING PRESSES, Etc.

A Few Words to the Printer

matter how cheap it is bought, it becomes a costly adjunct to the business, unless it is capable of performing the right kind of service. Try he ever so hard it is not every machinist who can put a Printing Press in first-class order. It requires men who understand thoroughly the requirements of the printing business, who have been trained in this particular class of work, and who are conversant with the importance of accurate fitting and close adjustments.

A Few Words About Ourselves

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

A Few Words about Prices

complete, ready for work, a good Job Press for Seventy-five Dollars, or a reliable Cylinder Press for Five Hundred Dollars. Write when you need any kind of machinery for the Press Room or Bindery.

Web Presses

Cox Duplex Q. Q. Machine in first-class order, only used four years. This press has four fountains, and will run at a speed of 4,500 per hour, and print and fold either 4, 6 or 8 page papers. Price on application.

Two Revolution Cylinders.

Campbell. Four roller; bed, 37 x 52; tapeless delivery; very good condition. \$1,500.

Campbell. Two roller; bed, 37 x 52, tapeless delivery; prints 7-column quarto sheet; very good order. \$1,600.

Potter. 4 roller, two revolution press; bed 36 x 52; table distribution; tapeless delivery; air springs; back-up motion; splendid machine. Price \$1,600. This press is a snap.

Campbell. Two revolution Pony Press. Bed 23x28. Will run 2,400 per hour. \$800.

Drum Cylinders.

Campbell Country. Bed 31 x 46, table distribution, tapeless delivery. \$700 At Montreal branch.

Campbell Complete. 27 1/2 x 41; rack and screw and table distribution; tapeless delivery; will do fine printing. Price \$700.

Campbell Complete. Bed 32 x 49 1/2; rack and screw and table distribution.

Cottrell & Babcock. 25 x 35; two rollers; tape delivery. \$550.

Cottrell & Babcock. Bed 24 x 30; tape delivery; rack and cam distribution; air springs. Price \$550. At Montreal branch.

Cottrell. 35 x 52; air springs; will take 7-column quarto. \$850.

Cranston Drum Pony. Bed 21 x 28; tapeless delivery; splendid order \$700.

Hoe. Bed 31 x 43; prints 8-column folio. \$600.

Hoe. 22 x 47; tape delivery; rack and cam distribution. Price \$650.

Hoe. Bed 41 x 57 1/2; rack and cam distribution, tape delivery, column frame, good newspaper press. Price very low.

Hoe Pony. 21 x 23; rack and screw distribution; tapeless delivery. Price \$550.

Hoe Pony. Bed 16 x 21 1/2; rack and cam distribution; tape delivery. \$350.

Potter. Bed 32 x 50; rack and cam distribution; tape delivery. \$750.

Potter. Bed 31 x 45; tape delivery; table distribution. Price \$700.

Potter. Bed 33 1/2 x 46; tape delivery; rack and cam distribution. Price \$700. At Montreal branch.

Potter, Extra Heavy. Two rollers; bed 29 x 42; tape delivery; will print double royal sheet. In splendid condition. Price \$800.

Potter. Four roller; size of bed 36 1/2 x 52 in.; table and rack and cam distribution; tapeless delivery, good register. Will print a 7-column quarto. Good as new. \$1,200.

Taylor. Bed 30 x 46; good newspaper press. \$500.

Taylor. 26 x 32, rack and screw distribution; tapeless delivery. \$500.

Taylor. Bed 26 1/2 x 33 1/4, tape delivery, rack and cam distribution; air springs; a good press. Price \$500.

Taylor. Bed 19 x 24 1/2; tape delivery; rack and cam distribution, air springs. At Montreal branch. \$350.

Taylor. (Oshawa Make). Bed 30 x 46; tape delivery; rack, screw and table distribution. \$500.

Lithographic Presses.

One Double Crown Furnival Litho. Cylinder Press. In very fair order. \$350.

One Steam Copper Plate Press. This machine is new. \$125.

One Royle Router. Almost new; style No. 2. \$150.

Folding Machines.

One 8-column Quarto Brown Newspaper Folding Machine. Splendid order. \$400.

One 6-column Quarto Stonemetz Folder. \$200. Montreal branch.

7-column Quarto Dexter Folder.

One 7-column Quarto Stonemetz Folder. \$275.

Stonemetz Book Folder. 26 x 40. No. 3 and 4 folds. \$400.

Hand Presses and Paper Cutters.

Ideal Hand Cylinder No 2. Bed 13 1/2 x 48 1/2; in perfect condition—used only a few months.

Washington Press. 7 column, \$150.

One 8-column Washington Hand Press. \$180.

One 6-column Quarto, Washington Hand Press. \$200.

One 30-inch Sheridan Power Cutter. Price, \$100.

One 46-inch Sheridan Auto. Power Cutter. \$400.

One 30-inch Sanborn Power Paper Cutter.

15-In. Utility Paper Cutter. \$25.

25-Inch Cranston Undercut Paper Cutter.

30-Inch Gem Paper Cutter. \$100.

One 33-inch Hughes & Klmber Power Cutter.

Very powerful machine. Price \$200.

30-In. Thorpe Card Cutter. \$25.

Eagle Card Cutter. Price \$10.

29-inch Ruggles Card Cutter.

Job Presses.

Old Style Gordon, 7 x 11. \$75.

Old Style Gordon, 10 x 15. \$135.

Old Style Gordon, 13 x 19. \$200.

Peerless, 13 x 19. \$250.

Peerless, 14x20. \$275.

Lightning Jobber, 10 x 15.

Almost new \$135.

Hoe Ticker and Numbering Press.

\$200.

Wharfedales.

Little Wonder Jobber. 10 1/2 x 17. \$150.

Fieldhouse. Bed 46 1/2 x 53.

Payne. Bed 30 x 30; patent fly; good press.

\$50.

Payne.

Bed 36 x 46; four roller; patent flyers. \$350.

Payne.

Good as new; bed 37 x 50; four rollers; patent fly; extra distribution; double gears; thin fountain blade—a very fine press—\$950.

Dawson. Two color press; prints 28 x 42 paper; excellent machine for posters, bags, etc., in two colors. Price on application.

Dawson. Bed 27 x 31 1/2.

Miller & Richard Quad Royal.

Bed 55 x 49; prints 8-column quarto; fine press. Price \$1,000.

M. & R 6-col. Quarto. Bed 41 x 47; specially built for fine work; geared rollers; thin fountain blade, in fine order. \$900.

M. & R. Bed 30 x 30; patent fly, fine condition. \$500.

M. & R. Bed 18 1/2 x 23 1/2.

M. & R. Bed 41 x 47 1/2; patent flyers.

Hughes & Klmber. 36 1/2 x 46. Four rollers; patent fly.

Anglo-American. Prints 6-column quarto.

Box Machinery.

Brehmer Corner Wire Stitcher.

Scoring Machine. 28 inch.

Miscellaneous.

Hercules Wire Staple Binder.

Price \$8.

Acme Staple Binder No. 4.

Almost new. \$25.

Milton Thorne Type Setting Machine. \$1,000.

25-Inch Bronzing Machine.

By Sargent \$250.

15 H. P. Oiln Gas Engine.

Latest style—as good as new. \$500.

Thompson Power Wire Stitcher.

1/2 inch. Price \$75.

Kerr Water Motor. No 3. \$65.

Simple Book Trimmer. \$90.

No. 0 Field Blower. \$15.

Stereo Shaving Machine. \$25.

Two Seal Stampers.

Sanborn Book Sawing Machine.

Seven Horse Power "Reliance" Electric Motor. Price \$150.

8 H. P. Electric Motor.

500 volts; guaranteed as good as new.

Hoble Paging Machine.

4 wheel. Price \$75.

Hickok Head Compressor. \$75.

Sanborn Foot Stabbing Machine.

16-Inch Sanborn Roller Backer.

27-Inch Rotary Perforator.

TORONTO TYPE FOUNDRY CO., Limited, Toronto

NEWS OF THE MONTH IN BRIEF.

PERSONAL MENTION

JOSEPH T. CLARK ("Mack"), of Saturday Night, has joined The Toronto Star staff as chief editorial writer. Mr. Clark, who is regarded with respect and affection by all intimately associated with him, was presented by the printing staff with a smoker's set and by the office staff with a handsome onyx clock on leaving Saturday Night. It is understood that his position will not, for the present, be filled.

J. P. Earngey, of The Rat Portage Miner, was married January 2 to Miss Kelly, of Mimico.

W. E. Clothier, of The Listowel Banner, has arrived in Calgary to fill a position in the advertising department of The Herald.

John A. Ewan, of The Toronto Globe staff, has gone to Halifax to write up the departure of the second Canadian contingent.

Robert McConnell has retired from the editorship of The Halifax Morning Chronicle, and is succeeded by Alvin F. McDonald, who took up the study of law and secured his degree while employed on The Chronicle staff.

Ed. L. Stone, of the practical department of The Perth Expositor, and brother of C. F. Stone, the proprietor, was tendered a banquet previous to his departure for Montreal, where he takes a position in the job rooms of The Montreal Herald.

The removal of Arthur Byrne, advertising clerk with The MacLean Publishing Co., Limited, from the Toronto to the Montreal office of the firm, was made the occasion by the fellow-employees in Toronto for giving him a "caning." The cane was presented by Miss Forbes, cashier of the company, in a short, gracious speech, expressing the regret of all at the departure of Mr. Byrne from Toronto, where he was quite popular.

THE LIBEL LAW.

Recorder Poirer is taking action against Milton Macdonald, M.P.P., manager of Le Journal, Montreal, alleging criminal libel in connection with an article on the revision of the voters' list.

BUSINESS CHANGES.

The Fredericton Herald has been sold to W. M. Parlee, of Moncton.

Alfred Lionais and Henri Lionais have registered partnership as publishers in Montreal, under the style of A. & H. Lionais.

The Sydney, N.S., Daily Record and Island Reporter have amalgamated, the new company being composed mainly of Hon. G. H. Murray, W. Crowe, Henry Mitchell, and W. A. Richardson.

The name of The Maritime Grocer Newspaper Co., Limited, has been changed to The Imperial Publishing

Co., Limited, with a view to establishing a monthly magazine devoted to Imperial Federation. I. C. Stewart, managing editor of the paper, is ambitious to still further extend its work and influence and to make it a means of extending Canadian trade, and he will take a trip to the West Indies this Winter with that end in view.—Halifax Chronicle.

NEW PUBLICATIONS.

The Expositor is a new weekly at Selkirk, Man.

J. Y. Caldwell is issuing a monthly at Ottawa called The Real Estate Chronicle.

A New weekly in Italian, entitled Corriere del Canada, has been started in Montreal.

W. K. Reynolds has begun The Freeman at St. John, N.B. It is a new 8-page weekly.

A new dry goods trade monthly called Tissus et Nouveautés has been started in Montreal by A. & H. Lionais.

IMPROVEMENTS AND SPECIAL ISSUES.

The Hartland, N.B., Advertiser has been enlarged to the eight-page form.

The St. John Monitor has again been enlarged, making the second enlargement since its birth, a few weeks ago.

The Stratford Beacon has arranged to "joint" the South-African letters and photos. of The Montreal Herald. This is a piece of enterprise for which Mr. O'Beirne deserves congratulations.

It is said that The St. John Daily Telegraph, which recently passed into the hands of a new company, will continue to occupy the present premises. Money will be spent on the building. The business and editorial rooms will be on the ground floor. On the second floor will be a bindery, and on the third the composing room. The new press has arrived, and a fourth linotype machine.

AMONG THE JOB PRINTERS.

The realty of James Wallis, printer, Yarmouth, N.S., has been sold by sheriff.

The printers of Greenwood, B.C., are forming a local typographical union.

Rowell & Hutchison, printers, booksellers, etc., Toronto, have assigned. The firm is one of the oldest in Toronto, having been in business almost fifty years.

The estate of W. S. Johnston & Co., job printers, Toronto, has been disposed of by the assignee, John Mackay, to Mr. Johnston, who paid \$1,500 for the plant and \$225 for the stock.

Buntin, Gillies & Co., Hamilton, recently advised all customers of advanced prices, made necessary by increased cost of raw material. All outstanding quotations were withdrawn and a list given of approximate changes in prices. Prices have been advanced only where necessity demanded it, and new quotations will be given on application. As soon as the market gets into a settled state a new price list will be issued.

NEWS

PRINT

BOOK

COVER

POSTER

..PAPERS..

MANILA

BROWN WRAPPING

TISSUE, Etc.

We defy competition when quality
is taken into consideration.

The **E. B. EDDY CO.,** Limited

HULL. MONTREAL. TORONTO.

PRINTING PRESSES

FOR ALL CLASSES OF LETTERPRESS WORK.

The Miehle

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

The Miehle

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

The Miehle

HIGH SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30x42 to 45x56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

The Miehle

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

OUR NEW SHEET DELIVERY

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

FOR PRICES, TERMS, AND OTHER PARTICULARS, ADDRESS

The Miehle Printing Press & Mfg. Co.

MAIN OFFICE AND FACTORY,

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

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