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THE CANADIAN PRINTER & PUBLISHER

Vol. III. No. 7]

TORONTO, JULY, 1894

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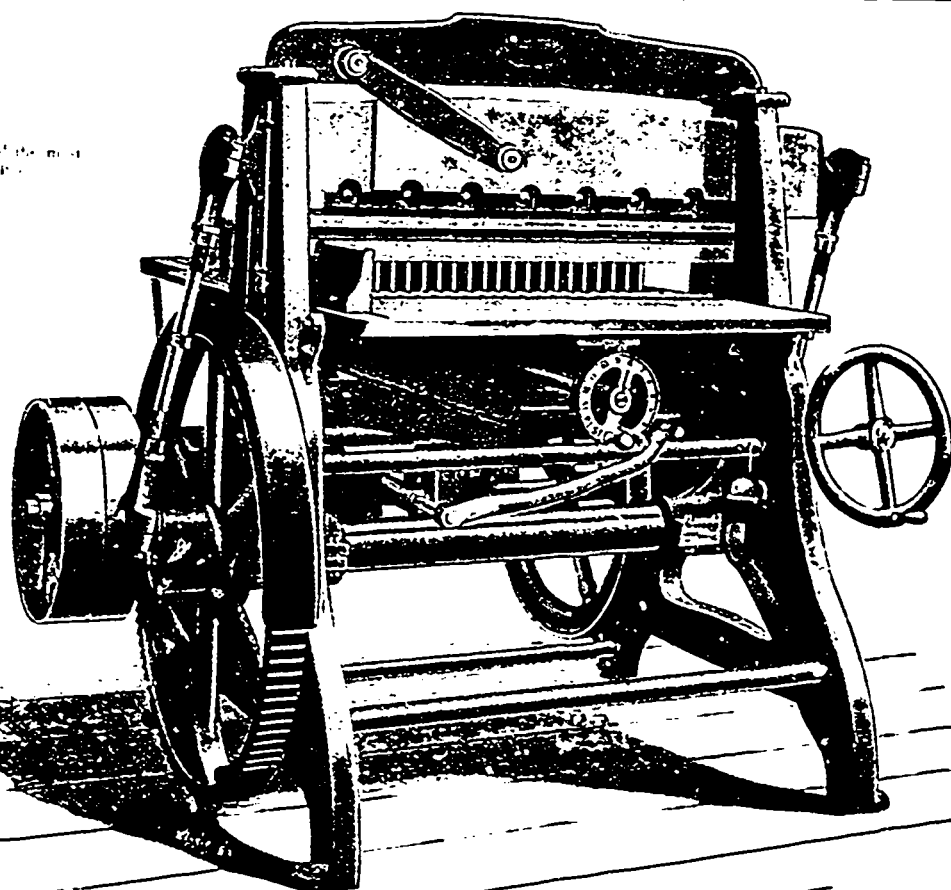
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TORONTO.

Printer AND Publisher.

Vol. III -- No. 7

TORONTO, JULY, 1894

\$2.00 PER ANNUM

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President.

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Manager.

CONTENTS.

THE INTERNATIONAL CONGRESS.
THE ANARCHIST FANG.
THE LAST CHAPTER OF DARKEST TORONTO.
MR. MICAWBER'S ADVICE.
A GREAT FUTURE FOR OUR PAPER AND PULP
MAKERS.
METHODS OF ESTIMATING.
FORM OF ESTIMATE.
BOOKKEEPING FOR JOB PRINTERS.
LIBEL NEWS.
NEXT MEETING OF C. P. A.
ANDREW DENHOLM.
PRESENTATION TO R. K. LOVELL.
PATRIOTISM VS. PARTY.
THE UNIVERSAL TYPESETTER.
SPECIAL MONTREAL NEWS
CRAFT NEWS.

THE INTERNATIONAL CONGRESS.

AT noon, on July 8, 1894, there was called together, at the ancient European city of Antwerp, the first International Congress of the newspaper press. For nearly a year arrangements for this gathering have been in progress, and it is held with the official cognizance and support of the government, of the municipal authorities and of the national and international

commissions of the Antwerp International Exposition. The chief object of the congress is the discussion of the means whereby the status of the press generally may be raised and that of the journalists may be improved. All discussions regarding race, nationality, religion and politics will be excluded.

The effect of such a congress must indeed be far-reaching, and the report of the proceedings will be gladly welcomed by journalists in all lands. The profession has not, unfortunately, reached so high a grade of excellence that there is nothing beyond. Quite a number of upward steps have yet to be taken.

THE ANARCHIST FANG.

Every thinking man must have seen the dread lesson taught when President Carnot, the man without an enemy, fell a victim to the Anarchist fang. Every lover of society, of peace, of order and of law must have seen that there are yet dragons which threaten the public welfare, because of the ignorance and vice which yet prevails because the lesson taught by the Man of Nazareth is yet unknown to many, "Love One Another." The greatest curse of the nineteenth century civilization is that it creates rather than abolishes classes and class distinctions.

Over Canada passed a deep wave of sympathy for France in her hour of sorrow, and the expressions of that sympathy were many and genuine. The following cablegram was sent to Madame Carnot, Paris, on June 29th:

The syndicate of the French Canadian Press of the Province of Quebec offers its condolence to Madame Carnot, the personification of the woman- of the mother of afflicted France.

(Signed) JOSEPH, President.

FAUCHEUR DE SAINT MAURICE, Vice President.

DID SOMEBODY SMILE?

The following item appeared in a recent issue of the Toronto Mail. It is difficult to know whether it is a joke, or whether the Mail has really reformed. Perhaps it desires a monopoly of trade supplements. This is the item, heading and all:

WORKING A FAKI.

A couple of fakirs from the other side of the line are "working" Ontario towns for illustrated supplements, nominally in the interest of the local publisher, but actually for themselves. They show very nice samples, get good prices, but having no circulation for their sheets, do no good. However, they collect quickly and pass on to the next town.

THE LAST CHAPTER OF "DARKEST TORONTO."



HOWEVER good or bad a story may be, the last chapter is usually most interesting, because it is the last. It shows the outcome of the struggle which the reader has been mentally watching. In it hopes are destroyed or fulfilled; fears realized or quieted; and the book is closed with a sigh of relief, with the hope that the parties concerned will "live happily ever afterwards."

The story of "Darkest Toronto" has been told in several chapters during the past year. The opening chapters showed that irresponsible men were bolstered up by the paper houses and were doing a desperate business at unprofitable rates. The paper houses were secured in such cases by chattel mortgages on stocks, plants and book debts. Thus they were doing themselves great harm by taking unnecessary risks, by maintaining in business men who were injuring it, and by making it harder for men who paid 100 cents on the dollar to make a living.

The next chapters showed the actions of the paper houses in resolving to stop this kind of business, to make credits worth the proper price, to reduce them to a thirty day basis, and to place all printing establishments on an equal footing in regard to their ability to procure paper stock. Here came in, too, the meetings of the Toronto association and their comments on the then disgraceful state of affairs, and their appeal to the paper houses for aid.

Then followed some chapters of happenings. One after another the weak firms assigned or were closed up, until only two weak firms who could be at all dangerous to a maintaining of proper prices remained. One of these will likely pull through if he is watchful and careful. The other has assigned.

Every printing establishment of any size, with the one exception noted above, is now on its feet, so far as the paper houses are concerned. True, the type foundries have some chattel mortgages and liens, but these are not so serious. When a man has to pay cash for his paper supply, he will be very likely to run his business properly, charge respectable rates, and look well after his collections.

The last to assign was Timms & Co., who were forced to place their business in the hands of the assignee a few days ago. In 1892, Timms & Co., a firm consisting of a Mr. Inne, who now travels for the Toronto Type Foundry,

and S. Y. Timms, failed, and the business was continued by Timms & Co., a firm of which Harriet H. Timms, wife of S. Y. Timms, was the sole partner. Now this firm closed down and the plant passes into the possession of Buntin, Reid & Co. The assets consisted of

Book debts.	\$ 375 00
Plant (unsecured)	403 00
Plant (secured).	2,864 35
	<hr/>
	\$3,642 35

The liabilities were tabulated as follows:

Wages.	\$ 468 95
Rent	93 00
Buntin, Reid & Co. (unsecured).	312 49
Other creditors (unsecured).	361 17
Buntin, Reid & Co. (secured).	2,864 35
	<hr/>
	\$4,099 96

The deficit is thus shown to be \$457.61. The book debts and unsecured plant were sold to Buntin, Reid & Co. for about half enough to pay wages and rent. Thus nothing whatever is left to pay the rest of the wages and rent, and the unsecured creditors.

The printing trade of Toronto can now hold up its head and look the whole world in the face. The dark spots on the sheet have been removed, and the struggle for existence will henceforth be a more honorable one. The Toronto Employing Printers' Association has covered itself with glory, and showed the indispensableness of its existence by indirectly bringing about the reformation. Without the combination which its members made, without the interchange of opinions which it made possible, without the conferences which it held, without the esprit du corps which it engendered, the new state of affairs would have been slow of realization. The thanks of the trade have also been given to Alexandre Buntin, of Buntin, Reid & Co., for his courteous treatment and timely aid, and to the other paper houses for the excellent way in which they have maintained their rule for prompt settlements.

We hope that it is not egotistical to say that the President of the Employing Printers' Association was instructed by that body to thank *PRINTER AND PUBLISHER* for its numerous timely articles showing the evils of cheap credit. We are pleased that we have been able to render any assistance to the Toronto trade and thus indirectly to benefit the Canadian craft generally.



MR. MICAWBER'S ADVICE.

MR MICAWBER is one of Dickens' most unique creations. Though he made a failure of life himself, he seemed to recognize why he did not succeed. His advice to David Copperfield is as good and as needful to-day as it was when Dickens first wrote it.

"My other piece of advice, Copperfield," said Mr. Micawber, "you know. Annual income twenty pounds, annual expenditure nineteen six result happiness. Annual income twenty pounds, annual expenditure twenty pounds ought and six: result

misery. The blossom is blighted, the leaf is withered, the god of day goes down upon the dreary scene, and and in short, you are floored, as I am!"

The revelations from the printing trade during the past year show that Mr. Micawber's rule is not acted upon by a large percentage of those engaged in this business. A good business is done by many a man, and then, becoming intoxicated with his own success, he commences to spend \$1,500 a year when his income is only \$1,000. He does this for a few short years until

his capital is all gone; his creditors become impatient, take chattel mortgages, and when they become due, foreclose them. The printer is thus robbed of a good business which he has spent years in building up, and life must be commenced over again.

To know just what to spend, a business man must know exactly how much profit is coming in from his trade each year. This pre-supposes a careful system of bookkeeping and the taking stock at least once a year. This will indicate regularly and plainly just how the business stands, and how

much a man can safely spend on his own and his family's pleasures.

This is a fast age. The desire to keep up appearances, and to run with the hounds, leads many a man to spend more than he really feels justified in doing. The sensible man will, however, fight against this tendency, and by so doing will gain more permanent and lasting respect than if he tries to live the "hail fellow well met" life. He will not sacrifice the prospects of a comfortable and respected old age for the fleeting pleasures of a gay life lasting at most but a few years.



THE PRINTING BUREAU.

PHAROS thus describes the Ottawa Printing Bureau, in the Toronto Globe: Mr. Livingston and I entered, and were provided with a well-informed guide. They have eight typesetting machines in operation, and in the composing room there were fully one hundred men working, in addition. I spoke to one of them, a grey-headed old fellow, who had a generously-revised proof set up before him, and remarked upon its numerous corrections. "Oh," he said, humorously, "this is a Hansard report: the members always revise their speeches, you know, to distribute them among the constituencies." I questioned Mr. Livingston as to the truth of this, but he protested he knew nothing about it, so, perhaps, after all, the aged compositor was romancing. The bureau is a square, red brick building, three storeys in height, and all the Government printing and bookbinding is carried on within its walls. The engine room, on the first floor, is as interesting as any in the place. The floors are of concrete, and an oilcloth covers it within the burnished brass railing that keeps the curious from too close familiarity with the great wheel. It was turning, as I watched it, 480 feet a minute at the circumference, under a force of 75 horse power. All the automatic activity in the building originated in this revolving structure, with its never-ending circle of mighty leather belting, but the secret of the conscious activity, of the energy that is the motive of

muscles, of the force that directs the intelligence, of the centre that actuates the soul, is bound up in a wheel whose existence we can only conjecture, whose engineer may be, as a wise man said recently, but the "transcendental summary of our suprasensible wants."

The building is entirely fire-proof; yet, as the contents are inflammable, accidents of this nature sometimes occur. I saw the remains of a recent conflagration in a pile of charred, unbound volumes of the technical reading that seems to be necessary to Government procedure. A process that I found particularly interesting was that of the paper-graining, which is accomplished in a very simple fashion, by merely dipping the sheets into oil, on the surface of which colored spirits are floating. By means of graduated combs the colors fall, like the glasses in a kaleidoscope, into any desired design, and thus are produced the beautifully-marbled effects I have often puzzled over in my books. Undoubtedly, the establishment is unique in Canada, and very complete of its kind. Little as I know of printing processes, I became aware, before proceeding very far, that perfect order, cleanliness and executive ability were the characteristics of its management. But it expressed far more to me than this—it was the earnest of our civilization, our mental activity, the evidence that knowledge was increasing, and that a happier state of society was in progress.



A GREAT FUTURE FOR OUR PAPER AND PULP MAKERS.



HERE are two industries for which Canada is especially suited. These are now developing, and if the circumstances of trade tariffs are not allowed to interfere, a great future is assured. These two industries are the manufacture of paper and of pulp, and the prosperity of the one depends to a great extent on the prosperity of the other.

Already pulp is being sent across the Atlantic to Great Britain, and a huge market is opening up. Five years ago the British paper makers would have nothing to do with wood pulp.

To-day they are buying it from Norway, from the United States and from Canada. The Norway trade with Great Britain is the only one which can be a factor to compete with the Canadian. The United States pulp mills get their supply of logs from Canada, and could not export to any extent if the Canadian Government would place an export duty on pulp logs. The United States would soon cease to send pulp to Great Britain, and Canada's idle mills would be put in working order. Canadian ships would carry the pulp now going out from Portland and other United States ports.

The British market is just opening. The demand grows larger year by year. The amount of pulp consumed from this time forth will be enormous, and the only two countries who

can supply this demand are Norway and Canada. The Canadian Government is derelict in duty, so long as it allows a state of affairs to exist which prevents Canada getting her share of this trade. Just now the British importers of this class of goods are forming their relations with foreign firms for their supply. The first dealers in the market get the trade and it is hard to displace them. Hence should Canada stay out of the market for two years longer, it will be much harder for her exporters to gain a foothold in it.

But let us look farther. The United States is sending paper to Australia and to Great Britain. Canada possesses the raw material, why cannot she carry the manufacture still further, and export the paper as well as the pulp? If the United States can buy pulp logs in Canada, take them to their pulp mills, and there change them to pulp, take the pulp to the paper mills and convert into a highly finished product which is exported to these two British countries, why cannot Canada do the trade? Her almost unlimited supplies of spruce give her the whip hand, and she can say whether this trade shall go through Canadian mill owners or through United States mill owners.

So far, this export trade has received little development. The McKinley bill (excuse the chestnut) threw the trade into the hands of our competitors to the south, and the Canadian Government has passed no resolution to counteract its effect. The paper and pulp export trade of the American continent belongs rightfully to Canada, and Canada should have it. The superior enterprise and far-sightedness of the United States

manufacturers and exporters has thrown this trade into their hands. It remains with the Canadian Government to say whether they shall reap a profit to which the citizens of this country are justly entitled.

What the Government should do was pointed out in last issue. It should impose an export duty of \$2.50 a cord on pulp logs so long as the United States imposes an import duty of \$2.50 on wood pulp and \$6 to \$7 on chemical pulp.

This article can be fitly closed with a quotation from a recent letter of the Portland correspondent to the Paper World:

"What is true elsewhere is true here in Maine," said a prominent manufacturer, the other day. "We are no exception to the rest of the world, and if it were not for our export trade, business would be very flat. The mills that have been the most prosperous during the past year are those which are engaged in grinding up our spruce logs and sending the pulp across the water to England." Of course this remark is true—strictly so—and there is a good deal of food for thought in its truth. The result of this thinking, in the opinion of your correspondent, will be that within a few years Great Britain will be largely overshadowed by the trade in paper with that same market.

Why not? The trade in pulp is an established fact. It was laughed at, both sides of the ocean, when first proposed. The British manufacturer would have nothing to do with wood pulp, anyhow. He preferred to make his paper of stewed grass. But he is making a good deal of it now from wood pulp, sent to him from the state of Maine, U. S. A., thank you! But why send the wet pulp across the Atlantic to be made up on British paper machines? We can make the paper as economically, and certainly as well, in mills built beside those which grind the pulp, and it would be a pity if the dry paper, neatly put up in packages or rolls, could not be freighted across the ocean as cheaply as the pulp, which at the best is half water—and so half waste.



METHODS OF ESTIMATING.

ESTIMATING is undoubtedly an enigma to about seventy-five per cent. of the job printers. Many of them do not know even the underlying principles which govern estimating, and hence their business is run in a pot-luck way, which may bring in a profit and which may not.

This lack of knowledge as to the numerous and necessary elements which enter into the cost of turning out a job of printing accounts for the diversity of prices among job printers, and is the "other" great evil of the trade. If printers all knew how to estimate, prices would show little variation, and fewer failures would be recorded.

Realizing this, considerable space will be devoted in this and next issue to a comparison of plans, and the aid of the craft is solicited.

The following is a form used by W. A. Shepard, of the Mail Job Printing Co., Toronto. It is a new and revised form of one which the firm has had in use for several years, after having carefully studied the forms used by leading United States printers.

Speaking on this subject, Mr. Shepard said: "I think I am warranted in saying that there is a great deal of guess work in

making up estimates for printing, as there no doubt is in many other trades. The leading items of expense are usually considered, but important details, such as ink, make-up, overlays, wash-up, padding, etc., are very often not taken into account. And yet these items, small in themselves, aggregate a large amount.

"It is assumed that every employing printer has a thorough knowledge of what it costs to produce the work he does. Every printer has or should have made up the cost of rent, wear and tear, superintendence, etc., and knows just what percentage to add to his estimate to give him a fair profit. The main thing, however, is to carefully consider the cost of every item that enters into a piece of work, and this done, it is a very simple matter to put such a percentage on as will secure a living profit. In order to obtain this profit, my experience proves that it is necessary to double the cost of composition, press work, make-up, etc., and to put on not less than 20 per cent. on paper, ink, binding, and all material.

"I have no doubt this form could be greatly improved, but wherever it is put in practice I am satisfied it will be of great value to those who use it."

FORM OF ESTIMATE.

Name.....Date.....189

Description

.....

.....

.....

	Quantity.	Quantity.	Quantity.	Quantity.
Composition.....hours at.....cts. per hour.....				
Composition.....ems, at.....cts. per thousand.....				
Make-up.....hours, at.....cts. per hour.....				
Lock-up.....hours, at.....cts. per hour.....				
Make Ready.....				
Overlays.....				
Press Work.....copies, at.....per thousand.....				
".....copies, at.....per thousand.....				
".....copies, at.....per thousand.....				
".....copies, at.....per thousand.....				
Wash-ups, at.....				
Ink.....lbs.....at.....per lb.....				
".....lbs.....at.....per lb.....				
".....lbs.....at.....per lb.....				
Paper.....reams.....at \$.....per ream.....				
".....reams.....at \$.....per ream.....				
".....reams.....at \$.....per ream.....				
Cardboard.....sheets, at.....per 100.....				
Electro.....				
Engraving.....				
Handling and Cutting.....				
Binding.....				
Ruling.....				
Perforating.....				
Numbering.....				
Padding.....				
Extras.....				

BOOKKEEPING FOR JOB PRINTING.

BY A PRACTICAL PRINTER



N this business, which is so full of detail, many improvements over the ordinary forms of bookkeeping may be used advantageously, and it is my aim in this article to explain some of these forms, and show how they are applied in actual business.

On receipt of an order it should be at once entered on the job ticket, and then entered in the order register. The job ticket varies in form and size in every printing establishment, and to give here a form that would suit the individual ideas of any number of printers would be an impossibility, not but what the needs of the majority of printers are substantially the same in this respect, but long use has wedded most printers to their own particular form, and they do not want to make a change. Briefly, then, I will say that the job ticket should have space for entering a description of the job, including any special instructions necessary to compositor and pressman, date that the proof is to be shown and that the completed job is to be delivered, color and quality of ink to be used, quantity and quality of stock, and spaces for the compositors and pressmen to enter the time spent on each job. Besides these, there should be space to figure the cost of the job and to enter the price to be charged. The job number should be entered on the upper right-hand corner of the job ticket, where it can be most readily found. Experience has proved that one of the best, if not the very best, form for a job ticket is to use a number ten or eleven manilla envelope, on the outside of which are provided spaces for all of the particulars of the job necessary for the guidance of the workmen, and having to go with it a charge ticket, of a size to suit the ideas of the user, but having on it space for the name of the person that the job is for, the date the job is delivered, the job number, and space to figure the cost of the job. This latter may be placed on the back of the ticket, and by having two columns, one headed "estimate" and the other "cost," and using the first column when making estimates on a job and the second when figuring the cost after the job is done, you will have material for an interesting and instructive comparison. This envelope plan provides a convenient way of keeping the copy with the job ticket before the job is sent to the workroom and while it is there, and after the job is done a better way can hardly be devised in which to keep the copy, proofs, and samples of completed work, so that they may be referred to quickly and without trouble.

THE ORDER REGISTER.

The order register is a book with columns headed as follows:

NO. OF SHEETS	DESCRIPTION	CHECK FILED
---------------	-------------	-------------

The order numbers are either written or printed with a numbering machine consecutively in the first column, the name of

the person that the job is for is written in the second column, and a brief description of the job in the third column, and the last column is used for a checkmark, after the job is charged, to show that it is done and delivered.

After the job ticket is registered it is then ready to be sent to the workrooms. If the order for stock is on the same form as the rest of the job ticket it will go first to the stockroom, but if a separate slip is made out for the stock, then the ticket will go to the stockroom, and the job ticket will go direct to the composition room, and they will come together in the press room. After the job ticket is sent to the workrooms, the bookkeeper usually knows nothing more of it until it is returned to the office after the job is finished. Then it goes first to the man who figures the prices, and after the cost has been figured and the price made and both have been checked, it is given to the bookkeeper to be charged, and afterwards filed where it will be handy for future reference.

THE LEDGER.

The ledger should have an extra wide explanation column on the debit side, but the explanation column on the credit side may be narrower than is usual, as there is almost no need of entering detailed explanations of items on the credit side of the ledger. The wide column on the debit side allows of a full description of the job being entered, thus saving the use of sales book or journal in making out bills when bills are rendered monthly, and it also saves much valuable time when referring to back charges on any account. In place of the usual sales book or journal page the number of the job is entered, thus permitting easy and quick reference to the job tickets after they are filed. When this form of ledger is used there is no need of writing a descriptive charge in the sales book: all that is required in the sales book is the amount of the charge, the number of the job ticket and the date, and for convenience, if it becomes necessary to check back any work, the ledger page on which the charge is made. The posting is done from the job ticket to the ledger, and after the posting is done the charges are entered in the sales book in the manner already described. After the charges are entered in the sales book, each number so entered should be checked in the check column of the order register, and by looking up the numbers not checked, the loss and mislaying of job tickets in the office or workrooms will be prevented. After the job tickets are entered they should be filed in some file that will keep them from being disarranged and lost. An ordinary tin document file will serve well, but a document file in a cabinet, such as are made by the Office Specialty Co., the Globe File Co., and others, will be best. Each file should hold one hundred job tickets, and the number of the first and last ticket in each file should be put on the front of the file to facilitate reference to the tickets. Care should be taken to promptly put back in its proper place every job ticket that is removed from the files for reference.

MANAGEMENT OF INVOICES.

All invoices for goods bought should be first checked for quantity, quality, etc., by the receiving clerk, and afterward handed to the buyer to have prices and terms checked, and the buyer should also make a memorandum on each invoice of what the goods are bought for— if for regular stock the invoice should

be so marked, and if for a special job the job number and the name of the person it is for should be put on the invoice. No bill for goods bought specially for one job should be credited until the bookkeeper is sure that the amount has been correctly charged on the proper job ticket. The memorandum on the bill of the use to which the stock is put will be found very useful when you have to order stock to duplicate an order done some time ago, as by having the invoice plainly marked there is no doubt as to what use the stock was applied.

Invoices, when credited to the party that they were bought from, should be charged to one of the following accounts:

- Paper.
- Ink.
- Miscellaneous Supplies.
- Plant.
- Repairs.
- Miscellaneous Expense.

These accounts are susceptible of different arrangements, to meet the ideas of different individuals, as, for instance, the account of miscellaneous supplies may be combined with the account of paper, or the account of plant may be divided in composition room plant, press room plant, etc., and the account of repairs may be similarly divided.

The easiest and best method of entering invoices is to have an invoice book with a wide explanation column in which to enter the name of the party to be credited, and to the right of this one money column, in which to enter the total amount of the invoice, and on the left several money columns, one for each of the accounts named above, in which to enter the amount to be charged to each separate account: the footing of each of these columns on the debit side should, at the end of the month be posted to the debit of their respective accounts in the ledger, and the credits should be posted individually to credit of their proper accounts.

CASH BOOK AND JOURNAL.

The cash book and journal are of the common form, but both may have such extra columns as are useful.

The following are the principal business accounts kept in the ledger, and a brief explanation of the entries that go to each account:

<p>Dr.</p> <p>Net yearly loss</p> <p>Balance from</p> <p style="padding-left: 20px;">Paper.</p> <p style="padding-left: 20px;">Ink.</p> <p style="padding-left: 20px;">Miscellaneous Supplies.</p> <p style="padding-left: 20px;">Repairs.</p> <p style="padding-left: 20px;">Miscellaneous Expense.</p> <p style="padding-left: 20px;">Plant (net amount allowed for depreciation).</p> <p>Balance, Net Gain or Net Loss to Capital account.</p> <p>Amt. on hand.</p> <p>Amt. bought.</p> <p style="text-align: center;">INK AND MISCELLANEOUS SUPPLIES.</p> <p style="padding-left: 40px;">Same as paper.</p> <p style="text-align: center;">PLANT.</p> <p>Net value at starting.</p> <p>Additions by purchase or construction.</p> <p>Sales returned.</p> <p>Bal. to L. & G.</p>	<p>Cr.</p> <p>CAPITAL.</p> <p style="padding-left: 20px;">Capital at beginning.</p> <p style="padding-left: 20px;">Net yearly gain.</p> <p>LOSS AND GAIN.</p> <p>Sales.</p> <p>PAPER.</p> <p>Bal. on hand.</p> <p>Bal. to L. & G.</p> <p>MISCELLANEOUS EXPENSE.</p> <p>Bal. to L. & G.</p> <p>REPAIR ACCOUNT.</p> <p>Same as Miscellaneous Exp.</p> <p>SALES.</p> <p>Total sales (footing of Sales Book posted at end of each month).</p>
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Any of these accounts may be subdivided so as to suit the ideas of the individual accountant.

If these methods are used the books, if correctly kept, will at the end of the year show the correct standing of the business, and during the year will save much work for the bookkeeper, giving him more time for other and perhaps more important work. The forms are simple, and need cause no confusion when they are introduced into any office. Business.



THE TRURO NEWS.

THE Daily and Weekly News, Truro, N.S., has made quite a change in its management. The Doane Bros. have admitted as a partner W. D. Dimock, M.P.P., who assumes editorial control of both newspapers. Though Mr. Dimock is a Liberal-Conservative in politics, redeeming one seat in the county of Colchester in the last Provincial election from the Liberals, yet the News is to be perfectly independent in politics. Mr. Dimock, it will be remembered, was secretary for the Dominion Government at the World's Fair in Chicago last year.

The daily looks to be a success. It contains four pages of five columns each. The telegraphic news is wisely limited to

about one-half a column. The local and provincial news is given in about five columns, and there are about fifteen columns of advertisements, or three-quarters of the paper. Plate matter is tabooed. Price, two cents per copy.

The latest addition to the staff is Geo. E. Fitch, of Amherst, who will take charge of the advertisement soliciting. This gentleman is said to be a hustler.

The News is a clean, bright sheet, is apparently under careful and systematic management, and is a credit to the town in which it is published.

The daily paper was started in January, 1891, by Doane Bros., and the weekly in October, 1892.

ANDREW DENHOLM.

IN Blenheim, Ont., and publisher of the Blenheim News, lives a graduate of the London Advertiser office. In the dozen years before 1888, eight different men tried their hand, head, patience, and pocket, in the Blenheim News editorial chair. Most of them found that the beans which Kent grows in such large quantities would not sustain both physical and financial life at the same time. In 1888, Andrew Denholm took over the paper, and since then has led a seemingly contented and prosperous life, during which time the News has grown very considerably in width and depth.

Born in London, in 1856, of sturdy Scotch parents, Andrew Denholm entered the Advertiser office in 1873. Leaving there in 1880, he engaged in outside work for two years, and in 1882 took control of the Kincardine Standard. After putting some life into this paper, he sold it in 1887 to Joseph Lang, now of the Owen Sound Plamdealer. In February, 1886, Mr. Denholm started the Oxford Standard, Woodstock, a paper which boomed with the town in '86 and '87. In 1888, as has been mentioned, Mr. Denholm went to Blenheim.

Mr. Denholm, while in London, was president of the Typographical Union. While in Kincardine he was one of the High School Trustees. While in Woodstock he turned out the first daily the town ever saw and a proud moment it was both for the town and the publisher. Here also he was a leading society man, and president of a co-operative factory.

A considerable measure of success has fallen to Mr. Denholm's lot in this world, and Blenheim has in him a worthy citizen, and the Ontario press a member whose ability and reputation is in deed enviable.

PRESENTATION TO MR. R. K. LOVELL.

One night last month the employees of John Lovell & Son presented their employer, Robert K. Lovell, with a very fine oil painting of their late respected master, John Lovell, Esq. In the following address they expressed their opinion that they could take no better form of showing their gratitude than that of presenting him with a portrait of his father, the "Canadian pioneer of William Caxton's art," for whose memory they entertained so deep a respect.

23 ST. NICHOLAS STREET, MONTREAL, June 28th, 1894.

R. K. LOVELL, Esq.

RESPECTED AND DEAR SIR, Approaching, as you are now

the completion of your first year as the head of the firm "John Lovell & Son," we your employees, are desirous of showing our appreciation of your kindness to us, and the energy you have displayed which has enabled you, single-handed, to uphold the time-honored reputation of the oldest, most reliable, and honorable printing house in Canada.

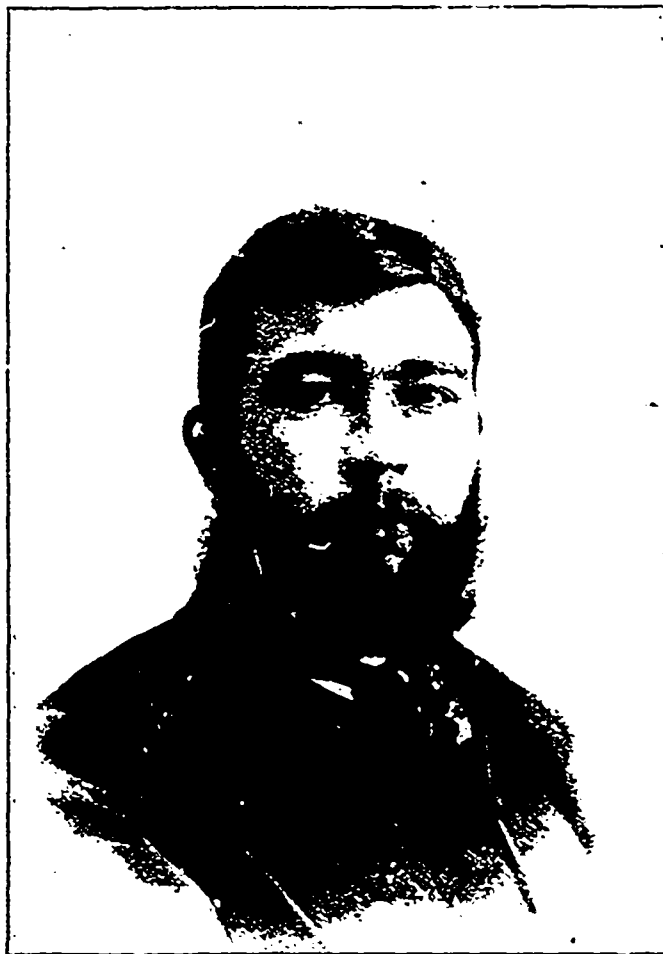
Built up by the father, succeeded to and made to prosper by the son, we have every reason to feel proud of our connection therewith.

Knowing as we do that whatsoever is dear to your recollection must of necessity be momentous to ourselves, we take pleasure in offering for your acceptance an oil portrait of our late respected master, John Lovell, Esq. (the Canadian Pioneer of Wm. Caxton's Art), as most befitting the occasion, and also illustrative of the respect we bear his memory.

With every wish for prosperity in your business career, we are, on behalf of your entire staff,

Yours respectfully,

O. L. FULLER, GEO. BARK, A. ALLAN, E. COYLE, A. BELAIRE, J. BARRETT, A. LAPERRIER, C. HARTMIR, C. McCLATCHE, J. S. HOYLE.



ANDREW DENHOLM

interests of his people to the best of his ability, and trusted that their present relations would always continue.

A census of newspapers is almost an impossibility, on account of the extraordinary rate at which they come and go. The ups and downs in the history of journalism are interesting and instructive, but exceedingly mystifying to anyone who is striving after even approximate figures. To-day they are, and to-morrow their place on the bookstall knows them no more. As far as one can judge there are between 40,000 and 50,000 newspapers published throughout the world, and these in fifty-nine different languages. Searchlight.

LIBEL NEWS.

A LONDON CASE.

W. S. CALVERT, of Napier, warden of Middlesex, and John Watterworth, ex M.P.P., of Glencoe, have entered action for damages for alleged libel against the London Free Press. The Free Press published an affidavit made by Frank B. Davis, of Wardsville, in which the latter declared he was promised by Messrs. Calvert and Watterworth the payment of \$12 in court fees, which the Crown counsel had disallowed, on condition that he would support G. W. Ross in the West Middlesex election. Mr. Davis has made a subsequent affidavit saying that his former one was untrue, and that he was deceived and misled by other persons who induced him to sign it.

TWO MONTREAL CASES.

LEONARD V. CH. D'IMPRIMERIE FIDEL PUBLICATION. This was an action against La Presse Publishing Co. for libel. The plaintiff is Dr. Leonard, of Ste. Cunepond., and he alleged that on the 18th January last La Presse contained a statement that he, Dr. Leonard, had been guilty of manslaughter in having written a prescription which caused the death of a little child named Marie Gibeau. The plaintiff alleged that the newspaper item in reference to the matter was incorrect: that the plaintiff did not prescribe, but only compounded the prescription as a druggist: \$10,000 damages were claimed. The defendant, by its plea, admitted publication of the item in question, but added that it was inserted in good faith and was substantially correct, except that by error the word "ordonne" had been used instead of "rempli." The defendant further pleaded that the error in the article had caused the plaintiff no damage; but in any case the defendant tendered \$100 as satisfaction, with \$65.33, costs of the action up to that date, and offered to publish an ample retraction. The court held upon the evidence that the item which appeared in defendant's newspaper was substantially true. Although the plaintiff had proved that serious injury to him resulted from the circumstances connected with the death of the child, Marie Gibeau, it was also proved that his arrest under a coroner's warrant in relation to the death of the child was of itself of a nature to cause him serious damage. There was no proof that the damages were increased to any ascertainable amount by the use of the word "ordonne" in place of "rempli." Under the circumstances the court held that judgment could only go for nominal damages, and that the offer was sufficient. Judgment was, therefore, rendered, maintaining the defendant's offer, and condemning the plaintiff to pay defendant the costs of contestation.

CHARLOTTE FULLERTON V. BERTHAUME. In this case the plaintiff claimed \$900 damages for libel, alleging that she bore a good character, was a housekeeper by occupation, and depended upon earning her living in that capacity. She complained that the defendant, on the 28th of July last, published in the newspaper La Presse a libellous statement, to the effect that Mrs. Stuart, mother of Dr. Stuart, in whose house plaintiff was employed, came to the detectives' office and complained of a theft, and the article added that the housekeeper had disappeared. The defendant pleaded that he was quite ignorant of anything affecting the plaintiff's character: that the item in question was substantially true in the sense that such complaint was in fact made at the detectives' office: and that the item was published in good faith. The court held that the defendant had not established a sufficient ground of defence. Reports made to de-

tectives, or entries in books kept by them, are not judicial proceedings, but are essentially private and even secret, and most frequently consist of mere suspicions or theories which might serve to furnish a clue to the officers in the investigation. Publication of such matter is not in the public interest, but on the contrary a grave hindrance to the administration of justice. No privilege protects such publication. The defendant must therefore be held liable, and judgment was rendered against him for \$150, with costs of the action as brought.

THE MONTREAL GAZETTE CRITICISMS.

The Montreal Gazette says: "Because Mr. Tardivel called Mr. Sauvalle, a brother journalist, a Methodist, the courts have ordered him to pay \$200 damages. Some interesting questions are thus opened up. Mr. Sauvalle is by common repute a Catholic. If he had been known as an Anglican, would the damages for calling him a Methodist have been as severe; or, if, instead of being called a Methodist, he had been alluded to as a Presbyterian, or a Baptist, or a Congregationalist, or a Unitarian, would there have been ground of action and reason for condemnation? The case opens a vista of awful possibilities in the way of libel suits for those whose lot it is to publish newspapers in the province of Quebec.

ITEMS.

W. W. Buchanan, the editor of the Royal Templar, threatens an action claiming \$10,000 damages for alleged libel against the Times newspaper, the Reform organ of this city.

The editor of the Rat Portage Record has been served with a writ for \$5,000 damages for libel by Mr. Commee.

For having some weeks ago editorially accused the Haulan Ferry Co. of selling tickets that would be accepted from their holders by the Toronto Ferry Co., the Toronto Star has been made defendant in a suit filed by the former company for \$10,000 damages for alleged libel.

A verdict was rendered last month in the case of McDougall v. Mason, which was an action for damages for the publication of an article in the Montreal Trade Bulletin, of which Mr. Mason is proprietor, entitled "Stealings from the Elevators." The article in question referred to the shortage in weights from the Montreal Co.'s elevators, of which Mr. McDougall is manager. The case has been in the courts for three years, and the verdict has been favorable to Mr. Mason in each court in which it has been argued. Recently, in the Court of Appeal, the case was finally decided, when a unanimous verdict was given in Mr. Mason's favor.

OLD, BUT NOT AGED.

The Monetary Times celebrated the beginning of its thirty eighth volume by donning a new dress, and adopting a new make up. In its modernized clothes, it will continue to be the leading trade journal of Canada.

The Monetary Times is old, but not aged. It still retains all the brilliancy and tone which marks the possession of youthful vigor. Its remarks on trade and financial questions are received with the respect to which they are entitled. In fact it occupies a most prominent place in Canada's financial world.

In their new form the advertisements look much improved, while the adoption of the wide column for the editorial pages is a step forward. It is another evidence of the fact that the trade journals of to-day which are most successful are those which appeal most to the artistic tastes of their patrons.

INTERNATIONAL PRESSMEN'S UNION.

THE International Printing Pressmen's Union, of North America, which was organized in 1882, held its 1894 annual meeting in Toronto last month. The discussions were on subjects of interest to the men who are members of this association, and lasted for four days. The president of the union at large is Theo. F. Galoskowsky, of St. Louis. Jno. W. Williams, of Saturday Night, chairman of the Toronto Entertainment Committee, and Fred. Stevenson, of the Brough Printing Co., secretary, appear to have done their work well. The quarto Souvenir of the occasion is a handsome piece of printing, and not least among its attractions are the pieces of verse by W. T. James.

On the morning of the last day the following officers were elected: President, Theo. F. Galoskosky, St. Louis; first vice-president, Fred. Youngs, Omaha, Neb.; second vice-president, S. J. Shambrook, Toronto; third vice-president, Wm. Gnetebir, jr., St. Louis; secretary-treasurer, James Gelson, Brooklyn, N.Y. Philadelphia will be the meeting place of next year's convention.

One of the features of the last day was the presentation of a reading chair to J. W. Williams, the chairman of the Entertainment Committee. As usual the delegates were loud in their praises of the pleasant time they had in this fair Convention city.

FUNDAMENTALS IN NEWSPAPER PUBLISHING.

BY JAMES SULLIVAN, EDITOR OF THE CHICAGO TIMES.

MEAN who run newspapers are far more often given advice than asked for it. In fact, there are three leading business enterprises that everybody thinks he can conduct much better than the proprietors thereof, namely, newspapers, hotels and railroads.

Once in a while, however, some man, with loose capital hanging heavily upon his hands, and thinking the newspaper business easy and profitable, comes to a successful publisher and asks his advice when to start, how to start, and where to start a newspaper. Of course, he forgets that it is easy enough to start anything—even a newspaper; the trouble is to keep it going.

Like many of my fellow craftsmen, I have been importuned now and then for advice. I am frank to say that, having plenty of spare time, and bowels of compassion abnormally distended, I sometimes dispose of my inquirer as follows: Do not start "a long felt want"; it will die of starvation, and you will follow it, know first, do afterwards. Knowledge and work are the only successful business team.

If you know what people want to read, and can give it to them, you will start a successful paper, and keep it successful. What do people want to read? That is the question upon the answer to which depends success or failure.

First and always, they want to read the news. What news? All the news, local and general. Scandal? No; leave that to the prehistoric fool, who thinks that respectable people will read a filthy newspaper, or good advertisers patronize it. Keep your hands out of dirt.

Publish a newspaper of good moral tone, as pure as you desire the hearts of your own household to be. Leave politics and religion alone. They are unborn; argument will not change them; discussion of them will not convince, but irritate. No

body will long read a newspaper that assigns all political virtue to one party, and all religion to one sect. Such newspapers are organs, and live by party patronage—another name for public theft. Do not steal or lie. No lasting success can be obtained by either.

Be genuinely independent. Treat every question solely from the standpoint of the people's interests—local questions, as well as general ones affecting your state or the country at large. Avoid personality. It gives no force to argument, and detracts from the wholesome effect of what you may write. Do justice to all. If public interest demands the truth, let it be written first, last, and all the time. Show no partiality to any man in discussing the public good.

Be yourself independent, honest, moral and truthful; and make your paper the same. This means public respect and attention; public respect and attention bring circulation, and circulation brings advertising. Circulation and advertising mean success, and plenty of it.

Always have something in every issue to interest each member of the family. Neglect neither the women nor the children. Families are the strongholds of newspapers, the citadels of victory. Newspaperdom.

HINTS ON ADVERTISING.

"ADVERTISING is an art," says a prominent French writer, and it is a science as well, he might have added.

The most successful advertisers put it down as an axiom that there is no royal road to success.

An advertisement to catch the public eye must be attractively written and prominently located.

Above all there should be no misrepresentation. A catchy advertisement is all right when it is backed up by the truth.

If you have a special drive at away-down prices, say so and stand by your statement.

Have your special drives in line with the season. It is legitimate to sacrifice on a seasonable specialty.

Be sure and give honest and reasonable excuses for cuts in prices. If you have a surplus of the goods offered for sale and desire to get rid of this surplus, say so. If you desire to give your patrons an inducement to visit you, say so.

Do your heaviest advertising when times are dull, but in order to be successful it is absolutely necessary to keep your name constantly before the public.

Put your advertisement where it will do the most good. The man or woman who takes two or three daily newspapers are not the people who read your advertisement.

It is the mechanic and business man who is devoted to his favorite paper, who reads therein the advertisement.

Play for your patrons. Cater to the wants and wishes of those you desire to make your customers.

First and last and all the time, never advertise for sale as a bargain something that you know is not. —Fourth Estate.

James Sullivan, political editor of the Chicago Times, died July 4th, at that city. Mr. Sullivan has been the chief political writer on the Times for the past eighteen years, and he was a very brilliant writer. At the time of his death he was president of the Newspaper Club, one of the leading newspaper fraternal organizations of Chicago.

THE PRIZE WEEKLY AGAIN.

LAST month it was pointed out that the Picton Times was seemingly the prize weekly of Canada for local news. Its issue for July 13th contained about 45,000 ems of local matter of which one-third was from surrounding villages. Almost the whole of this was made up of brief and well-written news paragraphs, and in this particular it seems to stand without a peer.

However, the Cornwall Standard is a close second, everything considered. Its local news paragraphs and reports are as follows: June 8th, 45,000 em; June 15th, 35,000 ems; June 22nd, 48,000; and July 6th, 40,000. These figures do not include local news from rural villages and townships, but does include reports of county council meetings, nominations, campaign meetings, etc. The Standard is certainly a well edited paper; clean, bright, newsy and readable. Its articles and news columns show conscientious and careful work, such as is found in few city papers. Its proprietor, W. Gibbens, certainly possesses a paper which would do a larger town great credit.

LITHO STONES.

When we hear of a single firm of litho stone quarry owners carrying stocks of from 300 to 400 tons of stone at one of their branches or agencies, it does not look as though the German quarries were exhausted or in danger of very early exhaustion. Of course we hear it constantly said that it is becoming more difficult to procure stones of the largest sizes and the best quality, but we discount the meaning of this complaint in this way. It is only a very few years, comparatively, that there has been any extensive demand for mammoth stones, or say any-

thing above 48-in. by 36-in. But we have every assurance from those who should know - the quarry owners themselves - that there are hundreds of acres of the best deposits not yet worked at all, and many thousands that are anything but exhausted. The owners to whom we allude above are M. Frohnsdorff & Co. The present average rate for supplies may be stated as follows:

From.	To.	
9 x 7	18 x 12 in	3d. per lb.
18 x 13	21 x 13 "	1d. "
21 x 15	30 x 20 "	1 1/2d. "
31 x 21	32 x 24 "	1 1/2d. "
34 x 24	40 x 30 "	1 3/4d. "
42 x 30	48 x 36 "	2 1/4d. "
51 x 34	62 x 42 "	3d. "

These prices are roughly taken from Frohnsdorff & Co.'s quotations, and are only approximate, being subject to the customary fluctuations or discounts. They may serve some of our readers, however, as a casual guide. British Printer.

MICHIGAN PRESS TOURISTS.

The Michigan Press Association is taking a tour through Canada to Old Orchard Beach. They will arrive in Toronto on Tuesday, 17th, at 2 p.m., when they will be taken for a drive about the city by the aldermen, the local press and the officers of the Canadian Press Association. At 10 o'clock they will leave for Kingston, taking the boat from there to Montreal, where a session will be held. From there they go through Quebec down to Portland and on to Old Orchard.

The party is expected to number about one hundred, and will no doubt see much of Canada, which will show them that it is a country of no mean importance.

The Toronto arrangements have been under the management of J. B. McLean, secretary of the Canadian Press Association.

THE TYPOGRAPH



Saves

One-half the cost of composition.

Saves

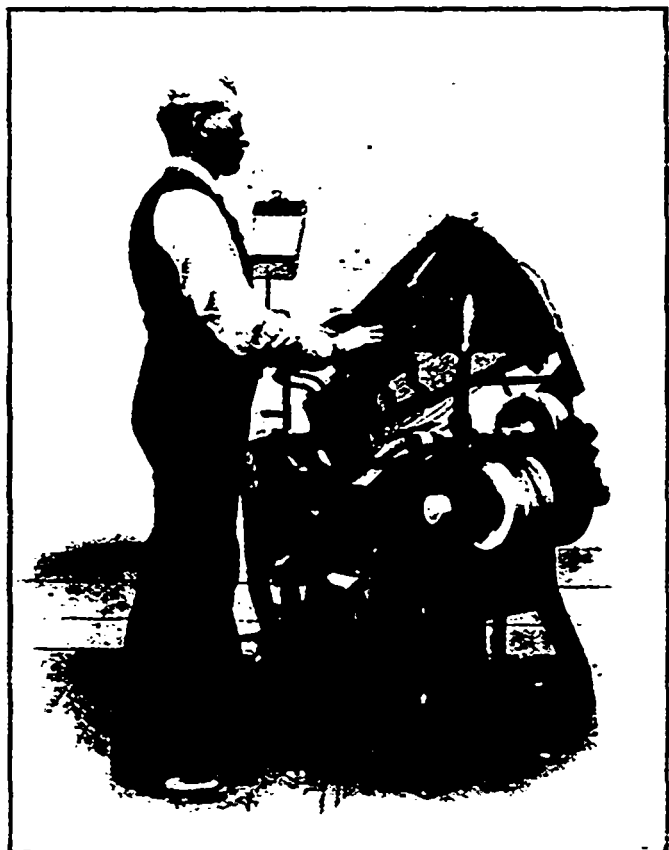
All the cost of a new dress.

Saves

Two-thirds of the time required to set an article.

FULL PARTICULARS ON APPLICATION.

**Canadian
Typograph Co. LTD.
WINDSOR, ONTARIO.**





CRAFT NEWS.

ANDREW PATTULLO, of the Sentinel-Review, Woodstock, is remodelling his building and improving his plant. He has purchased a new fast press (a double feeder) and a Dexter folding machine. There are quite a number of these machines now coming into use here. In the smaller dailies and large weeklies they effect an important saving in time and money. Andrew Laillaw, of the Galt Reformer, and Hal B. Donly, of the Simcoe Reformer, are also putting in Dexters.

Wm. Buggin, editor, Plattsville, married.

The Clinton New Era is thirty-nine years old.

The Globe is advertising its typograph for sale.

A weekly labor paper is to be started in Winnipeg.

The Templar, Hamilton, now uses the linotype. It looks very well.

The Canadian Typograph Co. are now employing the largest force they have ever had on.

The St. John (N.B.) Gazette, is getting a new press, and will issue in eight page form.

The Gazette is the name of a new paper in Guysboro', N. S. M. H. Davison is publisher.

The Lucan Record has changed hands. J. H. Benner, of Marmora, is the new proprietor.

As an instance of success, the Magazine du Louvre, Paris, has been appraised at \$17,500,000.

The St. Thomas Times has ordered a complete new dress of type. Miller & Richard secured the order.

Miss E. L. Caldwell, Woodstock, was married to W. H. Richards, proprietor of the Bothwell Times.

Hv. Mason, editor and proprietor of the Montreal Trade Review, has moved out to Lachine for the summer.

Mr. Wurtele, of Le Monde, Montreal, and Mr. Cole, of the Monteur du Commerce, are summering in Longueuil.

Machinery has been ordered for a paper factory to be established in the northern part of the city of Winnipeg.

The Westminster News, a daily four-page morning paper, has commenced publication at New Westminster, B.C.

Tramp Journalist Holmes, who walked from Montreal to Vancouver last summer, has started to walk to San Francisco.

J. K. Foran, editor of the True Witness, Montreal, has received the degree of Doctor of Letters from Ottawa University.

The Fort William Journal has just put in a Rogers' Typograph, another one of these machines is being shipped to Ottawa.

There is a newspaper down South that is still running a railway advertisement offering low rates to the World's Fair at Chicago.

Prince Albert, N.W.T., is to have a newspaper called the Advocate, managed by C. R. Stovel, the Innisfail Independent is another venture, projected by John E. Bronser, the Macleod

Gazette is changed to the Sentinel, with D. H. Murphy as a new manager. The Moosomin Spectator Co. will publish a paper at Grenfell.

The Hanover Post, with an extra column on each page, is putting forth endeavors, the earnestness of which must bring their own reward.

The St. John Telegraph is offering its weekly edition, 16 pages, with the Family Herald, both for only \$1 50. This is simply a marvelous offer.

Joe Clark, of Saturday Night, Toronto, has been summering up near Lake Huron. Baseball, cricket and the lake shore, all have an attraction for "Joe."

John Murray, of the Port Huron Sunday Herald, has been appointed postmaster of that city. He is a Canadian and a former resident of Tilsonburg.

The Grip Co., of Toronto, have opened an office in Montreal at 44 St. John street, with A. F. Britton, a well-known Ontario newspaper man, in charge.

Mr. Meek, agent for the Babcock Press, is in Toronto at present, and will remain a few weeks. The last year and a half he spent in Winnipeg and the Northwest.

The Sydney (N.S.) Advocate, which is a good weekly, makes the greatest offer ever heard of, viz., offering the paper nineteen months for only \$1. In other words, 60 cents a year.

The Assiniboian, published at Salcoats, Assa., is the name of another new paper added to the list of provincial and territorial exchanges. It promises independence in politics.

Andrew Pattullo, Sentinel-Review, Woodstock, was one of the press representatives at the Toronto Board of Trade banquet to the Imperial and Colonial Conference delegates.

The Oddfellows' Gazette is the title of a quarterly journal which has just been launched upon the sea of journalism at Montreal, in the interest of the Independent Order of Oddfellows.

C. P. O'Connor, of the Frontenac Printing Ink Works, Montreal, has been on a trip through Ontario, and has met with very encouraging results, there being an increasing demand for their inks.

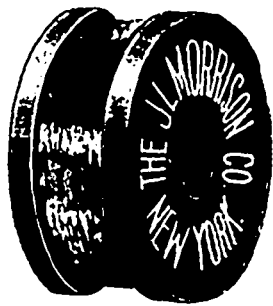
The Canadian Typograph Company are 23 machines behind their orders. They have just placed a machine in the St. Catharines Star. One was placed in the St. Catharines Journal a few weeks ago.

The Kentucky editor has a hard time of it. One was sued for libel recently by a woman, because in announcing the death of her husband he remarked, "The deceased has gone to a happier home."

One night last month between three and four hundred volumes were stolen from the library of Aristide Filiatrault, of the Canada Revue, Montreal. The window had been forced open during his absence.

Mr. Cotton, editor News-Advertiser, Vancouver, B.C., and leader of Her Majesty's loyal Opposition in that province, "contempted" the court one day and had to go to jail just when the elections were on.

The editor of a prosperous trade paper of New York city, says the Sun, is so forgetful that when he gets home at night he writes postal cards to himself, addressed to his office, to remind him of engagements of the next day. These he almost invari-



Perfection Wire

THE J. L. MORRISON CO.

MANUFACTURERS OF

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Toronto
28 Front St. West
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THE "PERFECTION"

Wire Stitching Machines

And ROUND and FLAT WIRE, all sizes,
FOR BOOKBINDERS AND PAPER BOX MAKERS.

SEND FOR CATALOGUE AND PRICES

IF YOU WANT A FIRST CLASS PURE LINEN PAPER, USE

"SUPERFINE LINEN RECORD"

(Each sheet contains above water-mark)

THIS paper is made from pure linen stock, is the strongest paper on the market, is unbleached and left dried. See that each sheet contains the water-mark, "Superfine Linen Record," otherwise it is not genuine.

SOLD BY THE LEADING WHOLESALE PAPER DEALERS THROUGHOUT THE DOMINION

USUAL WEIGHTS IN EACH SIZE

The following are the stock sizes (white or azure)

Cap 14x17	Royal 19x24	Dbl. Demy 21x32
Dbl. Cap 17x24	Super. Royal 20x28	Dbl. Medium 23x36
Demy 16x21	Imperial 23x31	Dbl. Royal 24x38
Large Post 17x22		Dbl. Royal (4-2) 19x48
Medium 18x23		

ELECTRICITY FOR REGISTERING SHEETS

Is something you ought to know about.

Highest Award at Columbian Exposition.

Highest Grade Machinery.

Largest Output of Folding Machines.

DEXTER FOLDING MACHINES

Your own interests will suggest that you should at least send for our Catalogue before buying a Folding Machine.

Offices Boston, Chicago, San Francisco and London, England.

Factory at Pearl River, Rockland Co., N.Y.

DEXTER FOLDER CO.,

49 Wall St., NEW YORK, N.Y.

CENTRAL PRESS AGENCY

F. DIVER, Manager.

333 WINGE ST., TORONTO.

ELECTRO and STEREOTYPERS READY SET NEWS PLATES DESIGNERS PHOTO ENGRAVERS, Etc. MANUFACTURERS OF PATENT LEADS AND SLUGS

JOSEPH B. LOVELL,

ELECTROTYPERS

FIRST CLASS WORK AT MODERATE PRICES. 25 St. Nicholas St., MONTREAL.

THOUSANDS OF DOLLARS ARE LOST YEARLY.

By subscribers who are hampered by canvassers and agents and refused to place their advertisements in shady trade mediums.

Ours is Known all Over the Globe

We have been thirty-four years in existence, and are the oldest English trade paper in the world.

We have a large advertising connection, and those who overpay our bills are not paid.

It is our aim to cultivate a sound British and Colonial trade which best interests our advertisers. We are the right sort. THE SIXTEENTH, PRINTER AND PUBLISHER. READERSHIP is read by everybody who is anybody in the English-speaking world; it is the largest circulation and is the finest medium for effective and profitable advertising. Stationers, printers, bookbinders, peddlers and manufacturers of fancy goods.

Terms of Subscription, \$2.00 per annum, post paid.

Specimens cheerfully sent on application to

THE EDITOR,

The Stationer, Printer and Fancy Trades Register,

160a Fleet St., E.C., London, Eng.

BOOKS FOR PRINTERS AND PUBLISHERS

The Most Useful Works Ever Published.

The Printer's Art. "Truly admirable little work." Full of good ideas, wise soundness of the comments. 312 pages in robes. Paper cover, \$1.00; cloth, \$1.50.

Challen's Job Printer's Record. Indexed through to enter on the left hand page the customer's name and address, particulars of the job, date of order, and on opposite or right hand page, when wanted (172) size of paper or card, weight, price, quantity required, cost of stock, cost of composition, alterations, and press work, total cost, amount charged, remarks, so that income for all the essential items of a job can be quickly entered and instantly referred to. Prices: 100 pages, \$1.00; 200 pages, half price, \$1.00; 300 pages, \$1.50; 400 pages, \$2.00; 500 pages, \$2.50; 600 pages, \$3.00; 700 pages, \$3.50; 800 pages, \$4.00; 900 pages, \$4.50; 1000 pages, \$5.00.

Challen's Advertising Record. Indexed through to enter on the left hand page the advertiser's name alphabetically, agent, commission, space, position, rate, number of insertions, date beginning, date ending, amount, when payable. The right hand page, opposite the months (172), wide space for monthly, intervening spaces for weekly, and spaces down for daily, to check when an "ad" begins and ends. Prices: 100 pages, \$1.00; 200 pages, half price, \$1.00; 300 pages, \$1.50; 400 pages, \$2.00; 500 pages, \$2.50; 600 pages, \$3.00; 700 pages, \$3.50; 800 pages, \$4.00; 900 pages, \$4.50; 1000 pages, \$5.00.

Challen's Subscription Record. FOR WEEKLY, SEMI-WEEKLY AND MONTHLY PUBLICATIONS. Indexed through to enter on the left hand page date received, blank space for the subscriber's name and the post office. The right hand page has the date of expiration, amount and date paid repeated in remarks, so that the entry of a subscriber's name does for five years. Also space for remarks. It is especially useful for all journals whose patrons renew year after year. Prices: 100 pages, \$1.00; 200 pages, half price, \$1.00; 300 pages, \$1.50; 400 pages, \$2.00; 500 pages, \$2.50; 600 pages, \$3.00; 700 pages, \$3.50; 800 pages, \$4.00; 900 pages, \$4.50; 1000 pages, \$5.00.

By mail, prepaid, to any address, on receipt of price.

The J. B. McLEAN CO., Ltd.,

10 Front Street East, Toronto.

ably forgets to post, but his wife takes good care to do it for him. United with this forgetfulness is a combination of executive and literary ability which comparatively few editors possess.

The Deseronto Tribune issued a neat illustrated sheet as a supplement to its regular issue of June 29th. This sheet was seemingly printed from the cuts and type used in the write-up of that town in the Toronto Globe.

A new machine for printing addresses on envelopes and wrappers from "Linotype" bars automatically, has been placed on the market. The bars are placed in a galley and are automatically fed through printing devices.

The Toronto Evening News of July 14th contained photos of some great newspaper men. But when it tried to give the impression that its present manager was a peer of Hon. George Brown, it was not only ludicrous, but foolish.

Is there any reason why the newspapers of Australia should procure nearly all their printing paper from New York? Surely some of the Canadian manufacturers could lay their paper down there cheaper than their American competitors.

Paul Fabre, son of the Canadian Commissioner in Paris, and editor of the Paris-Canada, and nephew of the Archbishop, is visiting Montreal with Mr. Allais, a Parisian journalist, and two other friends. They are going to the Northwest.

The Presbyterian Record has an average monthly issue of 50,000 copies. Receipts last year, \$14,464.77; expenditure, \$10,732.04. The Children's Record has a monthly issue of 20,833; receipts \$3,157.46, expenditure \$1,972.26.

His friends in Canada will be glad to learn that Whitworth College, Sumner, state of Washington, has conferred the honorary degree of L.L.D. (Doctor of Laws) on A. M. Stewart, editor and proprietor of the Scottish-American, of New York.

The Guelph Mercury's Trade Edition of June 20th was a beauty. Six large illustrated pages, with well-printed cuts, formed the "extra" of the issue. Such enterprise should be appreciated by the residents of the Royal City the Smithfield of Canada.

The Toronto Junction Leader had some excellent election issues in connection with the recent provincial campaign. Cartoons and large cuts of candidates and leaders, printed on the fine white paper Mr. Fawcett uses, helped to make an almost city sheet.

Sheriff Mowat was interpleading on June 18th in the alimony suit of Boeck v. Boeck, being unable to say just who is the owner of Charles A. Boeck's printing establishment on Elm street, Toronto, against which he has an execution for costs in the alimony action.

My friend, if you are indeed qualified for a first-class proof-reader, or can easily make yourself so, you need never fear. But don't fancy the talent and knowledge required for a mere Secretary of State, President, or any such trust will be sufficient.
HORACE GREELLY.

The publishers of the Woodstock (Ont.) Sentinel-Review claim to have reached the 2,000 mark with their evening edition. This has been done by careful arrangements for the prompt distribution of it in all the surrounding towns and villages, as well as in Woodstock itself.

Vaktaren (the watchman), a Swedish paper now in the second year of its publication, appears now as a weekly, and enlarged to twenty columns. S. Udden and K. Flemming are the pub-

lishers and proprietors, office 420 Pacific avenue, Winnipeg. It is claimed that this is the first attempt ever made to start a Swedish printing establishment in Canada.

T. C. Toole, of the Moncton Times, and Walter Sumner, of Moncton, were in Truro on Dominion Day. They enjoyed the holiday. Mr. Toole returned on Tuesday, but Mr. Sumner enjoyed the attractions of his holiday until he returned home, the other night. Truro Daily News.

Some New York concerns have been supplying plate matter for weekly illustrated papers which have been started in several cities and towns in Canada. The matter, however, has been so inappropriate that the latter have abandoned it, and are now endeavoring to secure purely Canadian matter.

J. C. Williams, lately publisher of the Cowansville Gazette, has sold out and accepted the position of foreman in the office of the Annaprior Chronicle. Before leaving Cowansville he was presented by the members of the Church of England congregation with a complimentary address and a purse of \$50.

One night recently somebody attempted to wreck the Witness office, Montreal, by using dynamite. No reason can be assigned for the dastardly attempt to wreck what is perhaps the best equipped office in Canada. Such offences as these should be matters of great moment in the eyes of the police authorities.

The following from the Markdale (Grey Co.) Standard shows pretty clearly how the city circulation liar gets in his fine work. "A Toronto evening newspaper boasts of its recent multiplied circulation. Nine hundred copies came to Markdale one day this week for free distribution. Any paper might roll up a large circulation in this way, 25,000 one day and 2,500 the next, eh? The decrease is even more rapid than the increase." Toronto Junction Leader.

Always give the commercial traveler a welcome, says an exchange. He can give you more information than any man in existence. If you want to keep posted on what the trade is doing or what class of goods your competitors are running, keep on the right side of the traveling man. Don't give him the cold shoulder when he enters your store. He is not a highwayman, but on the contrary is one of the best-natured, whole-souled, big-hearted fellows that you want to meet. He can give you more "pointers" in five minutes than any man in existence. He knows that you can't give him an order every time he calls on you, and has good sense enough not to expect it, but a kind word to him costs nothing and frequently goes a great way.

David Blackley, assignee, Hamilton, is about to bring an action against the Great West Insurance Company, of Winnipeg, for \$10,000. The circumstances are as follows: Mr. Blackley has a policy of insurance for \$10,000 on the life of the late J. A. Taylor, publisher, of Toronto, made over to him. The company notified Mr. Blackley that they would have to cancel the policy on account of certain alleged mis-statements in the application. At this time a certain amount in premiums was due, and Mr. Blackley, it is said, agreed to the cancellation of the policy if some arrangement were made about the unpaid premiums. The company would not consent to the proposed arrangement, and sued Mr. Blackley in the Division Court here for the amount of the premiums. They recovered judgment, and some weeks ago Mr. Taylor died in Toronto. Now Mr. Blackley refuses to cancel the policy, and intends suing the company for the \$10,000.

NEXT MEETING OF C. P. A.

THE members of the Executive Committee of the Canadian Press Association (with one member not yet heard from) have unanimously approved President Preston's proposal that there should be incorporated in connection with the next annual meeting of the association something in the nature of a union. The details have all to be filled in as yet. It is probable, however, that the old members of the association, and other prominent ex-journalists, will be asked to join the association in a banquet, and that some portion of the business programme (probably one session) will also be allotted them. The members of the C. P. A. should seek to interest all ex-journalists in this event, which it is believed can be made not only one of great interest, historically and otherwise, but can be made to contribute materially to the membership and influence of the association under whose auspices it will be held.

The following list shows how many distinguished men have occupied the President's chair of the C.P.A. Some have passed away from the busy turmoil of earthly life, but most of them, as will be seen, are still in the land of the living and pursuing various vocations and avocations. The names are as follows:

- 1859 ... W. Gillespy, (deceased).
 1860 ... " "
 1861 ... " "
 1862 D. McDougall, (Berlin).
 1863 ... D. Wylie, (deceased).
 1864 Thos. White, (deceased).
 1865 Mackenzie Bowell, (Ottawa).
 1866 Thomas Sellar.
 1867 ... J. A. Campbell, (Toronto).
 1868 Wm. Buckingham, (Stratford).
 1869 ... D. Wylie, (deceased).
 1870 ... E. Jackson, (Newmarket).
 1871 ... James Somerville. (M.P., Ottawa).
 1872 John Cameron, (London).
 1873 Rev. W. F. Clarke, (Guelph).
 1874 H. Hough, (Toronto).
 1875 John Cameron, (London).
 1876 C. D. Barr, (registrar, Lindsay).
 1877 James Innes, (M.P., Guelph).
 1878 James Shannon, (P.M., Kingston).
 1879 A. Matheson, (Sup. Deaf and Dumb Inst., Belleville).
 1880 J. B. Traves, (deceased).
 1881 E. J. B. Pense, (Kingston).
 1882 ... George Tye, (Brampton).
 1883 C. Blackett Robinson, (Toronto).
 1884 ... G. R. Pattullo, (registrar, Woodstock).
 1885 ... J. A. Davidson, (Guelph).
 1886 ... William Watt, jr., (Brantford).
 1887 J. J. Crabbe, (Star, Toronto).
 1888 E. H. Dewart, D.D., (Toronto).
 1889 Roy V. Somerville, (New York).
 1890 Andrew Pattullo, (Woodstock).
 1891 " " "
 1892 H. P. Moore, (Acton).
 1893 A. F. Pirie, (Dundas).

The Winnipeg printers have resolved that all news compositors in regular employment should work only five days in the week, and give the sixth to less fortunate members of the craft.

Buntin, Reid & Co.

WHOLESALE STATIONERS, PAPER
AND ENVELOPE MANUFACTURERS

29 Wellington St. West

TORONTO, ONT.

Headquarters for Everything in the Printer's Line

Our No. 1 and No 2 Papers are unequalled in the market. Samples and prices cheerfully submitted. In cases where large quantities are required we are prepared to make liberal reductions, according to the quantity.

Label Papers. We are offering to the trade a special line for label work. Guaranteed to take varnish.

Cover Papers in endless varieties. We carry the largest assortment of Cover Papers in America. No old styles; everything of the newest.

Our new Sample Books, showing a complete line of these covers, will shortly be issued. Write for one to have handy for reference.

Specialties in Bond Papers and Linen Ledgers.

Agents for Canada for Wade's Celebrated Printing Inks.

Straw Boards, Mill Boards, Press Boards, etc., always in stock, in all stock sizes and weights.

Bill Heads, Statements, Letter Heads and Note Heads. Carefully selected lines carried in stock at all times

SAMPLES MAILED ON APPLICATION
 AND SPECIAL ATTENTION GIVEN
 TO MAIL ORDERS. . . .

PATRIOTISM VS. PARTY.

A meeting of the Editorial Association of New Jersey, the following essay on Patriotism vs. Party was read by L. O. Stiles, of "The Jerseyman," and will be found worthy of the attention of every Canadian editor:

In civilized countries it must be admitted that there shall be order, and law to enforce that order, and in our form of government there must, of necessity, be political parties, closely connected with the people, through which the latter may legitimately declare their preferences.

The principle on which a government like ours rests and exists is that each qualified voter must have the right to vote without fear of violence, for whom he chooses, and that his vote shall be honestly counted and given its legal weight and effect in every respect. If this condition should prevail all over the land then should we have reached the perfect fruition of hope in this direction.

In the formation of political parties there must be those who lead and those who follow. This is true in everything, and it is right and necessary that it should be so.

Ours is a new country, and here free suffrage is on trial on a gigantic scale never before attempted in the world, and in viewing this matter let us not overlook the weaknesses that already threaten, and which no intelligent, thoughtful person can have failed to consider.

The particular weakness which has been made only too evident of late, is the hold that political bosses have obtained over large and ignorant masses of voters, together with another shameful fact, that many intelligent persons go with their party, right or wrong. Now it is a self-evident truth that no man should sacrifice a principle in order that he may adhere to his party. A wrong can never be made right, not even in appearance, by glossing it over with party paint. It would seem that very many have forgotten that we should be patriots before we are partisans, and failure to remember this, and to act upon it, gives the boss and the heeler the opportunity they so eagerly embrace to prosecute their nefarious work.

No man can be a good citizen in the highest and best sense of the word, who thinks more of party than country. The boss who makes merchandise of and speculates in reputations, cracks his whip, and with shame are we obliged to admit it nearly every one in the party straightway obeys orders and steps in the traces for fear of being called irregular, without stopping to consider morality, or justice, or very often, even decency, and so we have come to be, in large measure, a country ruled by corrupt bosses, cold-blooded and heartless, who exact from their miserable victims the full pound of flesh, and always manage to take good care of themselves. They have no reputation to lose, are perfectly indifferent to the opinion of respectable people and care nothing for the reputations of others. They are in it for the gratification of their own selfish ends, and love of, or duty to, country never has a place in their miserable souls. When we have this state of affairs it is time that good people, regardless of party, waked up.

Now, what have we, gentlemen, to do with this as representatives of the press of New Jersey? Plainly and most evidently, we should have much to do with it. We are supposed to largely lead public opinion, and if we have in any measure forfeited this great privilege, then we should, straightway, take an inventory of our moral effects, and see whether or not there be any true patriotism remaining in us. Doubtless we shall find

a great deal left, even though it be a little rusty from lack of use; and we shall do well to nurse it carefully—the times and our self-respect demand it. We shall, however, be obliged to get down to rock bottom and true bearings in order that we may pursue a right course. When we find that party demands what is not right, what is not honest, what is not decent, then it is full time to protest in manner so forcible that the political boss will both hear and heed. He can do nothing against our united efforts. Let us declare our independence of him and all his devious and wicked ways, and, so far as we can, cleanse the political atmosphere. Surely it is time.

What is a newspaper for if not to lead the people aright and to sound the alarm when political corruption is rife in the land? Are we to be considered as mere hangers-on for the loaves and fishes which we may hope for because we are always "regular?" Shall we fear to speak lest we may possibly lose something from the party crib? Are we to be led up to the party stall and fed and fattened on these ignominious conditions of silence?

Let us never degrade ourselves or let anyone else degrade us, for when we have lost our good opinion of ourselves, then hath everything of moral worth fled with it. If the party call has the true ring, if the party leaders lead aright, we may, and should, follow; but when the call is to sacrifice honor and patriotism, let us "kick" and hard!

God and country first, and let our patriotism ever be in lead of party. This should be the motto of every one who wishes the best for his country, and who values its welfare above the mere demands of party.

Gentlemen, let us be true to our mission.

Flat Papers

Printers are invited to send for Samples and Prices of the following Flat Papers, which are unsurpassed in value:

Springvale Laid or Wove

Silver Stream Wove

Windsor Mills Special Wove

Clear Lake Wove

Our stock of Linen, Bond, Fancy and Tinted Papers is very complete.

**PROMPT SHIPMENT AND CAREFUL ATTENTION
TO LETTER ORDERS.**

CANADA PAPER CO.,

15 Front St. West, TORONTO.
578 Craig Street, MONTREAL.

LIMITED

SPECIAL MONTREAL NEWS.

THE paper trade has not been especially brisk during the past month, nor has the printing trade for that matter, as is evidenced by the fact that many of the larger establishments up to a short time previous to the date of writing were only engaged on sufficient work to keep their hands from being absolutely idle. Latterly, however, they have been busier, some contracts for almanacs, etc., coming in, and several of the big job offices have been compelled to work night work on some rush orders.

With regard to the paper trade, the Canada Paper Co. report that the actual business movement at the moment is small. It is between seasons, however, and nothing else could be expected. Their mills, however, are working full time on stocks, etc., and in this respect they are as busy as ever.

J. C. Wilson & Co. have found business this summer very quiet in their own special lines. Customers have only been taking from hand to mouth, so that, although there is enough doing to keep them going, the aggregate business is not up to the average of last year. Their Lachute mills have been busy during the month on wrapping and bag paper and will continue so. They are at present turning out twelve tons daily of this stock.

Lovell's City Directory, which came out during the past month, contained many improvements on the last number of the kind that will be sure to commend themselves to its subscribers.

The Herald's evening edition has now been in issue for over a month. It is a fair sample of work in the matter of news, typographical work, and otherwise, and is fairly worthy of success. Perhaps the only drawback it has is the strong tendency it displays towards sensationalism. No doubt the people at the head say they are running a paper to make money, and that it is this kind of news that takes with the masses. It is questionable, however, whether a circulation built up with such methods is as stable as one secured upon a service of good healthy news. Besides, a good newspaper's duty is not simply to make money alone, and the journal that goes in solely for this is hardly worthy of respect. A newspaper proprietor can be practical and at the same time not lose sight entirely of the ethics of journalism.

A handsome little memorandum book, bound nicely in cloth, has been got out by the Rolland Paper Co., being a speaking sample of their famous "Superfine Linen Record Paper" for which they got the highest award at the World's Fair. Mr. Davidson, one of their travellers, who was up at Ottawa during the Intercolonial Conference, did a good stroke of work when he distributed one to each of the delegates. The little book will show our cousins in the colonies the superior kind of paper our Canadian mills can turn out.

There are now two Sunday morning papers struggling for an existence in Montreal. During the past month, owing to a difference with the management in regard to salaries, which were not forthcoming as promptly as they might, the entire editorial staff of the Sunday Morning News walked out. Two of their number, Messrs. Boyd and Quinn, secured backing, and the next Sunday issued the Sunday Sun, which is by long odds the best of the two Sunday papers. Its staff comprises some of the best and brightest writers in newspaper circles in the city. Which of them will succeed remains for the public to decide. One thing is certain, whichever one it is has a hard up-hill battle before it.

Printers' Stock

...



...

**BUNTIN,
GILLIES &
Co.**

HAMILTON, ONT.

IN NEW QUARTERS.

AT 52 Front street west, Toronto, new quarters have been fitted up for the Poole Printing Co., formerly on Lombard street. Two large flats and a basement are filled with machinery and cases. Two stop-cylinder presses have been added, and with the previous plant, among which is a beautiful large Babcock press, this gives them plenty of machinery to turn out their job and journal work. Owing to the press of customers' demands, overtime has been the rule with this firm during their moving spell, but they have nearly caught up with orders.

A feature introduced by this firm is the keeping of their own engraver. This enables them to make designs and cuts much more suitable for their customers' work than could be secured in their regular way. Of course, there are other advantages which printers will quickly recognize.

The Poole Printing Co., besides printing the Lumberman, Miller, and Educational Weekly, do a class of high grade printing which few offices can touch. The excellent harmony of what they produce is heightened by the careful presswork for which they are noted.

CANADA'S GREAT FAIR FOR 1894.

The Toronto Industrial Exhibition has now become one of the great events of the year in Canadian history, and is looked forward to by the people in all parts of the Dominion. We have received a copy of the prize list for this year's fair, which is to be held from the 3rd to the 15th September next. The amount of prizes offered is as large as ever, and there is every prospect of this year's show excelling all others, as there is no other great fair to conflict with it, and the directors have voted a large amount for novelties and special features which are bound to attract the people. The grounds are also being vastly improved this year. Any one desiring a copy of the prize list can obtain one by dropping a post card to H. J. Hill, manager, Toronto.

CANADA'S COMMERCIAL AGENTS.

CANADA spends a few thousand dollars in maintaining commercial agents abroad. These men have offices in foreign lands, and supply information to buyers or sellers to or from Canada. The number of these agencies should be increased, and the amount spent on them likewise increased. This would be a much better means of advertising Canada than printing a million of pamphlets which do not reach the people who want them. In Paris there is an attractive agency, and one which is becoming to Canada's measure of greatness. But in no other country in continental Europe is there any agency with quarters of a decent size. The trouble with this matter, as with many other commercial matters with which the Government deals, is that lawyers deal with matters of which they know nothing and on which they are too thoughtless to ask business men's advice. Business men, on the other hand, are too backward in offering advice which might result in a great deal of good.

This question of Canada's commercial agents came up recently in Parliament for discussion. The Toronto Globe's report is as follows: "Upon the vote of \$10,000 for commercial agencies, including expenses in connection with negotiations of treaties,

or in the extension of commercial relations, Mr. Mills, of Bothwell, asked the Premier whether there had been any attempt made to secure recognition of the agents of Canada by Great Britain. The agents of Canada abroad would have no official character unless there was some recognition on the part of the foreign office secured. Sir John Thompson replied that Canada's agents had no official consular character. They went abroad as agents would of a private house, except that in this instance they represented a great country, and were treated with respect accordingly, and were given facilities everywhere by those who represented her Majesty in the consular capacity. The Government was corresponding with the British Government with a view of getting recognition of the Canadian commercial agents, especially the commercial agents at capitals of the great countries. Mr. Charlton urged the importance of sending a commercial representative to Washington."

It would seem from present indications that Mr. Charlton is right, and that a commercial agent at Washington would do much to counteract the unnecessary advice which Mr. Charlton, Mr. Wiman, and others, sometimes give the United States Government.

THE EXCHANGE METHOD.

Like the coupon business, the exchange method has become a craze, only in the latter connection the newspaper in nine cases out of ten gets the worst of it if the publisher accepts any of the propositions sent in by those who desire to trade out the advertising suggested. In the first place, as in all instances of barter, a stiff price is put upon the article to be traded, but the advertising is figured in inverse ratio. That is, there is an example of cold nerve in a proposition to make the trade on a basis of four times the worth of the article in advertising, and in no case are the terms adapted to fit the circulation or prestige of the newspaper to be summarily mulcted under the trade system. The sewing machine seems to figure most largely in the capacity of wolf, and in addition the companies making the proposition coolly ask a cash payment—which, by the way, in some instances represents more than the actual cost of the machine. In that event the publisher not only buys the machine, he gives also from four to six months' gratuitous advertising for the sake of being held up. The wise man will fight shy of all these fake schemes and insist upon doing business on an equitable cash basis. —Ex.

TWO WAYS OF DOING BUSINESS.

There was a boy who was sent out by his father to sell some potatoes, according to a writer in *Hardware*. He carried the bag around all day without a sale, and on reaching home at night threw it down with the surly exclamation: "Nobody that I met asked me for potatoes. One fellow wanted to know what I had in the bag, and I told him it was none of his darned business."

There was in the same town a colored gentleman who went about bawling at the top of his voice: "Fish! Fish! Fish! Fresh Fish!"

"Shut up that racket!" said an angry dame at a window.

"You heal me, missy?"

"Hear you! You can be heard a mile away."

"Dat's what I se hollerin' for. Fish! Fish! Fresh Fish!"

The colored gentleman was an advertiser and sold goods.

Scotch Type on Point System . . .

NEW TYPE.

The Banner Makes a Change in Its Reading-Matter Type.

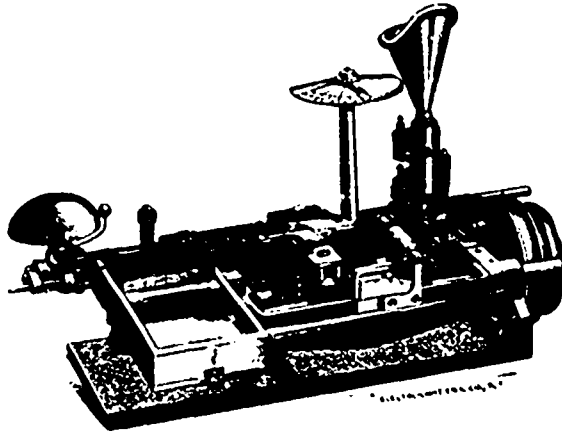
From the Chatham Banner.

The new type on which The Banner is now printed is from the well-known foundry of Miller & Richard, Edinburgh, being supplied through the Dominion agent of the firm, Mr. R. L. Patterson, of Toronto. This foundry sends its type all over the world, and has established a reputation for a finished and durable product, and for fair and liberal dealings, of which any business firm might be proud. The type made by Miller & Richard is characterized by hardness, lightness and durability-- a combination of qualities greatly desired by all printers. The type now in use on The Banner is the first of the font ever imported into Canada. It is known as eight point brevier No. 31, and is slightly larger in depth than brevier No. 23, the type used in the majority of Canadian papers. It is the first body type cast by Miller & Richard on what is known as the point system, an American device whereby a standard is established for all sizes of types, and uniformity in the makes of the different foundries is made practicable. The object in choosing it for this paper was its slightly larger size, the publishers believing that readers appreciate clear and easily-read type, and that it is preferable, if a choice must be made, to reduce the quantity of reading matter rather than the size of the type. In the case of The Banner, however, the type now in use, while of a large and handsome face, will enable a larger amount of reading matter to be given than heretofore, when machine-cast type was in use. It is believed that The Banner in its new dress of eight-point brevier, with its handsome advertising type, will bear comparison, typographically, with any of its esteemed contemporaries in the province

MILLER & RICHARD, Toronto.

THE UNIVERSAL TYPESETTER.

THE Universal Typesetter is something new. When it is put on the Canadian market in September, the results will be duly recorded in this journal. Just now Miller & Richard, who are sole Canadian agents, are taking advance orders. Full explanation of its workings is contained in the following description sent out by the manufacturers: The Universal Typesetter is a machine for composing, or setting, type,



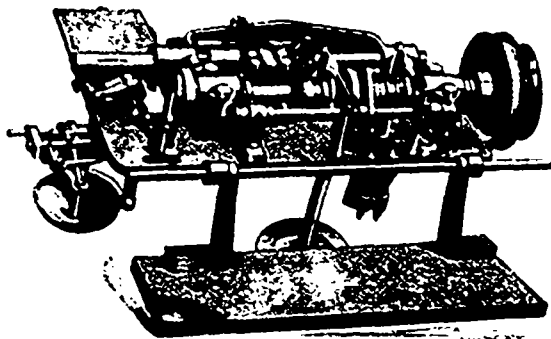
THE UNIVERSAL TYPESETTER.

and is used in connection with a printer's case of the ordinary construction and arrangement, requiring no change in the type, material or appliances now in use.

The object is to facilitate, rather than revolutionize, existing methods. The "stick" now substantially ties up one of the compositors' hands the Universal Typesetter frees it and makes it equally as serviceable as the other. The case is not disturbed, and the compositor faces it with the new contrivance just as he does without it. Instead of laboriously, and with one hand, depositing the letters in the "stick," he drops them into the funnel which feeds the mechanism below the case, bringing both hands into play. As the funnel swallows the metal food, the process of digestion goes on with absolute accuracy. It makes no difference whether the letters are wrong end up or faced about when they drop into the funnel.

This description makes obvious two positive and invaluable advantages:

A great stride in the direction of increased productive power is effected when the left hand is liberated and placed on an



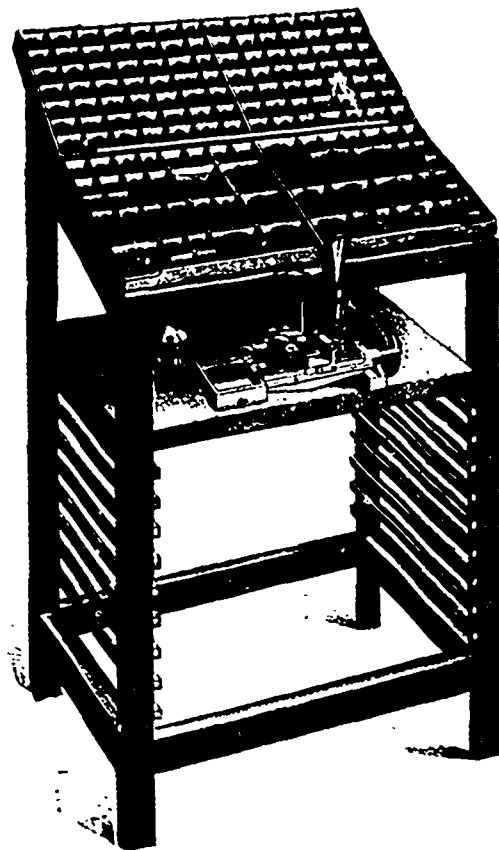
UNIVERSAL TYPESETTER AND COMPOSITOR.

equality with the right, so far as actual picking up of type is concerned, and this is supplemented by the additional speed mani-

festly attainable under conditions which make it of no consequence which way the letters are turned as they leave the fingers.

It is scarcely necessary to say that much of the work now entailed on the compositor is involved in the inexorable necessity for placing the letters in the "stick" nick disclosed and right end up. All this is obviated by the Universal Typesetter, thus dispensing with the close observation and exacting movements now so much of a strain on those who earn their living at the "frame."

The funnel is large at the mouth, converging toward the lower end, so that, as it passes through, each letter takes its place upright in a groove: here it encounters a pair of metallic fingers, which turn it if it be upside-down or leave it alone if it is not. A little further on it encounters another pair of fingers, which



UNIVERSAL TYPESETTER IN POSITION.

release it when the nicks are turned the right way. The fingers, or clamps, remain inactive if it happens that the letters have dropped in the right position.

After running this gauntlet the letters enter that section of the groove from which they finally emerge, line by line, into the "galley." The ringing of a bell notifies the compositor when he is, say, within three "ems" of the end of a line. He then finishes the word he is setting, or, if it happens to be a word of several syllables, divides it, when a gauge, attached to the machine, instantly indicates the number of spaces required, if any, to make the line the exact length desired. These spaces are immediately thrown into the funnel, the line automatically advances one step in the galley, and the compositor, whose attention to his copy has not been diverted by the necessity of stopping to "justify" his line, continues his work until his copy is exhausted or the galley filled. The latter may, for justifying

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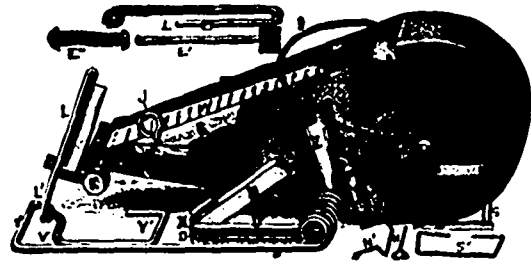


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purposes, be removed at convenience. The lines being of exact equal length, a simple transferring of the spaces that may be at the end of a line is all that is required to completely justify it.

This is a rough, and, perhaps, not very comprehensive sketch of what, in some sense of the word, is one of the most remarkable inventions of the time.

The following is an epitome of not only what the machine will do, but what is so easy of demonstration that the completest tests are invited: It adds enormously to the capacity of the compositor. It brings into requisition the types now in use, rendering unnecessary the casting of special fonts. No new material is called for—no old material rendered useless. It is simple, compact and inexpensive. It neither breaks nor injures the type. It greatly reduces the amount of space now required. It relieves the strain upon the compositor's eyes. It leaves, in the event of accident to the machine, the same facilities at the immediate disposal of the typesetter that he now enjoys. It does not require a practice of months to become a skilled operator. It does not require a machinist to keep it in repair. Its field of operation is unlimited. The newspaper, the book, and, in very many cases, the job office, find it equally serviceable, and without lowering their standard of typographical excellence. It is the first advance in the art of typesetting that meets with the unqualified approval of the compositor as well as that of the employing printer.

A very critical expert who examined the machine in New York, June 29, 1894, writes for *PRINTER AND PUBLISHER*: "It is a very ingenious device requiring very little power, will increase the speed of a compositor very considerably, but requires motive power to drive it, and the type is subject to considerable friction and wear, mainly on its sides; it may have a place in country offices. Some of the movements are extremely ingenious."

PRINTING HALF-TONE BLOCKS ON ROTARY MACHINES.

IN printing half-tone pictures in its regular Sunday issue, the Boston Journal has taken an important step forward in the art of newspaper making. The Journal's revolution comes in printing half-tone pictures from stereotype plates on a cylinder press run at a speed of 30,000 to 50,000 papers an hour. Numerous periodicals, says the Fourth Estate, have given to their readers half-tone pictures; but in every such case the pictures have been printed from electrotypes on a slow-running press, making these illustrations practicable only when the edition was very small, or when the printing could begin days ahead of actual publication, as in the case of the magazines. No American daily has attempted before to illustrate its stories in the way the Journal does to-day. Not only has the quality of the pictures been placed at a high standard, but also the great desideratum of maximum speed has been proven feasible. Recently the press was run up to a speed that would turn out 32,000 to 40,000 papers an hour, a remarkable achievement in itself, when one recollects that the magazines, to print their half-tones, do not venture to run over 1,000 impressions an hour. This week, in order to test the enterprise to its utmost, the lever of the great press was thrown full back, the big iron cylinder swung around at tremendous speed, and over its surface rushed the long stream of white paper, pouring forth printed copies (by actual timing) at the rate of 50,000 an

hour! This is the maximum speed of the Hoe quadruple press, one of the latest and best in Boston, and could not be exceeded. The photographic "half-tones" at this speed printed as clearly and sharply as ever, showing that the improvements perfected during the week had put the Journal even further ahead. It is very easy to lay a half-tone in the form, but quite another thing to so tinker it before hand in the various departments as to have it print with clearness, color and accuracy from the stereotype plates on a quadruple cylinder press. Before the Journal accomplished the feat no paper in America had done it.

AS GOOD AS SUPER-CALENDERED.

An article which has been most eagerly sought after by the printers and lithographers is a paper with a high surface, for bringing out in bold relief all cuts and half-tones. There have been many different grades placed on the market under enticing names, all of which had more or less faults.

Buntin, Reid & Co. have now come to the front with an article which will completely fill the wants of the printers, and the advantage they claim for their paper is that the ink will dry just as quickly as on ordinary super-calendered paper. This is owing to their using no foreign substances in the paper in order to get the desired surface. The paper goes through a treatment of their own, which enables it to take on the highest possible finish, making an attractive paper for catalogue and fine work. The price being low, they look forward to large orders. This firm also signify their intention of shortly placing on the market a line to take the place of coated papers for fine catalogue and book work. Owing, however, to pressure of orders in their mills, they are unable just at present to place their samples on the market, but expect to have the line ready for the trade by September.

GRAND TRUNK ADVERTISING.

RAILWAY advertising is usually extensive and of a high order. The Grand Trunk has been keeping up its end by issuing "Pen and Sunlight" sketches, a book descriptive of the scenery reached by the Grand Trunk and its connections, including Niagara Falls, Thousand Islands, Rapids of the St. Lawrence, Montreal, Quebec, and the Mountains of New England. The book is well illustrated and contains one hundred large pages of matter. It is an excellent advertisement for Canada.

The printing and binding was done by Warwick Bros. & Rutter, who have also issued "Tourist Fares and Routes," a fairly thick pamphlet, very clearly printed and neat in appearance.

The first mentioned piece of work is done in this country for the first time. Cause—removal of duty on plates.

There are 3,985 paper mills in the world, and they produce annually 930,000 tons of paper. About half this quantity, or 465,000 tons, is used for printing purposes, nearly 300,000 tons of it going for newspapers and periodicals alone. The Government offices of the world consume 100,000 tons, the schools 60,000 tons, commerce 12,000 tons, and trades about 90,000 tons, while private letters, etc., make up 52,000 tons. These paper mills employ 270,000 hands, two-thirds of whom are women.



WE have 300 half-tone engravings of famous paintings suitable for art supplements or special editions of newspapers, which we will sell for half the regular price. They are mounted on wood about 8 x 10 inches. Proofs of the entire lot will be sent on receipt of two dollars, and this amount will be deducted from the first order.

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This letter speaks for itself:

SIXTISE-BROAD.

GEO. A. HOWELL, Esq., Manager Grip Co., Toronto; WOODSTOCK, ONT., June 16th, 1894.

Dear Sir, - We send you by this mail, as requested, a sample copy of our daily containing the photo of Sir Oliver Mowat. The engraving, as you will see, printed very well on our press, running at a speed of about 1,500 an hour. The paper, as you will see, is not of the best quality, but the cut came out much better than any of us expected. The pressman was especially surprised that he could print as fine a cut as this and do such good work.

Yours truly,
C. A. ARKHAM.

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33 x 46	Cottrell Intermediate, air springs, tapeless delivery—a fine press.....	\$850 00	7 x 11	Universal	\$100 00
32 x 48	Campbell, thoroughly rebuilt	600 00	8 x 12	Globe	65 00
33 x 46	Chicago Stop Cylinder.....	400 00	9 Col.	Washington Hand Press.....	115 00
19 x 24	Standard Babcock, air springs and tapeless—good as new	500 00	8 Col.	Washington Hand Press.....	95 00
31 x 46	Improved Fairhaven	450 00	7 Col.	Washington Hand Press.....	80 00
15 x 19½	O. S. Nonpareil, no throw-off.....	175 00	6 Col.	Army Hand Press.....	45 00
13 x 19	Peerless, steam and fountain.....	300 00	30 Inch	End Lever Peerless Cutter	120 00
13 x 19	O. S. Gordon, steam and throw-off.....	290 00	32 Inch	Centennial Cutter.....	100 00
13 x 19	O. S. Gordon, steam, but no throw-off...	250 00			
9 x 13	Peerless, with steam	130 00			
8 x 12	Peerless	120 00			

In addition to the above we have many other especially good bargains in rebuilt machinery, and if you are in the market we shall be pleased to hear from you.

All our machines are guaranteed to be thoroughly rebuilt. Have you one of our specimen books of type, etc.? Our discounts are attractive to close buyers.

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