

Technical and Bibliographic Notes / Notes techniques et bibliographiques

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

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

Coloured covers/
Couverture de couleur

Covers damaged/
Couverture endommagée

Covers restored and/or laminated/
Couverture restaurée et/ou pelliculée

Cover title missing/
Le titre de couverture manque

Coloured maps/
Cartes géographiques en couleur

Coloured ink (i.e. other than blue or black)/
Encre de couleur (i.e. autre que bleue ou noire)

Coloured plates and/or illustrations/
Planches et/ou illustrations en couleur

Bound with other material/
Relié avec d'autres documents

Tight binding may cause shadows or distortion along interior margin/
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure

Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.

Additional comments:/
Commentaires supplémentaires:

Coloured pages/
Pages de couleur

Pages damaged/
Pages endommagées

Pages restored and/or laminated/
Pages restaurées et/ou pelliculées

Pages discoloured, stained or foxed/
Pages décolorées, tachetées ou piquées

Pages detached/
Pages détachées

Showthrough/
Transparence

Quality of print varies/
Qualité inégale de l'impression

Continuous pagination/
Pagination continue

Includes index(es)/
Comprend un (des) index

Title on header taken from:/
Le titre de l'en-tête provient:

Title page of issue/
Page de titre de la livraison

Caption of issue/
Titre de départ de la livraison

Masthead/
Générique (périodiques) de la livraison

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

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



Vol. VII.—No. 11.

TORONTO, NOVEMBER, 1898.

\$2 00 PER YEAR.

Buy the Best Type

The Best Type is the best-designed type. Our type designs have made us leaders of type fashions. We make the Best Type, and it's as easy to prove it as to say it. In proof, we offer the following type successes, all originated by us.

WHERE can you find satisfactory Substitutes for these?

The superiority of the design of our Type costs you nothing, but it makes our Type the cheapest, real value considered. In mechanical accuracy and durability our Type reaches the highest degree of efficiency that can be obtained by expert work and the use of the best material.

- | | |
|--------------------------|----------------------|
| Jenson Old Style | Bradley |
| Jenson Italic | Bradley Extended |
| De Vinne | Bradley Italic |
| De Vinne Italic | Livermore |
| De Vinne Condensed | Florentine Old Style |
| De Vinne Extended | Columbus. Cushing |
| De Vinne Extra Condensed | Schoeffer Old Style |
| De Vinne Italic Outline | Satanick |
| Quentell | All the Ronaldsons |
- And a host of other everyday favorites of the progressive printer.

AMERICAN TYPE FOUNDERS CO.

KEPT IN STOCK BY OUR SOLE AND EXCLUSIVE AGENTS FOR CANADA

Toronto Type Foundry Co., Limited

44 Bay St.
TORONTO

646 Craig St.,
MONTREAL

175 Owen St.
WINNIPEG

520 Cordova St.
VANCOUVER, B.C.

146 Lower Water St.
HALIFAX, N.S.

EVERYTHING FOR THE PRINTER.

Binding for The Trade

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

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

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

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

CORRESPONDENCE INVITED.



Warwick Bros. & Rutter

Bookbinders, etc.

Toronto, Ont.

Printer AND Publisher.

VOL. VII—No. 11

TORONTO, NOVEMBER, 1898.

\$2.00 PER YEAR.

The MacLean Publishing Co., Limited

President,
JOHN BAYNE MACLEAN,
Montreal.

Treasurer,
HUGH C. MACLEAN,
Toronto.

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

OFFICES :

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

Subscription, \$2.00 per annum.

Single copies, 20 cents.

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

THE WEEKLY PRESS.

THE FUTURE OF THE WEEKLY. Experienced judges of these things in the United States say that the day of doom for the city weekly is in sight. In the magazine field, the monthly is pre-eminent. The New York Ledger, the illustrated story weekly which made the Bonners a large fortune, announces its transformation into a monthly. The weekly issue of city dailies are no longer what they were.

In Canada, it is equally clear that the city weeklies have not made a tithe of the progress scored by their daily editions. The possible exception is The Montreal Star, but that is owing to its magazine and literary features. It cannot, and does not try, to take the place of the town and village weekly. All the signs go to prove that the country weekly—strong in local news, independent in tone, well turned-out mechanically—has an unassailable position if its proprietor knows how to use his advantages.

PAYMENT IN ADVANCE. The imposition of postage on Jan. 1 has caused a great many publishers to issue circulars to delinquent and other subscribers. These have, in all cases reported to **PRINTER AND PUBLISHER**, had good effect. The result just shows how a stiff backbone, on the subject of both advertising and subscription rates, tells in favor of the paper. F. B. Elliott, of The Burlington, Ont., Record, sent the following:

"The reimposition of postage on newspapers, which is about to be carried out by the Post Office Department at Ottawa, is

going to greatly increase the cost of production to local and metropolitan journals, and the subject of raising the rate of subscription has become one of considerable moment to publishers. Some weekly newspapers, where the circulation is confined within a constituency of compactness, have decided that they can still give their subscribers their paper for \$1 per annum if all subscriptions are paid in advance, and The Record is among those who have so decided. For the most part, The Record has adhered to this rule, but there are some of our readers who have fallen behind in their subscription, and you are one of them. We, therefore, respectfully urge that your settlement of the enclosed account will be made at an early date."

It caused nearly everyone to pay up. Times being better, of course, may have helped. The subscription notice sent out by G. B. Wilson, of The Brandon, Man., Sun, was also admirably to the point. It read:

"We have received notice from the Postmaster-General that in accordance with 61 Victoria, Cap. 20, postage will be re-imposed on newspapers after January 1. This compels us to put our subscription list on a cash-in-advance basis, and we accordingly attach a blank form for remitting for 1899 (\$1) and 1897 and 1898 arrears if any. Although the price, when in arrear, is \$1.50 per year, yet, to close up our books and get them on a cash basis before January 1, we will accept \$1 a year for arrears up to that date only. These amounts, while small to you individually, are very large to us in the aggregate. We will, therefore, take it as a special favor if you will make note of it and send us the amount at your earliest convenience. The Western Sun now contains sixteen pages, and, as a local and general paper, has no equal in the Province, and, as it costs you less than two cents a week, we feel confident that you will not allow your subscription to lapse, nor withhold your financial support though the amount may be small. N.B.—Postal Note for \$1 or \$2, costs 2c., for \$3, 3c." Attached to this was a subscription blank for filling in, with a perforated line for tearing off. It could not be improved upon.

PRINTING SENT AWAY.

Hamilton is a good deal stirred up by Toronto's efforts to get away some of its factories. A correspondent, apropos of this, calls attention to the fact that the printing of a large financial institution in Hamilton is done in Toronto. Also, that the printed forms of nearly all the Hamilton law firms are supplied from the same place. A plea for home printing is in order. When the merchant

expects his local paper to stand up for local trade, he should, in turn, respond with the bestowal of his printing to the offices of his own town.

Comparisons are sometimes useful. The Brandon Weekly Sun need not fear comparison with any other Canadian weekly. It prints in two eight-page parts, each four-page home-printed. By utilizing matter from the daily, the list of contents is very complete. News of the city and of neighboring towns and villages seems to get first place. That is wise. To give up space to news of the world, unless greatly condensed into paragraphs, would be risky. The local paper must "own" its locality in the matter of news. The editorial is plentiful, and the local news is, much of it, of general interest. Altogether, the news end of the paper needs no bolstering up. We notice that the two eight-page parts are mailed the same day. Judging from reports that come in, the papers that have adopted a system of mailing twice a week find their subscribers like it. Under the new law of January 1, postage will have to be paid in these cases, unless the Department rules that the whole of a paper need not be mailed on one day—which is improbable. The publishers, in all such cases, should go over their lists and figure as closely as possible on the cost of postage.

The Kamloops Inland Sentinel has solved satisfactorily in its own locality the problem of changing from a weekly edition to a twice-a-week publication. The two issues of a recent week are before us. The advertisements are almost entirely different in each. When the same advertisement appears in both issues, a proportionately higher rate is paid. There is no single exception to this rule. The make-up and attention to local interests leave nothing to be desired. If one wanted to cavil, it might be said that, in several cases, the articles are too lengthy for a paper of limited space. But they are, in every instance, full of interest and local importance, so the criticism is hardly just. Still, the cultivation of a number of small items in the weekly is a great point.

A SCHEME EXPOSED.

Newspapers will be doing a service to themselves and their advertisers by calling attention to the exposure of The American Journal of Health made by The Woodstock Sentinel-Review. The health journal announces its contempt for the practice of putting paid puffs in the news columns. But The Sentinel-Review has caught it in an attempt to get Canadian concerns to pay for copies of the paper containing write-ups submitted to them without solicitation on their part. One concern addressed was the Grant Canning Co. (a mythical firm). The puff offered for insertion, if a certain number of papers were taken, described a factory not in existence, and the health journal offered to endorse the canned goods, their methods of manufacture, etc., all relating to an industry not known in Woodstock. The other case was a lengthy report of the Wolverton Milling Co.'s products, which the paper declared its representatives had tested. The company say that they never asked for the puff and never submitted their flour for inspection. The Sentinel-Review denounces the scheme as a fake intended to take in Canadian advertisers.

THE PRESS AND PUBLIC BANQUETS.

THE EPISODE OVER THE ABERDEEN BANQUET AT OTTAWA.

“THE citizens of Ottawa tendered a farewell banquet to His Excellency the Governor-General, last evening, at the Russell. Mr. Justice Taschereau occupied the chair, and proposed the toast to the vice-regal guest. Lord Aberdeen responded at some length. The Citizen is credibly informed that the banquet hall was decorated with the Gordon tartan, gracefully drooped, interspersed with the Aberdeen coat of arms, out of courtesy to the guest of the occasion.”

The foregoing is the introduction to the report of the banquet to the Governor-General, which appeared in The Ottawa Citizen of November 2. It is a somewhat unusual introduction, and an interesting story attaches to it. Ottawa possesses some of the most public-spirited men in Canada; it also, unfortunately, harbors a few cads. In arranging for the banquet to the Governor-General the cads got the upper hand, with the result that the function came perilously near being boycotted entirely by the newspapers. These cads succeeded in inducing the committee of arrangement to entirely overlook the press representatives, but they were informed that if they cared to enter within the sacred precincts of the banquet hall after the feeding was over, a table would be placed at their disposal for the purpose of reporting the speeches. Once before Ottawa was the scene of an effective boycott, on an occasion of a similar character, and, strange to say, Lord Aberdeen was then the innocent victim. In the present instance the newspapers would have ignored the banquet altogether, but it was felt by the correspondents to be hardly fair to make the Governor-General the victim a second time in resenting an insult to the newspaper fraternity. Accordingly, the newspapers took other steps to secure a report of the speech of the guest of the evening. The action of the committee, in being influenced by one or two men lacking the first instincts of gentlemen, is roundly condemned at the Capital, and it is to be hoped that this will be the last time that such an occurrence takes place there. One of the most successful public banquets ever given in Ottawa was that to the delegates from Newfoundland, three years ago; successful, in a large measure, because a newspaperman managed the affair for the citizens. In explanation of its reasons for not giving a fuller report of the Aberdeen banquet, The Ottawa Citizen says:

“Through the courtesy of His Excellency Lord Aberdeen, The Citizen is enabled to furnish its readers with a full report of his speech, given at the banquet last evening. In consequence of the insult to the press of Canada, which the committee in charge were guilty of in neglecting to extend the customary courtesies to the reporters of the local papers and correspondents of other Canadian dailies, this journal, in common with others, was unrepresented last evening, as we did not see fit to accept the proposal of the committee that our reporter should attend without an invitation. It is unpleasant to have to refer to such a matter, but the explanation is due the public. In departing from the custom that prevails both in Great Britain and Canada, the committee used their own discretion, and we take the liberty of using ours. We especially regret that the unpleasantness should have occurred on an occasion when the representative of Her Majesty is taking his farewell, but, in placing before our readers His Excellency's speech, we are satis-

fied that publicity is being given to all that is of general interest in connection with the affair."

—
AN OTTAWA MAN'S OPINION.

An Ottawa newspaperman writes PRINTER AND PUBLISHER: "In discussing the incident, I think it is only fair to assume, with regard to banquets, especially, which seem to stand alone as a class of newspaper assignment, that the gathering is of a private nature unless newspapermen are expressly bidden to the spread. When, however, copies of the speeches at a private banquet are supplied to the newspapers, as in the case of the entertainments to Lord Herschell, it is, of course, optional with the newspapers whether they should publish them or not. But no newspaper, I think, should allow one of its staff to be put in the position of being rebuffed by cads, such as we often find managing functions of this kind.

"In the matter of the Aberdeen banquet, especially, when publicity to the speech of the guest was the principal object aimed at, it seems to me that the committee were entirely in error when they neglected to invite the newspaper representatives.

"Of course, this is a subject which has been discussed time and time again, and on which you will always find difference of opinion. Some people take the view that, as a newspaper is simply a purveyor of news, there should be no standing on dignity, and looked at from this standpoint it would have been the duty of the newspapermen to hang round the doors of the banquet hall, but this is the view which I cannot accept."

—
THE VIEW OF AN OLD REPORTER.

By J. T. Clark. Saturday Night.

Reports came from Ottawa recently that tickets for the banquet to Lord Aberdeen in that city were not to be sent to the press representatives at the Capital. It was rumored in Toronto about the same time that free tickets for the banquet in this city would not be sent to the newspapers, and items crept into print recalling previous instances wherein the overlooking of the press in this way had resulted in the failure of the newspapers to report the speeches made on those occasions. It seems to be taken for granted that the newspapers insist upon free tickets for banquets. Do they?

The columns of your paper seem to be open for the making of such an inquiry as this.

Perhaps there are many newspapermen who, if placed on exactly the same footing as men in other professions, would not find in this treatment cause for falling into a rage. In country places where the proprietor of a paper is also editor and reporter—where this editor is of such local importance that his presence at a banquet is necessary to the success of the evening as well as necessary to the reporting of the affair in the newspaper—in such a case as this the tendering of a complimentary ticket may be quite proper.

Have we not, however, in our large cities perpetuated a rural practice the discontinuance of which would not degrade, but elevate the standing of the profession?

In Toronto, I think, the average newspaperman is vastly bored by dinners and concerts and lectures. He cannot possibly use all the "passes" sent him. He seldom goes near any

of these things unless his duty to his paper requires it of him. The man who actually reports the speeches at a banquet nearly always glides unobtrusively into the room as the first toast is proposed. In his pocket, unused, is the ticket that entitled him to a seat at the banquet. Of choice, he dined at home or at his restaurant, filled one or two other assignments, and timed his arrival to suit the "news" requirements of the affairs. He enjoys a good dinner as well as another, but observation tells one that the experienced reporter does not often use a professional ticket at a dinner unless the diners are people among whom he has a large personal acquaintance. Business is business, and the newspaperman has a social circle of his own that meets his social needs.

It seems to me that the life of the newspaperman would be sounder and more self-respecting if at banquets he either attended on the same footing as other guests, or arrived in his professional capacity at the beginning of the toast list, to find a table supplied with conveniences for the taking down of a good report. The idea, is, I think, worth discussing, and I write you because your paper goes to the profession without circulating to any great extent among outer barbarians.

—
MONTH'S NEWS IN BRIEF.

The Arichat, N.S., Record has been enlarged.

John A. Garvin has joined The Ottawa Free Press staff.

The Middleton, N.S., Outlook has moved into new quarters.

The Portage la Prairie Review was completely burned out Oct. 27.

The Kentville, N.S., Chronicle has again changed hands. Sold to F. Wickwire.

A. H. Dunning, business manager, St. John Telegraph, has been visiting Montreal and Toronto.

The Commercial is the name of a new weekly at Chatham, N.B., which makes three for that town.

Samuel & James Watts, proprietors of The Woodstock, N.B., Sentinel for 38 years, have dissolved.

C. W. Lawton, of The Paris Review, was married October 26 to Miss Margaret Ames. Mr. Lawton has the good wishes of all his confreres.

James Irwin has sold The Lucan Sun to Mr. Phillips, of The Toronto Mail and Empire, and Mr. Crossland, of the St. Mary's Journal, and has revived The Brussels Herald.

The Montreal Star intends to issue a huge special edition to celebrate the attainment of a 50,000 circulation for the daily, and a 100,000 for the weekly edition. It is to be called a "Jubilee" number and will be very elaborate in its get up.

John R. Sawle, of The Welland Telegraph, died Oct. 20, aged 45. Mr. Sawle was a Devonshire man and had been 14 years in Canada where he had made many friends. His brother, Henry Sawle, publishes The Caledonia, Ont., Sachem.

—
BEAUTY SHOW IN PROSPECT.

The Canadian Magazine is arranging to print the pictures of the editors of the leading Canadian papers. This ought to be the biggest beauty show the world has ever seen.—Vancouver Province.

EASTERN TOWNSHIPS PRESS ASSOCIATION.

THE annual meeting of the Eastern Townships Press Association was held at Sherbrooke on Monday, Oct 17th, and, like all the gatherings of the Townships' journalists, was most successful. Amongst those who attended were: C. H. Parmalee, M.P., Waterloo Advertiser; I. A. Belanger, Progres de l'Est, Sherbrooke; Lieut.-Col. Morehouse, Sherbrooke Examiner; W. L. Shurtleff, Coaticook Observer; L. E. Charbonnel, Cookshire Chronicle; A. I. Lance, Richmond Times; E. J. Bedard, Richmond News; J. C. Holland, Stanstead Journal; L. S. Channell, Sherbrooke Record; G. H. Bradford, Sherbrooke Gazette; M. T. Stenson, M.P., Richmond; Rev. C. W. Finch, Magog; S. Fraser, Richmond; E. R. Smith, president, St. Johns News, and E. S. Stevens, secretary-treasurer, Sherbrooke Examiner.

At 10 a.m. the proceedings were opened by a visit to the city hall, where the guests were received by the civic authorities. The public library and reading-room were inspected, and visits were paid to the power stations of the street railway and the gas and water company. Before adjourning for lunch a few of the delegates visited the office of The Sherbrooke Gazette and witnessed the operation of the monoline typesetting machines. In the afternoon, the visiting craftsmen, accompanied by several members of the city council and board of trade, made a round of the local manufactories, including the shops of the Jenkes Machine Co., the woollen mills of the Paton Manufacturing Co., Walter Blue & Co.'s clothing factory, and other prominent industries. A special parade of the entire fire brigade was a feature of the programme.

The business meeting was called for 6 o'clock, in the city council chamber. President Smith presided.

After the minutes of the previous meeting had been read and adopted and several new members had been admitted, the election of officers was proceeded with, resulting as follows: President, L. S. Channell, Record, Sherbrooke; vice-presidents, E. R. Smith, News, St. Johns; J. O. Genest, Progres, Sherbrooke, and L. E. Charbonnel, Chronicle, Cookshire; sec-treas., E. S. Stevens, Examiner, Sherbrooke. Executive committee, G. H. Bradford, Gazette, Sherbrooke; L. S. Corey, Mail, Granby, and J. Wilcox, Enterprise, Magog. An invitation from Mr. A. H. Moore, M.P., to visit Magog was accepted, and

the association will hold its usual midwinter meeting there in January.

The customary banquet took place at the College House, Lennoxville, and was well attended. Besides the local and visiting pressmen, there were present many prominent citizens, including Hon. Mr. Justice White, M. T. Stenson, M.P., and C. H. Parmalee, M.P. After "The Queen" had been drunk, with the usual honors, the toasts of "The Bench" and "The Dominion Parliament" were proposed. Eloquent and appropriate replies were made by Messrs. White, Stenson and Parmalee. Messrs. Smith and Holland responded to the toast of "Visiting Pressmen" with characteristic ability. Other witty speeches concluded a very delightful evening's entertainment.

MR. E. R. SMITH.

No man has done more for the Eastern Townships Press Association than Mr. E. R. Smith, who retired from its presidency at the last annual meeting. His conferees, however, insisted that he should accept the office of vice-president, which he did, no doubt with some reluctance, for he is a busy man, with the cares and worries of a large newspaper upon his shoulders. His paper, The News and Eastern Townships Advocate, was established in 1848 by the late W. W. Smith, father of the present senior proprietor. It was published one year at Philipsburg, in the county of Missisquoi, after which it was removed to St. Johns, where it has since made its headquarters. The News was originally a five-column paper of four pages. It has been enlarged on several occasions since then, and is to-day a seven-column twelve-page publication. The circulation has expanded with its growth in size, and the pub-



L. S. CHANNELL.

Publisher of The Sherbrooke Daily Record, and president-elect of the Eastern Townships Press Association.

lishers claim that they issue a larger number of copies than any other paper in the Province printed outside the city of Montreal.

The News has six distinct bona fide editions, which are published respectively at St. Johns, Magog, Knowlton, Huntingdon, Lachute and Richmond. The printing is all done at St. Johns, the head office, and the papers are, in many respects, the same. There is an active local agent at all of the outside offices, and the news and local advertisements enable the publishers to furnish the various localities with a bright local paper, having a decidedly metropolitan flavor.

The News has a large staff of contributors, both from city and country. It is a moderate Conservative in principle, but is

fair in its criticisms, and has done much to elevate the tone of journalism in Quebec Province. The News is published every Friday by E. R. Smith & Son (H. R. Smith) at \$1 per annum. On an average its pages contain 54 columns of reading matter and 32 columns of advertisements. The paper is handsomely printed, and the publishers enjoy the reputation of conducting a highly successful business.

POSTAGE.

The Post Office Department has issued the following order in regard to postage on newspapers: "By an Act passed at the last session of the Dominion Parliament, the statutory privilege of free transmission to regular subscribers enjoyed by all Canadian newspapers and periodicals, recognized by the Department as such, is withdrawn, and such newspapers, etc., with an exception to be presently mentioned, will be subject, on and from the 1st of January next, to a postage rate of one-quarter of one cent per pound, bulk weight, this rate to remain in force till the 1st of July, 1899, when it will be raised to one-half of one cent per pound. An exception is made in favor of newspapers and periodicals published not more frequently than once per week, and addressed (for regular subscribers) to post offices situated within a circular area of 40 miles in diameter, the centre of which must either be the place of publication or some point not more than 20 miles distant therefrom. Such papers will continue to enjoy exemption from postage as heretofore.

"With reference to the circular notice which was sent to postmasters on August 8, last, requesting them to draw the attention of the public to advantages to be derived by indicating on letters the name and address of the sender, and also authorizing them to endeavor to secure the full payment of all letters posted unpaid or insufficiently prepaid, postmasters are reminded that insufficiently prepaid articles, which, under the regulations, may be forwarded, are not to be detained for the purpose of securing full payment."

A new rule of the Postal Union convention provides that: "Engravings or advertisements may be printed on the front or address side of post cards, whether official or private, provided they do not interfere with a perfectly distinct and sufficient address. Post cards may also be addressed by means of a small adhesive label, and the sender may, if he wishes, write, print or stamp his name and address on the front."

D. J. Beaton, formerly of The Winnipeg Free Press, has purchased The Nelson, B.C., Miner.

"CENTURY" LINEN.

Speaking of the mill at which the well-known "Century" linen paper is made, Geyer's Stationer says: "The Springdale paper mill isn't the largest in the country. It is a small mill, in fact, as mills go nowadays, but for that very reason every sheet receives its share of attention, and nothing passes muster which is not up to the high grade set by the mill management. The quality is always kept up, always the same, and thus is sought for again and again by those who have once used it."

Buntin, Gillies & Co., Hamilton, are Canadian agents for this paper.

AN UNIQUE CIRCULAR.

Buntin, Gillies & Co., Hamilton, have issued an Autumn circular to the printing and stationery trade, cleverly based on a football season announcement. Straight business information is given to the dealer, but the use of football expressions and terms enlivens the story and shows the ingenuity of the writer. As a curiosity, apart from its trade utility, the circular should be seen.

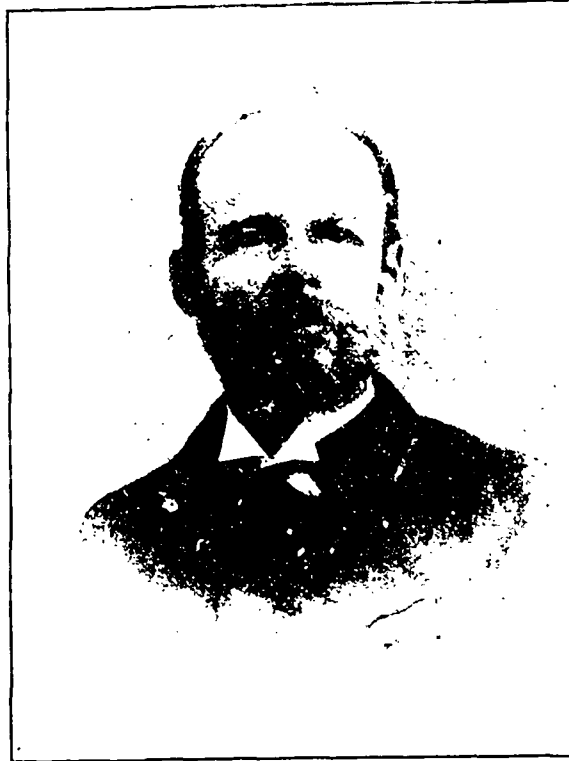
A SOURCE OF WASTE.

Among the minor economies of the printing office, none is more important, and few are more neglected than the proper treatment of "floor pi." Even the best compositors occasionally drop types, or spaces, or pieces of rule, and forget, or are unable at the moment, to pick them up and restore them to their proper places. Next morning the office boy sweeps them up with the dust. He is supposed to carefully sort them out, yet, but too often does this part of his work carelessly, and, so, much material is lost to the establishment. It is not only the loss arising from their intrinsic value that has to be taken into

consideration, but the injury done to the font. The abstraction of a very few "sorts" may render many pounds' weight of type useless. The dust should be removed, and, if necessary, the type should be washed. Then it should be sorted, and day by day each lot should be distributed. The broken metal should be placed in the batter-box.

THE "QUEEN" COVER PAPER.

Buntin, Gillies & Co., Hamilton, have secured control of the well-known "Queen" cover paper. This paper has been sold extensively in the United States for some months past, and in introducing it into Canada, Buntin, Gillies & Co. hope to do a large business. The paper supplies the proverbial long felt want of a fair grade cover paper, in art colors, at a reasonable price.



E. R. SMITH.

Publisher of The St. Johns News, and ex-president Eastern Townships Press Association

THE ADVERTISING DEPARTMENT.

WHAT'S IN IT FOR YOU?

NEW business is beginning to appear in many Canadian papers, and, apart from the increase which the holiday season always brings, publishers may look to the agencies for some new business. McKim & Co. are placing a number of contracts with daily and weekly papers for Whitham's "never-slip" rubber sole shoe, a reasonable novelty which is to be extensively pushed throughout the Dominion. The advertising of Sir John Power's Irish whiskey is being placed by McKim & Co. also. Dailies only are being used. The "Irving" cigar is being advertised in the British Columbia dailies through McKim's agency, which is placing a number of contracts in weeklies throughout Canada for "Dick's Blood Purifier."

It is reported that the manufacturers of "Monkey Brand" soap, who rank among the largest of English advertisers, intend to exploit the Canadian market early next year. They will, it is said, place an advertising appropriation of \$5,000 at the disposal of their agents. Other English business may be looked for in the near future.

AN ABSURD PROPOSITION.

The publishers of The Inland Sentinel, Kamloops, B.C., write PRINTER AND PUBLISHER as follows:

"We enclose you a copy of a contract from Pettingill & Co., New York, which has just been received at this office. As you will see, this would occupy in the 34 weeks, counting the cap-heads as two lines each, somewhere in the neighborhood of 550 lines of solid reading matter, for which they offer us \$3. What we should like to know is this: Is there not some way to put a stop to people sending out such absurd propositions as the above? That any paper would accept rates like the foregoing is surely beyond probability. When one reckons the compositor's time, space occupied, the opening up of an account in the books, the sending of paper to advertiser, and the rendering of account, I think you will agree that the margin of profit would be exceedingly small; in fact, in our case, we would be considerably out of pocket.

"We should be glad to know whether there is not some way to prevent such ridiculous propositions being sent out. No doubt, if you were to call attention to the above in your columns, it would have a good effect. We should also like to know whether there are any papers that would accept such a rate, and what class of papers they are."

It is hard to see how to teach such people that proposals of this kind are insults to a publisher's intelligence. By keeping a stiff backbone on rates, home and foreign, the publisher can do something. Cannot our British Columbia friends form a joint committee for common action in affairs of this kind?

FREE COPIES AS BAIT.

Considering the trifling amount involved, it is strange that publishers do not—in fact, will not—send free copies of their papers to outside advertisers, whose business is received through advertising agencies. An advertiser should be put on the free

list as soon as the ad. appears. He appreciates the effort to retain his patronage, and, naturally, is more likely to consider favorably a medium he knows in preference to a paper he never sees. The wisdom of it is so palpable that it seems almost incredible that the majority of publishers should neglect it, even when the contract so stipulates. Some publishers contend that their rate is too low to allow of free copies being included. This is surely a foolish argument, for, if the business is not profitable, why does the newspaper accept it, and if it is, the cost of a copy is well spent in retaining the goodwill of the advertiser. Then, again, the publisher claims that if he places the foreign advertiser on the free list, he must do the same for the local advertisers. But the circumstances are entirely different. The local merchant is interested in his home paper, and reads it regularly for the news it contains. The general advertiser, who is using mediums all over the Dominion, is interested only in seeing his ad. and in acquainting himself with the quality of the publication. Circulations are an uncertain quantity, and so hard to determine that advertisers often decide the value of a medium from its appearance and contents—by which they judge the probable buying capacity of its readers—in preference to accepting the statements of agent or publisher.

It is sometimes claimed that if a copy is sent to the advertising agency it is not necessary to supply the advertiser. It should be remembered, however, that the agency has to check a dozen or more ads. running in the same paper, so that it cannot supply its clients with even an occasional copy. Many Canadian papers send free copies, unsolicited, to advertising agencies in Great Britain and the United States from whom they never receive a dollar's worth of business. Why not cut off these, and distribute your paper among general advertisers who spend their money with you?

THE AGENCY QUESTION.

The remarks made by Mr. Frank Munsey, in his address at the meeting of the Sphinx Club, in New York, last month, have created a widespread sensation. Mr. Munsey denounced the advertising agency system, of to-day, as bribery. The agent, he points out, is supposed to safeguard the advertiser's interest; to spend his money wisely; to select the mediums which experience has taught him are the best. Yet, it is the publisher and not the advertiser who pays the agent. The latter is in business for money, and it is not to be wondered at that he is more favorable to the "fake" that pays him 30 per cent. than to a paper of proven circulation which hands out a paltry 10 per cent. Journals which cannot hope to secure business on their merits go to an agency and offer special rates, rake-offs, etc., to obtain advertising to which they are not entitled. Of these, Mr. Munsey says: "The publisher who secretly arranges with this agent and that and the other for special rebates, rake-offs and round-ups, is, in every sense, morally and actually, a bribe-giver, and the agent who accepts these bribes is a dishonest man—a man in whose hands the advertiser cannot hope for fair treatment." Mr. Munsey has since made the announcement

that after January 1, 1899, he will not pay commission to any advertising agency. This, he believes, is the only consistent course for a publisher to follow who desires to be honest and above board with his advertisers. He thinks that the advertiser, and not the publisher, should pay the agent for his services. In this way only can he hope to get honest treatment and satisfactory results. The following opinions from J. F. McKay, secretary-treasurer of The Montreal Herald, Mr. Taylor and Mr. Dyas, of Toronto, are worth reading, as they express the views of Canadian publishers who have given serious thought and study to the great question of advertising agents and their commissions.

Canadian publishers who have not received a copy of Mr. Munsey's remarkable address may obtain one by writing to the Montreal office of **PRINTER AND PUBLISHER**.

OPINIONS OF CANADIAN ADVERTISING MANAGERS.

J. F. Mackay, Montreal Herald.

The problem of how to treat the advertising agent is one of the most difficult the publisher has to deal with. When Mr. Munsey says the advertising agent is the employe of the advertiser, he states what is generally true, not always. The non-advertising business man frequently becomes an advertiser through the good work of the agent, the initiative having been taken by the agent as the representative of one or more publishers. In such a case how can the commission paid by the publisher to the agent be a "bribe"? It is as legitimate a payment as is the salary of any member of the advertising staff of the paper. Mr. Munsey compares the advertising agent to the broker, but he must not forget that concerns needing capital frequently need a broker's service as much as do capitalists needing investment.

Personally, I would go half way with Mr. Munsey, and say that no publication issued in a metropolitan city should pay commission to an advertising agent. Their machinery for collecting business should be large enough to cover the whole ground. In nine cases out of ten it is large enough, and in the majority of cases the business offered by the agent has been canvassed for—often for months and years—by members of the paper's own staff. Then, when the advertiser has been educated to recognize the merits of this paper, he engages the agent to get up his advertisements, secure his electros, check his accounts, etc., and the publisher is asked to see the bill. No paper in Montreal or Toronto is justified in paying commission on Canadian business, for the reason that the number of general or prospective advertisers in this country is not so large that they cannot be seen personally at least once during the year, and circularized several times. To come closer home, I would say that it is almost presumption for an agent to ask commission on business secured in the very city where the paper is published. Then, who should pay the commission? Every publisher must be a rule to himself. If the country publisher accepts foreign advertising at all—but rare, indeed, are the publishers who make any money out of it—he must, for some time to come, be prepared to pay the commission. As for the city press, except in isolated cases, such, for instance, as a new advertiser who has not been canvassed by the paper's representatives, no commission should be allowed.

C. W. Taylor, Manager The Globe.

The newspapers evidently find that advertising agencies are useful, since they are glad to accept business from them. In

the United States some newspapers in the large cities, like New York and Chicago, declare themselves independent of advertising agencies, but in Canada you will find that, as a general rule, the large newspapers and the agencies do business together, and are on good terms. I have, personally, the friendliest relations with the agencies, and allow commissions on all but Toronto business. The Toronto dailies do not pay commission on local contracts. But, notwithstanding the utility of advertising agencies, and the fact that newspapers willingly accept a good deal of business from them, there is something to be said for the argument that the agencies should take their whole commission from the advertiser, not from both advertiser and newspaper. By so doing, they would avoid certain difficulties. The newspaper does not object to paying a commission to the agent, but there is always the feeling that part of it might go to the advertiser. That no newspaper wants, since it is simply cutting rates. For this reason, if the commission came wholly from the advertiser, as it ought to do, it would be better.

T. W. Dyas, Advertising Manager Mail and Empire, Toronto.

There are advertising agencies and advertising agencies. The two chief complaints made against the good advertising agency is that it tends to break down rates, and that it looks after business which would come to the paper in the ordinary course without a charge for bringing it over.

Now, I am inclined to think that, on the whole, the advertising agency, in its place, is a good thing. They increase business, to a certain extent, and the advice they give to advertisers, and the expert knowledge they possess is often of great value. It seems to me that the policy of newspapers ought to be to encourage the good agencies and to cut off the bad ones. The man who carries on his business under his hat, as a curbstone broker, is of no use to anyone and should be ruled out, but, as I have said, the good advertising agency, in its proper place, is a good thing.

The tendency, at the present, amongst the large newspapers, is to reduce the commissions paid to agencies. Some cut their commission and thus give rise to a misapprehension among advertisers as to the rates which a paper charges different people. The agencies have been charged with aiding the small newspapers at the expense of the large ones, since the country weekly gives them 25 per cent. commission, and city daily from 5 to 15 per cent. On the whole, for these and other reasons, I would prefer to deal with agencies for business outside of Canada, and to cover the Canadian field with our own men.

MR. PATTU'S SUCCESS.

The Woodstock Sentinel-Review is making extensive improvements to maintain its supremacy in its own field. A new Cox duplex press, costing \$7,500, has been purchased. Three other offices have this press, The London Free Press, Kingston Whig and Winnipeg Tribune, all thriving dailies in large cities and up-to-date in every way. The press will print six, seven or eight pages at the rate of between 5,000 and 6,000 copies an hour. An addition to the building, making room for the boiler and engine, which is to provide heat and steam for the whole establishment, has been put up, and the job-room is being completely overhauled. A small stereotyping plant for job work is being provided, and the entire office will thus be a most complete one, setting a pace which The Sentinel-Review's competitors will find it hard to keep. Woodstock has had for many years the services of one of the best newspaper and printing establishments in Canada.

WISE WORDS ON ADVERTISING.

By Andrew Patullo, M.P.P., Woodstock Sentinel-Review.

THIS is the time of the year when business men are talking a good deal about advertising and advertisements. It is a big subject; and a good many sensible things have been said on it by experts and specialist writers during the past year or two. Woodstock business men are good advertisers as a class. They understand their business. They know that there is not much sentiment about advertising.

Good advertisers don't advertise for sentiment, any more than a man works sixteen hours a day for his health. They advertise for business.

They advertise among those whom they are likely to do business with. They advertise in mediums that circulate among those whom they want to do business with. They don't advertise where there is no business to be done. When a man spends his money in advertising, he wants to get it back, and more, too, if he is sensible. A man is foolish to spend money in advertising if he is not likely to get it back. A sensible man may make a mistake, and not get his money back; but a sensible man won't keep on making mistakes. He will look for the right advertising medium, and stick to it if he finds it pays.

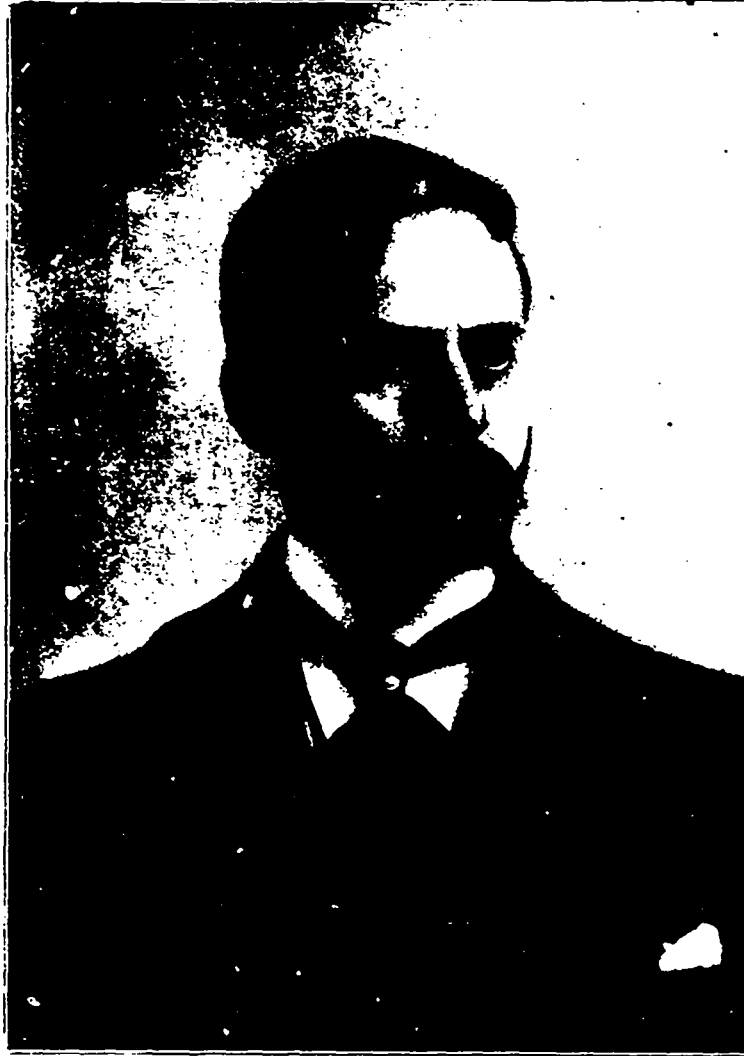
The basis of advertising, or of advertising rates, is circulation. Advertising rates and advertising profits depend on circulation. And there are both character and numbers in circulation. Good advertisers ask not only what the volume of a newspaper's circulation is, but its character; not only how many people, but what kind of people read a newspaper. They want to know how many people they can get at through a newspaper, what the newspaper is thought of by the people who read it, and whether the people who read it are the sort of people to do business with.

Some people who don't know much about advertising in a modern, up-to-date sense sometimes think that cheapness is the chief consideration in advertising. Good advertisers don't look for cheapness. They look away from it. They mistrust every advertising medium that is "cheap." With a good advertiser, to be cheap is to be worthless. They know that it costs money to build up a newspaper, it costs money to run a good one, it

costs money to get circulation and to hold it, and time, energy and money can't be sold cheap, much less be given away. Nine hundred and ninety-nine out of every thousand good advertisers in the world have found that high-priced advertising pays best, that so-called "cheap" advertising never pays at all. A fair and reasonable rate, though apparently high, in a good newspaper is very much cheaper—that is, it is more profitable—than so-called cheap advertising in inferior papers—that is, in papers of inferior standing and influence and circulation.

Some people who have not thought it out think that competition from a new paper

will make advertising cheap. In 99 cases out of 100, in this and every other country, it has made advertising dearer and more difficult. It has added a new burden to business men, to whom every newcomer professes to offer the blessing of competition and cheap advertising space. Competition between two shops might reduce the price of sugar, if it had been sold dear by a single shop before; but competition, so-called, by the multiplication of newspapers can never do such a thing. Quite the reverse. The obvious reason is that an old and largely-circulated newspaper has something to sell which another one hasn't got and can't get. It is its circulation. Its circulation is its own. It can't be got—that is, it can't be duplicated—by another paper. Another paper may get some circulation of its own, but it will be a different circulation; and a newly-got circulation is always inferior in character and advertising value



Gilbert Parker, the Canadian Novelist.

to an old. Advertising rates, as we have said, are based on circulation. They relate to the value of what is given for the money which the advertiser invests. A paper with a thousand of a circulation would, consequently, be a very dear advertising medium if it got one-half the rates of another paper with, say, five thousand of a circulation.

Nothing in the world is more tenacious than newspaper circulation. An old paper seldom loses its circulation through competition. If others get circulation, it is usually not at the expense of an old newspaper, but at the expense of the reading public. If they get business, it is not at the expense of old-established papers' rates, but at the expense of business men,

Dexter Folder Company

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

Highest Grade ...
Paper Folding and Feeding Machinery

NEW YORK
97 Reade St.

CHICAGO
315 Dearborn St.

BOSTON
149 Congress St.

who pay twice, or something like it, for the same thing, that is, for the same, or almost the same, circulation.

At this season of the year, advertisers should ask themselves what they want, who they want to reach, through what medium they can best reach the people they want to deal with, where people are in the habit of looking for advertisements, how they regard the paper in which these advertisements appear, are the rates reasonable, will they yield a return from the money paid, will it pay to change, will it pay to experiment, will it pay to spend money on a novelty, in sentiment, or in any other way, except on strict business principles. In a word, when a man intends to spend money in advertising, he should see to it that he invests it where he will get his own back, and with interest. Advertisers who think for themselves, who have studied advertising up to date, will not throw away money on so-called cheap advertising—which is usually a poor, that is, a worthless, investment. We believe, after a close study of many years, that advertising pays. It pays better than any other form of legitimate investment. But "cheap" advertising never pays, as every live business man knows.

LIBEL AND OTHER ACTIONS.

The management of The Montreal Herald will spend a portion of their future in the sweet solitude of a prison cell, if half the criminal actions with which they are threatened succeed. The paper's fearless exposure of the corruption that exists in Montreal's civic administration has aroused the ire of several officials who do not relish being criticized. Chief of Police Hughes has entered two civil suits and one criminal suit, and declares that he will enter four more. Mr. Laforest, superintendent of waterworks, is threatening both civil and criminal proceedings, while some of the city aldermen are also considering the advisability of bringing civil actions for libel against The Herald. No matter how the suits may result, journalists every-

where will commend The Herald for its public-spirited course, which must result in a cleansing of civic politics in Montreal. Mr. Peart, The Herald's city hall reporter, who has been instrumental in securing evidences of wrongdoing, which have startled the city, is well-known to western newspapermen as the late editor of The Chatham Banner.

The Ottawa Citizen has won great kudos for its successful defence in the case of Gourdeau vs. Southam. The item was one published several months ago, and merely chronicled the arrest of a domestic servant who gave her name as Eva Gourdeau. Major Gourdeau, of the civil service, contended that the item reflected upon his daughter, whose name is the same. The jury found for The Citizen, which has displayed courage and sense by defending the case. Mr. R. W. Shannon, barrister, handled The Citizen's case. Commenting upon the matter, The Brantford Expositor wisely suggests a change in the Ontario law which gives the court power to award security for costs when oath is taken that the plaintiff is not possessed of sufficient property. The judge, says The Expositor, should have authority to give security without the charge being made that the plaintiff is a man of straw.

An action has been taken in the Superior Court by I. G. Belley, advocate, of Chicoutimi, against J. D. Guy and J. L. Arthur Godbout, proprietors of Le Progres Du Sagueney, claiming \$10,000 damages for alleged libel.

J. T. R. Loranger, advocate, sues F. D. Shallow, proprietor of The Mouiteur de Commerce, for \$1,000 damages for alleged libel.

The Ottawa Journal has been notified of a libel suit to be brought by Aristide M. Lapierre, of Buckingham, Que., whom it attacked for charging high interest on a note of a poor neighbor. It is the first gun in a brave campaign against usury, and Mr. Ross intends, of course, to fight with his usual courage.

Cover Papers.

CANADA PAPER CO., Limited.

Toronto, Nov. 15th, 1898.

Our stock of cover papers is large and varied. We can suit you, as we have everything from the cheapest pamphlet covers to the latest novelties. See our Art Litho. Cover and our new Rococco.

When wanting cover drop us a card.

Yours truly,

CANADA PAPER CO., Limited.

J. Campbell
Manager.

OPINIONS OF THE CLUBBING SYSTEM.

A BAD EFFECT ON THE RATES.

C. W. Lawton, *Paris Review*.

CLUBBING with papers that come into opposition with your own—I mean such papers as *The Globe and Mail*—is a decided detriment in a rural weekly, and, while I am perforce compelled to club with these to a certain extent, I do not push them. With non-competing papers, such as *The Montreal Star*, *Farming*, *Farmer's Sun*, etc., clubbing is an advantage if the rates can be maintained at a reasonable figure. Last year, in this section, *The Mail* and a local weekly were clubbed at \$1, and it is such "damphoolishness" that does the mischief. This year, the thrifty granger confidently expects to get them for 90c. The premium system worked its own cure, and clubbing on such a basis as above will be equally effective.

NOT MUCH CLUBBING IN NOVA SCOTIA.

W. Dennis, *Halifax Herald*.

We do not club *The Herald* with any paper, nor does *The Chronicle*, so far as I know. I do not think the system is general in this Province, and if it exists at all it is among a few of the weeklies, the Liberal weeklies clubbing with *The Globe*, and the Conservative weeklies with *The Mail and Empire*. *The Montreal Star* has had a large circulation in this Province, because they send it down here for \$1 a year.

A DAILY PUBLISHER OPPOSES IT.

F. H. Dobbin, *Peterborough Review*.

Referring to the matter of "clubbing," the term meaning the practice by a publisher of combining the sale of one or more papers with that of his own publication ostensibly to increase the circulation of the latter, we have not found it helpful.

We have stopped the practice, now for some years. Briefly, the local publisher must act as canvasser, office-hand, collector, forwarder of remittances, all for the rake-off allowed. He can use his time to better advantage. It will pay better to put that much additional energy into his own business.

We do not refuse to procure, or order, for one of our subscribers any other paper. Many subscribers ask us to do so, and, were we to refuse, the subscriber might elect to take some other local paper, and with it, the outside periodicals he desired. In so doing we are careful to secure full price for our own papers, and see that the subscriber pays full charges for postage, etc.

We do not put a line of advertising in our papers—for any other paper—unless it is paid for. We print no clubbing lists. We offer no inducements. As far as we are concerned, we do not have the public to know of the existence, or price, or merits of any paper but our own, unless the other paper pays the shot. It's about all a fellow can do now-a-days to run his own business without taking on a share of some other.

The big city weeklies are, many of them, very excellent papers. They claim to be more or less prosperous. They can stand the expense of advertising. Just in proportion as the local publisher helps to introduce the city weekly he is providing something to be used in comparison to his own, and generally, as far as quantity of matter is concerned, to his own disadvantage. If the public—the rural public more particularly

—understood the relative cost of producing city and country papers, they would appreciate some things they never will appreciate.

Don't club, but if one must club, do as little as possible and don't make a row about it. And, finally, brethren, club to your own advantage.

THE CITY WEEKLY POINT OF VIEW.

The editor of a city weekly said to *PRINTER AND PUBLISHER* the other day: "Personally, I think, so far as we are concerned, that we could stop it with profit to ourselves. We don't make a rate lower than 75c. to anybody; and, as the country papers, with scarcely an exception, charge \$1.75 for their own weekly, clubbed with ours, I don't see where they stand to lose anything. But I think that scores of our regular subscribers who would remit \$1 direct send in their subscription through their local weekly, and every time this happens we drop 25c. Still, I suppose, on the whole, we gain in circulation by it. But, if I had my way renewal subscriptions would be \$1 and no less to every person on our list, only on new subscriptions would I pay commissions. It would cost us some circulation no doubt, but it would pay in the long run."

A WEEKLY'S BOLD ANNOUNCEMENT.

J. W. Eedy, in *The St. Mary's Journal*

The *Journal* is opposed on principle to clubbing. Country papers, in doing so, are simply constituting themselves the unpaid and unthanked agents of the large city papers. We have put money, time, and labor into *The Journal* to make it worth two cents a week (\$1 a year) if worth anything, and we will, under no circumstances, accept less or club at such a figure as will make *The Journal* less. Those of our subscribers who wish other papers will find us ready to oblige them when they request it at a price which will, in most cases, be much less than they could obtain these papers for, but that price will be \$1 for *The Journal* plus the gross cost to us of the papers asked for. All clubbing subscriptions must be paid in advance. A list of clubbing rates with all the leading papers can be had at this office for the asking.

THE VIEWS AND STANDING OF PARIS PAPERS.

Owing to the serious situation in Paris it may interest Canadian editors to know just how the papers of Paris stand in regard to the Dreyfus case, and their respective circulations, according to the official register. *Le Jour*, *Le Journal*, *Le Matin*, *Le Figaro*, *Le Journal des Debates*, and *Le Temps* may be said to be independent; formerly, however, with the exception of *Le Figaro*, they were strong anti-Dreyfus sheets. The papers which are carrying on a campaign in favor of Dreyfus, with their recorded circulations, are the following:

<i>L'Aurore</i>	10,000
<i>La Petite Republique</i>	40,000
<i>Les Droits de l'Homme</i>	2,000
<i>Le Siecle</i>	1,500

The following journals are anti-Semitic sheets, and are carrying on an elaborate and fierce campaign in the interests of the army and against the friends and defenders of the prisoner on the *Ile du Diable*:

<i>Le Petit Journal</i> , (Juder's).....	1,000,000
<i>Le Petit Parisien</i>	600,000
<i>L'Intransigeant</i> , (Rochefort's).....	200,000
<i>La Libre Parole</i> , (Drumont's).....	180,000
Other papers.....	300,000

Newspaper Printing

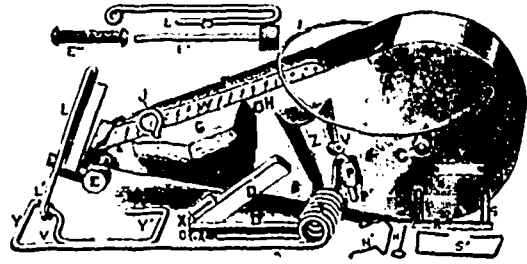
The MacLean Pub. Co.
Limited
 Printing Department
 MONTREAL...
 AND TORONTO

All kinds of Newspaper Printing done with care, accuracy, and speed. An immense stock of fancy type. Fast machinery. Every facility for the printing and publishing of weekly, bi-weekly, or monthly journals.

Estimates given on application to
THE MANAGER

Printing Department
 The MacLean Publishing Co.
Limited

R. Dick's Seventh Mailer.



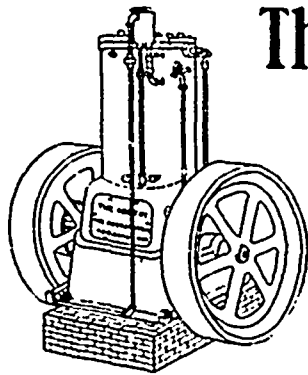
OVER
 8,000 IN
 USE.

NO
 BETTER
 MAILER
 MADE.

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

R. DICK ESTATE

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



"Built for Hard Work."

The Northey Gas or Gasoline Engine

RELIABLE ECONOMICAL DURABLE

Is being used with excellent results in both newspaper and job offices. Has all the printers' power requisites—smooth-running, easily controlled, costs little. Has no complicated features. Can be shut down on the instant—a valuable adjunct in view of possible press breakages, or set going again at full speed in less than a minute. Will run for hours with little or no attention. Needs no machinist to look after it—your "devil" could manage it. Uses either Gas or Gasoline for fuel—absolutely safe with either. Cost away below both steam and electricity. Made in all sizes, all parts interchangeable, thus facilitating repairs. Fully guaranteed in every particular. Send for illustrated booklet.

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

CAMPBELL TWO-REVOLUTION JOB AND BOOK.

Bed 37 x 52; four roller; table distribution; front delivery, printed side up. In first-class order.

CAMPBELL INTERMEDIATE.

Bed 33 x 49; 2 roller; table distribution; front fly delivery. First-class order.

WHARFEDALE, PAYNE.

Bed 42 x 52; four roller; table distribution; tapeless delivery. First-class order.

The above will be sold at a great sacrifice.

C. HOWARD SMITH

73 St. James Street,

— MONTREAL.

Agent . . .

Campbell Printing Press and Mfg. Co.
 NEW YORK.

HEAD OFFICE: TORONTO.

Every Prudent Man

Feels it to be a duty to provide for his wife and family. The Unconditional Accumulative Policies issued by the

Confederation Life

Association provide instant and certain protection from date of issue. Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

Hon. Sir W. P. Howland, C.B., K.C.M.G.
 President.

W. C. Macdonald
 Actuary.

J. K. MACDONALD
 Managing Director.

OUR NEW ENGINE.

The power now used in running the presses in The Statesman Publishing House is the Northey Gasoline Engine. This is a wonderful machine and as any person of ordinary intelligence can operate it, an engineer is unnecessary. We got a practical engineer from Toronto to set up the engine and the next week Mr. W. S. McKowan, foreman of The Statesman office, took charge of it and in seventeen seconds from the time of turning on the battery that produces the electric current that ignites the gasoline, speed was up and a paper delivered on the big Wharfedale press, printed. This statement will be hard to believe, considering the long time it has so far taken to get up steam in the new town fire-engine, but any person who doubts it is requested to call any Tuesday evening and be convinced by actual demonstration. Lest the readers may not quite understand our meaning, we mean to say that our foreman can come to the office on Monday morning, turn on the battery and have the two presses running at full speed in from 10 to 20 seconds. We have now thoroughly tested this gasoline engine, having used it a month, and we unhesitatingly state it meets our expectation in every particular, except that we have used a trifle more gasoline than the company say is requisite, but, as the cost of gasoline in Toronto is only 15 or 16c. per gallon, the cost per hour is less than 2c. per h.p. which is insignificant in an ordinary printing office.

The manufacturers have not asked us to write up their business, but we are so well pleased with our new engine that we take this opportunity of telling our friends how the machine is operated.

The Northey Gas and Gasoline Engine is the result of some years of experimenting in the endeavor to get a power that would be cheap and easy to handle, and the perfected engine that is the result of this long experimenting is rapidly replacing almost all other power producing machinery. The engine is built in all sizes from 1 to 50-horse power. It requires no engineer, no fireman. The simple turning of a stopcock and turning the fly-wheel once around by hand starts the engine. You turn off the gasoline and the engine stops. There is no danger from fire as there is no fire in connection with it. The engine is true to the motto of The Northey Company, "Built for hard work." All bearings being of the best metal obtainable and the actual working mechanism of the engine being incased inside the frame and running in an oil bath keeps it constantly lubricated, and, as this engine chamber is practically dust-proof, there is very little wear and tear on the working parts.

The Northey Company are achieving great success in introducing their Engine among printing offices. Among progressive papers besides The Statesman that have put in the engine we may mention, The Bracebridge Gazette, Meaford Mirror, St. Mary's Journal, Markham Economist, Orangeville Banner and Carleton Place Central Canadian.

The Northey Company are prepared to build engines geared for any purpose. Among some of the specialties that they are building are gasoline engines for waterworks pumps, gasoline engines for electric dynamos and gasoline engines geared to hoisting machinery for contractors.—Bowmanville Statesman, Nov. 9, 1898.

THE CIRCULATION QUESTION.

Go into any large city, or any small one either, and ask a publisher what he thinks of his neighbors. The chances are he will tell you they are a set of brazen frauds. There are publishers who would be glad to tell the truth about their circulation, but they say they cannot afford to be better than their neighbors. They say that honesty is at a fearful disadvantage in competition with the knavery that is rampant in newspaper counting-rooms.—National Advertiser.

A High-Grade cover paper, in art colors, at a reasonable price, is found in . . .

QUEEN COVER PAPER

10 Colors.

20 x 25, 50 lb.
\$4.50 per Rm.

Send for Samples.



BURNSIDE BRISTOL BOARD

Still leads. . . .

White and Colors.

Buntin, Gillies
& Co.

Hamilton

Mail Orders have Immediate and Careful Attention.

Has your Sample Book been Revised ?

Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, NOVEMBER, 1898.

DEMAND EQUAL CONSIDERATION.

THE Commissioners at Washington are working in secret upon the tariff questions, and it is, perhaps, best, under the circumstances, that the policy of withholding information regarding details until the full report is ready should be adhered to. We have, however, noticed, in all the articles which have appeared in the daily papers respecting the negotiations, that, while a good deal of attention has apparently been paid to the question of free lumber in return for free pine logs, but little is ever heard about free pulp for free spruce logs. It must not be lost sight of that whatever treaty or arrangements may be arrived at, as a result of the pending negotiations, will, in all probability, be the basis of the relations between the two countries for many years to come. We have before pointed out that the rapid development of the use of wood pulp, during the past 15 years, has entirely revolutionized the condition of affairs in our forests, and has imparted a commercial value to them which was before comparatively worthless. The wood pulp industry in Canada is, as yet, but in its infancy, and no one to-day will pretend to say that the limit of usefulness to which the pulp may be applied is within sight. If the indications are not misleading, the pulp and paper industry of the Dominion, which now rivals its sister industry of the forest, will, within a very few years, far surpass it in importance and value. It is, therefore, quite clear that, in any discussion of reciprocity in forest products, spruce wood and pulp should receive equal consideration with pine logs and lumber.

Our Commissioners should not overlook the object lesson contained in the Canadian trade returns for the last fiscal year: Exports of wood pulp to all countries, \$741,959. Exports of pulp wood, \$711,152. Had the pulp wood which went into the United States duty free been manufactured into pulp in Canada, the value of the wood pulp exported would have been increased by about \$2,000,000, which would have gone into the pockets of the workingmen and manufacturers of Canada. Neither should the Canadian Commissioners overlook the sound, logical arguments contained in the following resolution passed by a meeting of paper and pulp manufacturers held at Montreal in September: "It is the sense of this meeting that an export duty be immediately placed on all pulp wood exported from Canada (no matter in what shape or size) which would be equivalent to the present import duty on Canadian pulp entering the United States, unless the United States admit all Can-

adian pulp, both chemical and mechanical, free of all import duty."

Any measure of reciprocity which does not secure for the products of our pulp mills the same advantages in the American as that which is accorded the products of our saw mills will have failed to meet the requirements of the hour, and will cripple and sacrifice an industry which, though young in years, has already attained robust strength, and which, when fully developed, will be a most potent factor in the country's prosperity.

EXPORT DUTY ON PULP WOOD.

THE opponents of the proposal to place an export duty on pulp wood, who based their arguments upon the necessities of the poor settlers, who now find a source of considerable revenue in their spruce timber, have received a rude rebuff. There is, perhaps, no portion of Canada where the settlers have derived greater benefits from the demand for pulp wood than in Algoma, and it might naturally be expected that the strongest opposition to the proposed duty would come from these settlers. The Algoma Conservator, a weekly paper published at Gore Bay, Manitoulin Island, in the very heart of the spruce district, and which may fairly be accepted as expressing the sentiments of its settlers and farmer subscribers, has declared that an export duty on pulp wood is the remedy for the difficulty. The one thing which Algoma wants is population to develop its rich resources of the forest and soil, and The Conservator shrewdly argues that the imposition of an export duty on pulp wood, high enough to prohibit its exportation, would have the effect of establishing pulp mills along the north shores of lakes Huron and Superior. This candid expression of opinion by a paper representing the pulp wood farmers may be the turning point in the agitation for an export duty. The impression that such a duty would be unpopular with these farmers and would endanger the popularity of those politicians who advocated it had a powerful effect when the proposal was under discussion before. Once let the settler farmer declare for such a duty, this element of political danger being removed, the question comes within the range of practical politics, which may be handled with safety to those taking it up, and the prospects for its adoption are materially improved. If the United States taxes our pulp, the least the Canadian Government can do is to make them pay an export duty on pulp wood and give Canadian pulp mills a chance.

NOTES OF THE TRADE.

THE Norwegian Wood Pulp Association, becoming alarmed at the recent heavy and sudden fall in prices for chemical wood pulp, held a special meeting and passed a resolution setting forth that there was no reason for the sale of chemical wood pulp below the prices fixed by the association on September 5, last. The recent fall in prices, it is said, was attributable to the manoeuvres of agents whose interest it was to paralyze prices. The statistics show that the situation is quite as good now as it was at the same time last year.

The Miller Bros. Co., of Montreal, with a capital of \$300,000, will shortly ask for a Dominion charter to manufacture paper, wood and straw pulp, etc.

The International Paper Co., of New York, has added another to the long list of mills which it controls. The Rumford Falls Sulphite Co.'s mills are the latest addition to its possessions.

The Chicoutimi Pulp Co. will cease shipping pulp on November 15, having exported 7,000 tons during the last month. The mills will continue working during the Winter storing the pulp until navigation opens in the Spring.

The Reid Co., who have secured extensive pulp wood limits in Newfoundland, have undertaken to start operations on a large scale at Grand Lake. Their plan of operation is to so regulate the cutting over an area of 150 square miles that they will have a perpetual supply.

The buildings for the big paper mill at Grand Mere, Que., have been completed, and the machinery is being installed. It is expected that the mill will turn out its first paper before New Year's. The men have been sent into the bush to cut next year's supply of spruce.

The imports of mechanical wood pulp into France during the eight months ending August 31 amounted to 61,186 tons, as compared with 49,917 tons during the same period of 1897. The imports of chemical wood pulp for the same period fell off from 27,386 tons in 1897 to 26,421 tons in 1898.

The pulp and paper mills on the American side of the Niagara river, are making contracts for their supply of pulp wood for next year with the proviso that the wood is to be delivered at the mills duty free. They are not inclined to take any risks of a Canadian export duty being imposed.

An interesting experiment was made by the Russian Admiralty recently on a coffer-dam packed with blocks of cellulose made from the pith of corn stalks. The experiment is said to have proved conclusively that a ship provided with a coffer-dam properly packed with this material could be perforated five feet below the water line without the least danger of water entering.

The Supreme Court, at Ottawa, has given judgment upholding the decision of the Supreme Court of Quebec, making absolute an injunction restraining the town of Chicoutimi from issuing bonds amounting to \$10,000, in order to bonus the Chicoutimi Pulp Co. An endeavor will be made to find some other way of "raising the wind" in order to carry out the arrangement with the company.

The International Paper Co. is already finding the need of securing a further supply of spruce for the use of the various mills which have entered the great combine, and have their men out in every direction looking for spruce timber lands. It is

reported that they have recently purchased the Guise water-power on the the St. Maurice river, Que., and purpose erecting a large pulp mill there.

Severe competition in the paper trade is again reported. The demand for "news" having fallen off since the war, has caused the selling agents to resume their hustle for business. Several mills have had their agents covering the Maritime Provinces recently, and a large quantity was sold by them. One mill booked a contract for 100 tons at \$2.03 $\frac{2}{3}$ net delivered, equal to about \$1.86 at the mills, after a rival thought he had secured the order at \$2.08 net. The ruling price, however, was \$2.30 laid down, equal to \$2 at the mills.

THE STURGEON FALLS CONCESSION.

An inquiry made at the Crown Lands office resulted in the information being elicited that the concession to the English syndicate, which proposes commencing operations in the Sturgeon Falls district, is not so great as was supposed. The chief advantage the syndicate has obtained is the right to cut spruce over an area of 75 square miles, thus, as far as their knowledge goes, securing an ample supply of raw material, although there are no reliable reports available as to the quantity of spruce which the limit will yield per acre. The rate per cord which the Department charges per cord is 25c., where no conditions respecting manufacture, etc., are imposed; anybody could hitherto obtain the right to cut pulp wood at that rate. In some cases, where stringent restrictions have been imposed, the rate has been as low as 12 $\frac{1}{2}$ c. The new company are to pay 20c. per cord, and are bound down to manufacture the raw material in Canada and expend a certain amount in equipment. The syndicate have to pay nothing for the privilege of cutting upon the limits reserved; neither does anybody else, for that matter, the Government never having applied the principle of putting the right to cut spruce up for auction, as in the case of pine limits. It is not at all improbable, however, that the time is rapidly approaching when the spruce will have become of such importance as a staple article, that the Government will feel justified in dealing with spruce limits in the same manner in which the pine limits have been administered.

Late advices from England state that among the members of the syndicate are Mr. Harold Gilmore Campion, son of Admiral Campion; Mr. H. G. Sinclair, of Tilley & Henderson, the linen firm of London, Glasgow and Belfast; Mr. H. Graham Lloyd, of B. S. Lloyd & Co.; and Mr. Maures Horner, director of the State Insurance Co., and of Richardson & Co., the New Zealand wool house.

UNITED STATES MARKETS.

NEW YORK, Nov. 15.—The market for papermaking supplies is showing signs of improvement. Domestic sulphite fibre continues strong. First quality, 2 to 2.35c. Foreign sulphite, bleached, No. 1, 3.15 to 3 $\frac{1}{2}$ c.; No. 2, 2.70 to 2.80c. Foreign soda, bleached, 2.70 to 2.80c.; unbleached, No. 1, 2.15c.; No. 2, 2.10c. Domestic sulphite, unbleached, 1 $\frac{3}{4}$ to 2c.; domestic soda, bleached, 1.90 to 2.10c.

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

The demand for papermakers' chemicals is improving. Bleaching powder is quoted at 1.60c.; caustic soda at 1.70 to 1.75c.; and alkali at .67 $\frac{1}{2}$ to .75c.

Printers and Publishers !



ATTENTION IS DIRECTED TO THE HIGH QUALITY OF OUR GOODS

<p>No. 1 Litho. " 1 Book " 1 Toned Book " 2 Book " 2 Toned Book</p>

PAPER

In Stock Sizes and Weights.
Special Sizes to Order.

These papers have a uniform and beautiful finish, and are especially suitable for all kinds of fine **Book and Magazine Work**, Catalogues, Price Lists, etc.

Write for Samples and Prices to

The E. B. EDDY Co., Limited

Hull, Montreal, Toronto.

QUEBEC, HAMILTON, KINGSTON, LONDON, ST. JOHN, N.B. HALIFAX,
WINNIPEG, VICTORIA AND VANCOUVER, ST. JOHN'S, N'FLD

NEW MILLS DOWN BY THE SEA.

The people of the Maritime Provinces are taking up the question of developing their natural resources with great enthusiasm. They realize that in their spruce forests, which were formerly regarded with indifference owing to the small value placed upon them, they possess a rich source of commercial wealth, and are energetically seeking to develop them. A number of new mills have been projected, some are in course of construction, and the satisfactory results of the recent shipments of Canadian pulp to the Old Country have stimulated them to greater exertion. There is a great deal of friendly rivalry between towns and cities to secure the establishment of mills. A short time since, the Board of Trade of Woodstock, N.B., held a meeting to discuss the project of erecting a pulp mill. A subscription was raised to pay the preliminary expenses of getting the project into workable shape, and a committee was appointed to secure the services of an expert to look over the ground and prepare a report upon the prospects.

The project of establishing a pulp mill at Parrsboro', N.S., is also being pushed along with energy. A detailed report, which has been prepared by Engineer Allison, shows that Parrsboro' has particular advantages in point of location for pulp making, among them being cheap coal, excellent shipping facilities, abundance of raw material and abundance of water. At a meeting of the ratepayers of the town, a resolution authorizing the the town council to borrow \$10,000 on 30-year debentures at 4 per cent. for the purpose of bonusing a 30-ton sulphite pulp mill was passed unanimously.

Other mills which have recently been completed or are now under way, or likely to be soon, are:

At Mispec, near St. John, N.B., 30 tons daily. St. John Sulphite Pulp Co.

At Grand Falls, N.B., in which Senator Rodfield Proctor, of Vermont, is said to be interested.

At St. John, N.B., in which it is reported Mr. Cushing and Captain Partington are interested.

In Nova Scotia, in which an English syndicate is said to be interested.

CANADIAN SHIPMENTS TO BRITAIN.

The British Board of Trade returns for October record the arrival at Manchester, England, for The Manchester Enterprise, of a consignment of 50 rolls of paper from Quebec.

During the four weeks ending October 10, according to the British Board of Trade returns, 21,600 bundles of wood pulp were received at British ports from Canada. Of this, 12,637 bundles were received at the port of London, Montreal sending 7,039, St. John, N.B., 4,428, and Halifax, N.S., 1,200 bundles. About 6,500 bundles were consigned to order of shippers; 7,339 bundles, about two-thirds of which were shipped from Quebec, and the remainder from Montreal, were landed at Liverpool, and 1,040 bundles from Halifax, and 1,766 from St. Lawrence ports were reported at Manchester.

Joseph Gagnon and Israel Morin have made arrangements for a large quantity of pulp wood to be taken out this winter in the Lake Kenogami district, near Chicoutimi. S. A. Marks is also making extensive purchases on Manitoulin Island and the north shore of Lake Huron.

FOR \$267.50 I will insert a fifty line advertisement twenty times in fourteen (14) of the best papers, in the 11 largest cities in Canada. A snap for Holiday and Winter Goods. All good mediums, representing a circulation of over 150,000 copies per issue. Write it once for details to THE E. DESBARATS ADVERTISING AGENCY, MONTREAL.

SITUATION VACANT.

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

SITUATION WANTED.

SITUATION WANTED BY PRINTER. 22 YEARS' EXPERIENCE; has been employed as news editor, foreman, adv. writer and designer, proofreader, linotype operator, make-up, bookkeeper; responsible position where talents will be utilized. Address: "Printer," care this office. (11)

The representatives of **PRINTER AND PUBLISHER** being constantly in touch with Printers, Lithographers, Engravers, Publishers and other concerns using Type, Presses and Machinery of all kinds, in all parts of Canada, sometimes hear of bargains in new and second-hand plant. Any reader who wishes to buy anything, at any time, should send a postal card to the Montreal or Toronto offices, when we may be able to give him a tip where the exact article he wants to buy may be had.

The Toronto Patent Agency

Limited

CAPITAL, - - \$25,000.

W. H. SHAW, ESQ., President.

JOS. DOUST, ESQ., Vice-President.

J. ARTHUR MCMURTRY, Sec.-Treas.

79, 80, 81, 82 Confederation
Life Building**TORONTO, ONT.**

General Patent Agents in procuring Home and Foreign Patents and all matters pertaining to Patents and Patent Causes, also the buying and selling of Patents, and the organizing and promoting of Joint Stock Companies. List of 500 inventions wanted and list of Canadian Patented inventions for sale, mailed to any address free, address

Toronto Patent Agency, Limited, - Toronto, Ont.**PULP WOOD
LIMITS
FOR SALE**

Very extensive pulp wood limits in
New Brunswick for sale.

They lie on each side of a river with unlimited water power. Shipments can be made by rail or ocean vessel.

The cost of cutting and delivering at the water's edge or on board cars is probably less than anywhere else in Canada.

The property is well worthy investigation by large operators. Further particulars on application. Address inquiries, care of Editor,

**Canadian Paper and Pulp News**

Board of Trade,

. . . . MONTREAL.



HALF-TONES

...

WE MAKE A SPECIALTY
OF FINE HAND-FINISHED
HALF-TONES FOR
CHRISTMAS NUMBERS.

LET US SUBMIT A DESIGN
FOR YOUR COVER.

...

Toronto Engraving Co.

92 BAY STREET.

Your Interest and Ours

PUT US ON YOUR
MAILING LIST
AT ONCE . . .

Your paper should be sent to us regularly. We have constant calls for your local news; your editorial opinions, etc.

When we cut these clippings from your paper we always attach to the clipping the name, address, and date of your paper. These clippings go to capitalists, advertisers, and persons looking for new mediums to place their advertising.

Again, we are constantly asked in regard to the advertising value of different publications, and to speak intelligently along this line we need your paper in our files. We check and keep accurate record of the hundreds of papers received by us, and if yours is not already on our list you should take advantage of our proposition.

This is a cheap and satisfactory way for you to bring your paper before the best class of possible clients.


Board of Trade Building
MONTREAL

**MacLean's Press Clipping
Bureau**

BARGAINS IN ***** Printing Presses,

Etc.

A Few Words to the Printer.

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

A Few Words About Ourselves.

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

A Few Words About Prices.

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

Double Cylinders.

Hoe Double Cylinder

7-column quarto; box frame; fountains and rollers in sliding carriages; speed, 3,500 to 4,000 an hour; latest style machine; in fine condition; with two folders attached, or have feed folder, as preferred. Price on application

Drum Cylinders.

Babcock

Two roller, bed 33 x 51; air springs; tapeless delivery; R. and C. distribution. Price, \$1,500. At Montreal branch

Campbell Country

Bed 32 x 49½; wire springs; splendid condition. Price \$800

Campbell

Complete cylinder; table distribution, tape delivery, bed will print a 5-col. folio sheet; will run by hand or steam. Price \$375. This is a snap

Campbell Complete

27½ x 41; rack and screw and table distribution; tapeless delivery; will do fine printing. Price, \$700.

Cottrell & Babcock

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

Cottrell

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

Cranston Drum Pony

Bed 21 x 28; tapeless delivery; splendid order. Price \$700.

Hoe

Bed 31 x 43; prints 8 column folio. \$650.

Hoe

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

Potter

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

Potter

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

Potter, Extra Heavy

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

Potter

Four roller; size of bed 36½ x 52 in; table and rack and cam distribution; tapeless delivery, good register. Will print a 7-column quarto. Good as new. Price \$1,200.

Scott Job and News

Two rollers; bed 33 x 51; rack and cam and table distribution; tapeless delivery; air springs. Good order. Price \$1,200.

Taylor

Will print 5-column quarto sheet, table distribution, tape delivery. Price \$550.

Taylor

25 x 35; air springs; a good press. \$500.

Two Revolution Cylinders.

Kluder 4-Roller Pony Press

Late build; splendid machine; will run 3,000 per hour, bed 20 x 26; matter covered 19 x 24. \$900. At Montreal branch

No. 9 Cottrell

Box frame, up-to-date; 4 roller, two-revolution press; table distribution; tapeless delivery; trip, and all latest improvements; will do the finest kind of book work or half-tone work; size bed 43 x 56. Price \$2,000. This is a great snap.

Cottrell

Two roller; bed 42 x 60; tapeless delivery; air springs; rack and cam distribution; splendid condition; speed 2,000 per hour. \$1,000.

Campbell

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

Campbell

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

Campbell

Bed 41 x 56. Table distribution. Two form rollers. Price \$1,700.

Campbell

41 x 56; table distribution; four rollers. \$1,900.

Potter

Four roller, two-revolution press; bed 32 x 45; table distribution; tapeless delivery; air springs; splendid machine. Price \$1,600. This press is a snap.

Hand Presses and Paper Cutters.

24½ x 42 Hand Cylinder Press

Easy running and desirable for country office

Washington Press. 7 column. \$150.

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

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

One 30-inch Sheridan Power Cutter

Price, \$100

One 30-inch Sanborn Power Cutter

Price \$200.

Plow Cutters. Price \$15 each.

One 33-inch Hughes & Kimber Power Cutter.

Very powerful machine. Price \$200.

Card Cutter. 27-inch. \$25.

Job Presses.

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

Old Style Gordon, 10 x 15. \$135

Old Style Gordon, 13 x 19. \$200

Peerless, 13 x 19. \$250.

Hoe Ticket and Numbering Press

Price \$200.

Wharfedales.

Royal Payne

Bed 30 x 30; patent fly; good press. \$500.

Payne

Bed 36 x 46; four roller; patent flyers. \$850.

Payne Wharfedale

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

Dawson

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

Miller & Richard Quad Royal

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

Lithographic Presses, Etc.

Campbell Litho. Cylinder Press

Will take stone 35 x 49, this press is in splendid order. Price upon application.

One Double Crown Furnival Litho. Cylinder Press

In very fair order. \$550.

One Steam Copper Plate Press

This machine is new. \$125.

One Royle Router

Almost new; style No. 2. \$150.

One Royle Router, Radial Arm

Almost new. \$225.

Folding Machines.

One 8-column Quarto Brown Newspaper Folding Machine.

Splendid order. \$100

One 7-Column Quarto Brown Newspaper Folding Machine.

Good as new. \$350.

Miscellaneous.

Thompson Power Wire Stitcher

½ inch. Price \$75.

Kerr Water Motor. No 3. \$65.

Simple Book Trimmer. \$90.

Paper Jogger. 30 x 44. \$15.

15-Inch Job Backer. Price \$30

Two Seal Stampers

Hickok Power Book Sawing Machine

Price \$100.

Seven Horse Power "Rellance"

Electric Motor, Price \$150.

Eagle Card Cutter. Price \$10.

Sterling Perforator. Price \$30.

Hand Embossing Press

Takes 5 x 7 inches. Price \$50.

Hooke PAGING Machine

5 wheel. Price \$75.

Hickok Head Compressor. \$75.

Clamp Pad Press. Price \$5.

Toronto Type Foundry Co., Limited

44 Bay Street, Toronto, Ont.

MONTREAL—646 Craig Street.
WINNIPEG—175 Owen Street.

BRANCHES

VANCOUVER, B.C.—520 Cordova Street.
HALIFAX, N.S.—146 Lower Water Street.