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THE WEEKLY PRESS.

SPECIAL ARTICLES.

At the close of the year it is but natural that our thoughts should be somewhat retrospective. An examination of the year in many towns and cities in Canada will disclose many subjects for interesting articles during the last weeks of the old or the first weeks of the new year. The Berlin Telegraph and The Galt Reporter have found, by examination of the facts, that unusual building activity has prevailed in those places during the past year. Both of them devote four columns to the details of this activity. The Telegraph's list shows a total expenditure in this way in Berlin of \$127,575. In Galt, according to the returns published in The Reporter, \$287,800 has been spent in this work in the year. Almost half of this was spent by the C. P. R. in the erection of a new bridge, and in grading, raising tracks, etc. Nearly every section of Canada contains towns that have shown great briskness in this connec-

tion in past years. This would make excellent material for the local newspapers. Another good field for journalistic enterprise would be the demand for labor in the town during the year. A comparison of the wages paid out in the principal factories or mills this year as compared with former years should prove interesting.

A QUESTION RAISED.

The newspaper overflows with interest; it is the pulse of the community, and there isn't in all the world a better method of reaching the public than through its columns.—Ex.

Here's an item that has been going the round. There seems to be something in it that appeals to many editors—appeals either to some feeling of vanity or of idealism that has been left after years of struggling to make ends meet and to please advertisers. Were it an expression of desire it would be laudable, but, as an expression of fact, it is questionable. Is it true? Look over your last issue, Brother Editor. Does it bubble over with items bound to interest and entertain your particular constituency? Do its columns show the pulsations of the life of your community? True, it may be more interesting than usual, because you may now have in it stirring accounts of the warlike scenes in South Africa. But, the metropolitan dailies and weeklies have that. Does your paper, which is essentially a local one, give your readers a bright, interesting account of what is being done in your own locality? Is it full of items of interest that no outside paper would publish? If it is not, it cannot be the best medium by which to reach your public.

OUR CIRCULATION COMMISSIONERS' REPORT.

The following extracts are from the report of the commission appointed by the Canadian Publishers' Congress to find out how the circulation of the average country weekly newspaper could be materially increased:

The commission resumed its sitting (in Toronto) at 2 p.m., November 17, Jas. A. R.—, in the chair. Frederick Cancorn, grocer, Lindsay, Ont., was called.

Question—Is there anything about your business that would make interesting reading matter for the local press?

Answer—There is about every merchant's business, I believe.

Q.—Can you give an instance of this? A.—Yes. I find this year that, as work is more plentiful in Lindsay, there is less difficulty in securing payment for our goods than has been the case for some time—to use the trade term, "collections are easier."

Q.—Will that benefit all merchants? A.—It should; but, of course, you see the benefit is chiefly to those who, by getting more work to do, are able to earn more money. Freedom from poverty is a blessing which affects all persons in a community.

Q.—Will this affect the neighboring farmers? A.—Yes, the local demand for farm products is better, consequently the price of those which are largely consumed locally is improved.

Q.—Are you acquainted with the price of farm products? A.—Yes, of many of them.

Q.—How do they compare with former years? A.—The price of grains is about the same as last year, when they were higher than usual; I understand that live stock are dearer. Butter, eggs and cheese have been higher in price this Summer than for years.

Q.—Can you explain the reason why butter, cheese and eggs have been dearer? A.—The large home demand, caused by good times and increased population in Canada, has been the influence that has kept up the price of eggs. The high price of butter and cheese is a result of different conditions. During the past Summer there was a prolonged drought in England and Denmark, which, by drying up pastures, curtailed the supply of milk and limited the production of butter and cheese. This caused a shortage in Great Britain, which naturally advanced prices. Consequently, as our market depends on the British, prices were raised in proportion here. Cheese has been 2c. per lb. and butter 1 to 2c. per lb. dearer since July than in any Summer for seven years.

Q.—Did the advance affect the exports? A.—No, you see the Mother Country had to have our butter and cheese. On the contrary, the value of the cheese sent to Great Britain in the 11 months ending November 30, was \$350,000 more than in 1898. We now send about \$17,500,000 worth of cheese to Great Britain every year.

Q.—How about butter? A.—The exports of butter show remarkable development in recent years. Up to the year ending June, 1896, the export of butter from Canada averaged about \$1,000,000 per year. In two years from this the exports doubled, the export for the year ending June, 1898, being \$2,046,000. During the 11 months of the present year an increase of \$2,962,000 is shown in our export to Great Britain, which will make our butter trade with that country fully five times the value of what it was three years ago.

Q.—Who does this especially interest? A.—Every farmer who keeps cows; every merchant who handles produce; every person who consumes butter.

Q.—Do you know how the weekly press could keep in touch with such development in trade? A.—I watch my trade paper. They, I believe, get their reports from the Government Trade Returns.

THE OLDEST DAILY IN ONTARIO.

A CORRESPONDENT in last PRINTER AND PUBLISHER casually mentioned that the first daily established in Upper Canada was The Hamilton Spectator. This, it appears, is not true, as The British Whig, of Kingston, was the first. The founder of The Whig was Dr. Barker, who started it in 1824 as a weekly. It passed through the various stages of weekly, bi-weekly, tri-weekly, until in 1849 it became a daily. The Whig was a power for many years under Dr. Barker, and when, in 1872, it passed into the hands of its present proprietor, Mr. E. J. B. Pense, a grandson of that nestor of journalism in Upper Canada, it still further increased its usefulness and power. The paper has had a political history of its own. It was a supporter of the Liberal party until 1837, when it broke away on some issues connected with the Rebellion and supported the Conservatives.

For many years, during Sir John Macdonald's connection with Kingston, The Whig gave him a warm support, and when it passed into the hands of the present proprietor, about the time of the Pacific Scandal, it reverted to its old political love. During the past 25 years it has been a powerful independent supporter of the Liberal party, and its publisher has personally had the confidence and respect of both parties in the city in which he lives. There is no question about The Kingston Whig being the first daily, as the Montreal papers were only published three times a week in 1849, and there was no daily in Toronto in that year. There is something very interesting in this career of an influential journal, which has been in one family for over two generations of time, and which has prospered to an extent which proves that the capacity for journalism was hereditary in that family. The Whig issued in 1895 a magnificent special edition embodying these details and a great deal of the local history of Kingston.

THE MARKET FOR PAPER.

The unsettled state of the paper market is causing considerable confusion. Many manufacturers will quote only for immediate acceptance. Buntin, Gillies & Co., Hamilton, will postpone issuing a revised price list until the market shows some signs of settling down. In the meantime, they would prefer to make quotations on any goods required, but where time does not admit of this customers can rest assured of orders being filled at lowest market prices.

Mr. Clark is collecting subscriptions in southwestern Ontario for The Canadian Grocer and other papers. He has no authority from these publications and no one should pay him anything unless he can produce a written authority from the papers from which he claims to come.

Mr. H. E. Sands, 58 Upper Charles street, Leicester, England called at the London, England, office of THE PRINTER AND PUBLISHER to ascertain whether anything was known of his brother, Harold Sands, who was last heard of in Vancouver, B.C., where he was connected with some paper. Should any of THE PRINTER AND PUBLISHER'S readers know where Mr. Harold Sands is they might kindly communicate with his brother.

A LECTURE ON JOURNALISM.

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

IN the efficiency of its news service and the perfection of its mechanical equipment the press of Canada ranks with any press in the world. Perhaps few Canadians realize what an enormous field the chief Canadian papers cover, how heavy are the expenditures which rest particularly upon the morning journals, and how small and far-scattered is the population upon which they lean for support. We have in Canada a population of between 5,000,000 and 6,000,000 of people. At least 1,500,000 of these are French, and furnish few subscribers to the journals that are printed in English. We are separated by vast distances from the eastern as well as from the western Provinces. We have to carry our despatches from the far Yukon goldfields, from the mining camps of British Columbia, from the cities on the Pacific and from the cities on the Atlantic—from all over a territory almost as vast as that of the United States, but with few great centres of population, and, therefore, with no hope that we can achieve the large circulations and earn the great revenues that are secured by the chief metropolitan journals of the Old World, or even of the more populous communities in the American Republic. We receive as much news by cable as the American journals, and we give more space than even the best of the British papers to events in the United States. If we profit somewhat through our connection with the American press agencies, we still enlarge our papers to find space for all this world news and meet the costs of editing, composition and distribution. Then the news tolls within our home field are heavy, for, as distances are great and population sparse, charges for services by wire are necessarily high, and we have also to maintain correspondents at important centres. To all this there is one other onerous burden to be added. While Ottawa has an excellent and enterprising local press, the population is much below that of Montreal or Toronto, and naturally, therefore, the chief newspapers of the country are not published at the Federal capital. We follow the British rather than the American system in our method of Parliamentary reporting, and hence the morning journals, and particularly those of Toronto, are under heavy expenditures during each session of Parliament. Some of these papers maintain a staff of four men at the capital during most of the time that Parliament is sitting, and, for four or five months of each year, send over the wires daily from 5,000 to 10,000 words of the proceedings of Parliament. On the delivery of an important budget statement, or in case of some other great debate of exceptional popular interest, there have come over the wires to each of the chief morning papers of Toronto as much as 20,000, or even 30,000, words of one day's debate in the House of Commons. Again, we follow closely on British lines in our system of reporting the speeches of political leaders when campaigning throughout the country; and here, also, charges that bulk high in a twelvemonth have to be met for telegraph tolls and for

traveling representatives of the various papers. Distances are so great and trains so few, comparatively, that we probably have to send a much greater proportion of our despatches by wire than is the case in England, for example, where probably the great dailies of Manchester and Birmingham are able to use the mails for the bulk of their London reports. In view of all these facts, it may fairly be said that the newspapers of Canada are discharging their important functions with exceptional enterprise and admirable public spirit, and we may safely conclude that it is not in journalism that the millionaires of Canada are made, and that it is not by journalists that the income tax is evaded. So far as I can learn, however, the salaries of Canadian journalists, when we consider the sparseness of our population and the very onerous conditions under which newspapers are published in this country, are fair, while wages paid in the mechanical departments compare very favorably with the wages paid in any other Canadian industry. There are no great financial places in the profession, as in banking or in the head offices of the great railway corporations, but there are at least a few places where the salaries reach in to the thousands, and, generally, the scale of remuneration tends upward, as there is a growing demand for men better equipped with the learning of the schools and better fitted for grappling with the world-problems that press for consideration and for solution here, as in all other free communities.

The useful qualifications for success in journalism are a steady courage, a sober common sense, hard study of social and economic conditions, a thorough grasp of the political issues of the time, particularly of one's own country, and a mastery of simple, easy, familiar English. The pioneer conditions under which so many of the active journalists of the country came from the printer's case are passing. Here, as elsewhere, the inexorable machine is developing a class of mechanical experts and altering the old relation between the mechanical and editorial departments. Then, social and material conditions grow always more complex, and the demand for specialists in journalism, as in all other modern enterprises, more imperative. We must look more and more to the universities, to the departments of English and the departments of political science, for the finished writers and trained thinkers who shall make the journalism of Canada a creditable literary product, and a sane, well-balanced, progressive force in public affairs. Nowhere can it be more true than in journalism that knowledge is power, and if the journalists of America had dipped deeper into history, into the science of practical economics, into the financial heresies of revolutionary France, into the strange and important social experiments of the second French Republic, into the restrictive social and economic legislation of early England, they would have a less profound faith in the omnipotence of Legislatures to give value to coin or direction to commerce, to determine the wages of labor or the profits of industry, to give divinity to human nature or create a Paradise by statute. One hears the fear expressed that the corporations and the capitalists are acquiring an undue control over the universities of the United States; but, however that may be, it is still true that the best economic work and the soundest economic thinking in that country are proceeding from the univer-

sities, that out of these universities come many voices that speak and fear not, that out of these universities comes much of the best reasoned and most powerful advocacy of the control or regulation of public franchises, and for reform of the conditions which breed monopoly and plutocracy, and much of the best resistance to social and economic fallacies that have cheated and betrayed in other times, and yet seem new and praiseworthy to a class of newspapers which have faith only in the omnipotence of their own conclusions, and to a class of politicians who seem to believe that a plurality in the ward can overturn the decrees of Divine Providence. The universities of the United States are producing a body of social and economic literature that must be very influential in determining courses of public policy, and the more of the students trained under these sound and progressive economic thinkers we can get into journalism the better for the press and the better for the people.

There is a growing opinion that the press ought to be in very responsible hands, and perhaps a disposition to exaggerate its faults and follies, and undervalue its inestimable work for the moral and material welfare of mankind. We have got far away from the old notion that there was a touch of infallibility in the utterances of a public journal; but we must recognize that it is still possible for a sensational press in times of unrest, when the public temper is eager and the popular mind distressed and disturbed, to raise the furies in a community and effect grave national and international mischiefs. It is powerful to build and create, but, perhaps, not less powerful to pull down and destroy. Hence there is, under conditions of settled opinion, an increasing demand that the press shall show capacity for self-discipline, that it shall exhibit something like the self-restraint of a prudent and responsible statesmanship, and shall deal wisely and warily with questions that threaten a country's domestic peace or imperil its international relationships. Nowhere is the press more mischievous than in the realm of international affairs. In no other field is the press more powerful. It is the servant of intriguing diplomats, the mouthpiece of ambitious Ministers; it lashes popular opinion into fury, forces free Parliaments to bow to the opinion it has created. It is the screaming devil of France. Vulgar, scurrilous, venomous and ugly, it has no regard for private character, no respect for high office, no sense of public responsibility, no appreciation of the delicacy of international relationships. Bodley, quoted from one of the best of the French journals the statement that electoral literature under the Third Republic is "abject." He declares that there "a political opponent is not, as in countries where the Parliamentary system is a tradition, a fellow creature to be treated with respect and even cordiality in the intervals of party battles, but a dangerous monster to be exterminated." He puts among the reasons which keep capable men out of the Legislature in France, quoting high authority for his statement, "the abject character of electioneering literature, in which a candidate finds every intimate detail of his private life lampooned, and so has to retaliate with like poisoned weapons; the unedifying coarseness of journalistic polemics, which is not attenuated even in the rare cases where a candidate is an Academician." We do better than this in Canada; but here, too, we have

our share of bitterness, of violence, of unnecessary personal attack, and of deliberate misrepresentation of men's words and motives in order to serve the ends of party or the business interests of rival newspapers.

Anglo-Saxons everywhere rejoice to-day over the extraordinary growth of good feeling between Great Britain and the United States. No other international development of our time promises so much for the peace of the world, and for all the good ends of humanity and civilization. It is to the honor of the press of Great Britain that this great reconciliation was nobly and splendidly promoted by its foremost writers, as well as by the statesmen at Westminster. We cannot say as much for the press of this continent, neither on this side of the border nor on the other. There is more of the spirit of statesmanship, more of moderation, more of restraint, more of that sober calm and steadfast courage which become men who labor with world-wide issues and carry world-wide responsibilities in the press of Great Britain than in any other press in the world. Even there, however, if Lord Salisbury were less the steady, stalwart and staunchly immovable figure that he is, Great Britain would have been hurried into a premature war with Russia. He was forced to stand "four square to all the winds that blew," even against the press of his own party, in order to save the world's peace and avert a tragedy that would have brought this splendid century to its close in blood and ruin. Bismarck used a subservient press to make mischief all over Europe, to further the secret aims of an insidious statecraft, and to promote at any cost his imperial designs for the creation, the unification and the consolidation of the German Empire. Most of us believe that final good will come out of the destruction of Spanish power in Cuba and in the Philippines, that in those islands freedom and progress will take the place of servitude and reaction, and that, next to the British Empire, the free Republic of the United States is, to employ Lord Rosebery's term, the secular agency in the world best worth preserving. But there have been more admirable things than the spirit in which a great part of the press of the United States drove the republic on to that war, and we may feel sure that the story of American rule in the new possessions of the republic will read better to future generations of Americans than the story of the methods by and the conditions under which those possessions were acquired. One wonders why such sober-minded statesmen as Mr. James Bryce, and such brilliant journalists as Mr. Massingham, of *The London Chronicle*, who gave their hearty assent to the war against Spain, should express such stern doubt as to the necessity of the war in South Africa. If, in the first case, they could give the benefit of the doubt to the United States, surely, in the second, they could give the benefit of the doubt to Great Britain. In the calm judgment of the historian very few of the wars, even of the last half century, were either just or necessary. But in all of these wars the press drove on the nations to the combat, and, necessarily, was the eager ally of the combatants. For this last attitude one should perhaps be slow to censure. When war is on, the patriot holds up his flag and gives his heart and his prayer to the armies of his country.

(CONCLUDING PORTION IN NEXT ISSUE.)

THE VALUE OF WEIGHT

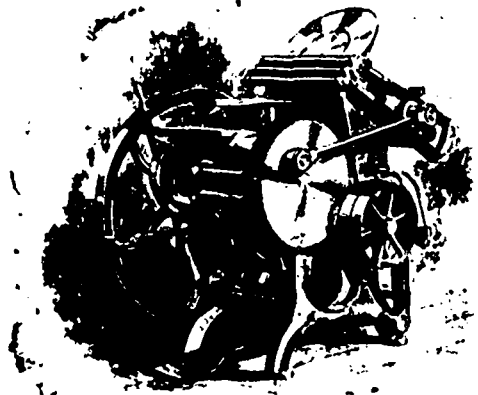
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TORONTO EMPLOYING PRINTERS DINE.

WHILE patriotism was the predominating characteristic of the annual banquet of the Employing Printers' Association of Toronto, which was held on Friday evening, December 8, at the National Club, the meeting was not void of significance to the printing fraternity of Canada. Several thoughts were expressed which, if acted upon, would be productive of good to all engaged in the business.

About 60 members and guests of the association were present. The chairman of the evening was Dan. A. Rose, vice-president of the association; the vice-chairmen, Atwell Fleming, secretary, Albert Maccomb, treasurer, and J. T. Johnston. On the chairman's right were: Messrs. J. S. Willison, J. F. Ellis, J. J. Palmer, Walter Haddon (London, Eng.), A. F. Rutter and Lieut.-Col. J. B. MacLean. On the left sat Messrs. Joseph T. Clark, C. W. Taylor, Wm. Stone, T. C. Irving and James Murray. There were also present: Messrs. F. M. Rutter, F. Diver, F. A. Ritchie, J. E. B. Littlejohn, Robt. G. McLean, E. J. Hathaway, Charles Johnson, Hugh C. MacLean, M. McBride, A. E. Whinton, C. Dyas, Geo. A. Howell, J. H. L. Patterson, H. J. Brown, Chas. F. Mansell, M. K. Hornibrook, Robt. J. Copeland, Daniel Rose, James Brown, J. M. C. Horn, A. W. Lee, R. Carswell, John Imrie, George Spence, H. I. Thompson, Arnold W. Thomas, Douglas Ford, R. Milne, T. G. Wilson, Jas. Dudley, D. O. McKimmon, Joseph Johnson, Geo. C. Patterson, Geo. N. Morang, G. R. Baker, J. F. Stokes, Fred. W. Rose, E. L. Young, Louis Huffman, T. A. Weldon, Doug. S. Murray, John C. Gardner, John S. Murray, Wm. Daly, Fred. Stone and R. M. Jaffray (Galt).

Letters of regret were received from Hon. G. W. Ross, Hon. J. R. Stratton, E. F. Clarke, M.P., John R. Barber, M.P.P., Dr. Briggs, Mayor Shaw, R. L. Patterson, A. E. Chatterton and others. Needless to say the repast was exceedingly choice, and was done full justice to by those present.

The toast of "The Queen" was responded to by three enthusiastic cheers, and a rousing tiger. Then the chairman proposed the toast of "Our Country and the Empire," asking Messrs. John Imrie, J. S. Willison and Lieut.-Col. J. B. MacLean to respond.

Mr. Imrie's speech was characteristic of the man. With the optimism of a poet and the warmth of a patriot, he referred to Canada as a country with a future among the nations, and to the Empire as the greatest of all times, closing with a reference to the influence for good that his countrymen, the Scotch, had exerted in Canada and other portions of the Empire.

Mr. Willison's speech was the address of the evening. He referred to the struggle in South Africa, commenting on the manner in which it had cemented together in ties of warmest kinship the various portions of the Empire, and welcoming the good relations that had been established between the free Empire of Great Britain and the free

Republic of the United States as tending to the welfare of the world. Referring to the future of Canada, he expressed the belief that many present would live to see a population of fifteen or twenty millions, embracing many creeds and nationalities. Those should be welcomed and so treated as to "mould them into fidelity to our institutions and simple loyalty to our Canadian commonwealth."

Lieut.-Col. MacLean emphasized the thought expressed by Mr. Willison regarding the treatment of Canadians who could not claim British descent. He particularly referred to the French-Canadians, who, he declared, are thoroughly loyal and devoted to British institutions, and expressed the opinion that the stand recently taken by the Hon. Mr. Tarte was in accord with that adopted by the Tory party in Britain. Referring to our Imperial relations, he expressed the belief that from the point of view of commerce it would be most advantageous for Canada to have closer business relations with Britain. There were those who prophesied the decline of British commerce because of the keen rivalry of the United States and Germany, but, after seven months spent in studying the conditions, he was convinced that Great Britain was bound to maintain her supremacy in the industrial and commercial world. He strongly urged that the success in securing penny postage should be followed by a united effort to secure an exclusively Canadian cable service between Canada and Great Britain. He complimented the association on the good work that they had done in Toronto, and hoped they would lend some of their energy towards the reorganization of the Montreal employers.

Mr. Dan. Rose, sr., next called for the toast of "The United Typothetae," coupling with it the names of Messrs. R. G. McLean and F. Diver.

Mr. McLean's address was entirely practical. He believed the Toronto printers should come closer together and understand each other better before they could help to reorganize their brethren in Montreal. The great trouble with the printing trade to-day is cheap work. Few printers, said he, know what printing costs. The result was, that too little was charged for altogether too much work. As illustration, he referred to a job which he had "lost." His estimate was \$5.25, the other man's \$1.50. In his early days as an employer he had made a miscalculation that taught him to be careful about his estimating. He had found, after completing a certain job, that the ink for it had cost \$10 more than he had accepted the job for. Many such errors are made by printers.

Mr. Diver made reference to the development of stereotyping and electrotyping, claiming the improvement in these branches of the printers' art had resulted in the betterment of the entire industry.

Vice-Chairman A. Maccomb proposed the toast of "Kindred Industries" in a brief, but warm address, appealing to those interested in all branches of the business to stand together with the aim of getting a better living by doing a little less work. He called on A. F. Rutter, W. Stone, T. A. Weldon, G. N. Morang, and H. I. Thompson to respond.

Mr. Rutter, though replying as a representative of the bookbinding industry, wanted to emphasize Mr. R. G. McLean's remarks about the cost of printing. A customer

of his had asked him for a tender on a fairly large job. His figure was \$216. A few days later, the customer informed him that another house had taken the work at \$110. He was somewhat astonished, for the cost of the paper in the job was \$116. It was no wonder the cost of printing agitated the printer. Combine was sometimes suggested, but he believed that the same results could be reached otherwise without exciting the hostility of "the dear public." What was needed was independence, combined with loyalty to one another, and the acceptance of no work without a fair living profit. It was a mistake to accept for \$20 a job for which \$25 should be charged. He considered the recent strike a good thing in that it had united the employers as they had never been before.

W. Stone, who spoke as representative of the lithographing industry, stated that the lithographers of Toronto had no organization, but believed the next best thing they could do would be to unite with the printers. The lithographers had trouble of their own in the matter of prices. He had adopted a system of keeping account of the cost of all work done. He had found it very useful, but the experience of a fellow-lithographer had been rather different. The friend tried the system for some time, and found it very useful, but after a time had informed the speaker that he had given it up. The reason he gave for so doing was that it showed him that he lost money on so many jobs that it discouraged him, and he needed encouragement rather than discouragement.

Mr. Weldon, as a paperman, was proud of his customers. He had enjoyed himself so much that he was afraid that had Mr. Eddy been present he would be tempted to give them their paper for nothing.

Mr. Morang referred, from a publisher's standpoint, to the necessity of a Canadian copyright law. He said that the international copyright law in the United States had given an immense impetus to the publishing and printing trades in that country, and expressed the belief that if Canadian printers and publishers would unite and obtain a better copyright law for Canada, the printing and papermaking industries, and all kindred trades, would make such an advance as had never yet been dreamed of. The public was slow to recognize the benefits of good printing, so there was now a big sale of miserable editions, cheaply bound. A good copyright law in Canada would stimulate authorship in this country. Such a law would not make publishing a monopoly, as there was competition among authors as well as among printers, but it would make possible a decent living price for all interested in the publishing of a good book. He paid a compliment to the class of printing done in Toronto, stating that some of the leading publishing houses in New York had complimented him on the appearance of books he had had printed in Toronto.

Chairman Rose expressed pleasure at the stand taken by Mr. Morang. He reviewed the attempts that have been made to secure a copyright law, expressing the belief that, had Sir John Thompson lived a year or two longer, the law would have been secured. He promised that, if the publishers would join in the movement for a Canadian copyright law, they would send the strongest deputation to Ottawa that had yet visited the capital regarding the matter.

He agreed with Mr. Morang that such a law would be a boon to the printing industry in Toronto. He concluded by proposing the toast of "The Art Preservative," asking Messrs. J. T. Clark, Atwell Fleming and Major J. Hornibrook to reply.

Mr. Clark was the humorist of the evening, and told, in his inimitable style, some of his experiences in connection with printers and printing.

Mr. Fleming felt that printers did not fully realize the dignity of their profession. Gathering together and preserving, as it does, the best art and thought of all ages, it was the great educational factor of the world. It had much to do with the development of the artistic taste of a nation, and should have more. The reason it had not more was the perpetual grind of work. Art needs to be mellowed by time to stand criticism, and printing is often done in such a rush that work which comes from the press looking artistic to a degree proves, after the passing of a few months, to be lacking in the qualities of true art.

Major Hornibrook thought it was high time that printers awoke to the fact that their business is an art. If that were properly realized, the trouble of cheap work would not be serious. He believed that the printer should receive for his time and thought a price which was reasonable and right, and would welcome united action to secure such prices.

The toast of "Trade and Commerce" was proposed by A. F. Rutter, and responded to by T. C. Irving, J. F. Ellis, and Walter Haddon, London, England.

Mr. Ellis declared that Canada was destined to be the great paper-producing country of the world. It was now making rapid strides in that direction. For the size and wealth of the country there was more money invested in Canada in this industry than in any other country on the globe, and the industry was advancing by leaps and bounds. That which benefited the paper-making industry must also tend to the benefit of the allied trades.

Mr. Haddon spoke of the commercial prospects of the Dominion from the standpoint of an Englishman, and stated that this country is looked upon in Britain as the pioneer in the great movement which had taken place within the last few years towards a closer union between the Mother Country and the colonies. As the representative of an export house he was grateful to Canada for what it had done towards securing Imperial penny postage. It had led to a large increase in correspondence between Britain and the other parts of the Empire, and the next thing was to follow this up by a cheaper cablegram service. Canada had also rendered great aid to Imperial unity by adopting the preferential tariff. This would immensely stimulate the export to Canada of British manufactures which were not produced in the Dominion, and would give cheaper freight rates on Canadian goods exported to the Mother Country. He advised that an effort should be made to induce the great journalists of Great Britain to visit Canada, that they might be impressed, as he had been, with the immense resources and possibilities of the country.

In proposing the toast of "The Ladies" Chairman Rose called on J. T. Johnson, the "father" of the association, and F. M. Rutter, the youngest member, to respond. To

Photo Book Paper

is suitable for the finest illustrated work, because its printing qualities are almost perfect. It is more suitable than coated paper for catalogues, because it is a more durable paper.

You can make more money, quote a lower price, and make a more satisfactory price list on Photo Book than on any surface-coated paper.

Prompt shipment and careful attention to Letter Orders.

CANADA PAPER CO., Limited.

TORONTO.

J. Campbell
Manager

the disappointment of all, however, Mr. Johnston, considered the subject too vast to speak on, and said but a few words. Mr. Rutter gave a short speech, giving the fair sex their due meed of praise.

"The Press" was responded to by R. M. Jaffray, Galt, and D. O. McKinnon, of THE PRINTER AND PUBLISHER.

A REPORTER'S INTEGRITY.

A newspaperman was asked to call on a business man, and, when he did so, the merchant crammed a \$50 bill into his vest pocket with the remark that the newspaper man had done him some favors, and he wanted to show his appreciation of them.

As the newspaperman had done him no favors, he was surprised; but the business man got off to his office, and, as the money could not be returned to him there in the presence of his clerks, the newspaperman turned it over to

his employer, told him how he had come by it, and went about his business.

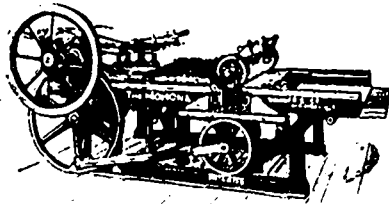
The money was returned by mail, and within three months that newspaperman had to write up the crimes of a sharper, who happened to be this very man.

Of course, he saw what was coming, and he took this means to head off the man he knew would be called upon to ferret out his sharp games; but it didn't work.—Boston Record.

Wilbert Clark, recently of Windsor, Ont., has been sentenced to six months in the Central Prison for falsely representing himself as agent and taking subscriptions for The Mail and Empire.

Le Journal, the new Conservative daily in Montreal, issued its first number December 16. It is a well-printed sheet, looks newsy, and seems to give promise of a long and prosperous career.

THE MONONA LEVERLESS



The BEST Printing Press in the WORLD
for the MONEY.

\$25.00 COUPON

PRINTER AND PUBLISHER.

OUR ANNUAL NEW YEAR'S PRESENT TO 25 PRINTERS

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

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



A THANKFUL CHRISTMAS HEART.

THE PARIS PRESS.

A CRITICAL ARTICLE BY A UNITED STATES NEWSPAPERMAN.

ONE afternoon, an American newspaperman ran across the editor of one of the most prominent Paris evening newspapers. He was sitting on the terrace of the Cafe de la Paix, and upon the table in front of him was a glass of absinthe. Hardly an hour before had occurred a calamity which had stirred Paris to its centre. More than 100 people, the flower of French fashion, had been burned to death in the ruins of the Bazar de la Charite. The news had been brought to the boulevards by word of mouth; hundreds of victims, was the report, and among them all the great people of the old regime. It was the biggest piece of news in 20 years.

The editor-in-chief beckoned to the American and pointed to a seat beside him. He was greatly excited, although he assumed calmness.

"What a desolating thing it is!" he cried. "Ah, my friend, France has received a cruel blow! Well, we must bear up; we must have fortitude."

He went on, waxing reminiscent, then poetical.

Presently, the American's nose for news impelled him to remark that none of the papers seemed yet to have got out an extra.

The Frenchman's glance was reproachful. "Always thinking of the dollars! What a practical people, you Americans!"

The American explained rather strongly that trustworthy news regarding the calamity would relieve public anxiety; as yet, there was nothing but rumors.

"An extra!" echoed the editor again. Then, with an injured air, he pulled out his watch.

"Why, my dear fellow, do you know that I dine in half-an-hour?"

The American laughed, impolitely.

"To-morrow, my friend, to-morrow," said the Frenchman, "You will be able to read it all to-morrow. It is too late this evening."

It was then not six o'clock. At seven, the Presse, a puny little sheet, published late to give the result of the races, had no information about the fire. At 10 a religious paper, The Croix, got out an extra. Its printing office adjoined the scene of the disaster and some of its compositors had helped at the rescue; but it printed nothing but the rumors of the street. Toward midnight two or three of the evening papers, the reporters of which had finished their dinners and made the usual rounds of the theatres on free tickets, tumbled over each other at the police station nearest the scene of the disaster. They got no news, but some extras came out announcing in big type the facts that everybody knew.

In the morning, each of the papers had two or three columns, not more than 2,000 words, still rumors. On the second day they printed the police reports. On the third

day the news began to be something like trustworthy, and was of the character that an American paper would have had in press within an hour. There was a diagram of the scene of the fire, and two or three hasty sketches of the ruins were given in one of the most enterprising papers. But it was only when the weekly illustrated papers came out, on the fourth day, that the real story of calamity was told. From that time until the expiration of three weeks the news came out in dribbles, and at the end of the month the French press, with many repetitions, had told such a story of the burning of the Bazar de la Charite as an ordinary American paper in a town of 50,000 people would have told upon the following morning. This little incident, the American newspaperman thought, struck the keynote of French journalism.

The French paper gives, almost invariably, as its leading first-page article, its one editorial, which is usually a column and a half in length. It is political, often red-hot, sometimes poetic. Following this is generally what are called "Echoes," which consist of a column or so of matter, frequently intended to be humorous, reprinted from English papers or from magazines. In this department the French find their American news, which consists, for the most part, of highly ingenious theories regarding the pursuits of American millionaires, or preposterous yarns showing off the supposed customs of higher circles of society among "the countrymen of Clara Ward," as the French refer to us. After the "Echoes" come a few telegrams from half-a-dozen provinces, usually about fires, floods or strikes, or the celebration of the unveiling of a statue. The unveiling of a statue is the reporter's strong point; he never thinks of writing less than two columns about it, and, if the matter is sent by telegraph, it always exceeds in space all other telegraphic news. Unless the President is on one of his junketing tours through the country, these telegrams, amounting in all to an average of half a column, are all the telegraphic news the paper receives, except the foreign telegrams from the agencies. If the President is on his travels, the editor spares no expense; each Paris newspaper dogs his steps, and the reporter telegraphs hotly every detail—every time the President opens his mouth, every word that he utters is telegraphed; his clothes are described in full every time he changes them; the Parisian newspaper prints in leaded type the bill of fare of every meal he sits down to.

After the telegraphic news, the French paper presents a column entitled "Information." This is made up of the routine reports of the Government offices, relating principally to the changes in clerkships. Then comes the court news, and, confined to the smallest space, the reports of the proceedings in the Senate and Chamber of Deputies, also presented as a matter of routine. Following these is the local news—always concentrated under the heading "Faits Divers," or "Paris au Jour le Jour." All the news of Paris, much of it exceedingly picturesque, is here boiled down to paragraphs. It makes an American reporter heartsick to see the way in which "beautiful stories" are smothered. After the "Faits Divers" comes a half-column of similar matter relating to the suburbs. Then follows the theatrical news, which is in two divisions. The first is the criticism of new plays, written by the critic who is a great man on French papers; the second, another criticism,

Before Moving

to our **New Premises**

we are offering very special inducements in

NEW AND SECOND-HAND

**Type, Chases, Cases,
Small Tools,
Job and Cylinder Presses,
Paper Cutters (Lever and Power)**

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

Toronto Type Foundry Co., Limited

44 Bay Street, Toronto.

but done by the regular theatrical man, and minor notes of the theatres. The literary and the art criticism are not a regular feature, and appear periodically after the dramatic article. Then comes a column or so devoted to the Bourse, in which financial matters, for some reason not discernible to an Anglo-Saxon, are treated with a certain degree of facetiousness. The lower third of this page is devoted to stock and bond quotations, which are very complete, because nearly all French people, no matter what their station, are investors. Last, but by no means least, come two columns or so devoted to sports. This means, principally, horse-racing and bicycling.

The advertising in a French paper is not profitable. As a rule it does not take up one-fourth of one of its pages. It is not the custom to advertise. Aside from the posters and handbills pasted on dead walls, nearly all the advertising is done in a small pamphlet called the *Journal des Petites Affiches*, which one consults in the cafes. The paternalism of the Government, too, supplies the place of advertising. It not only sells you matches and cigars and lends you money on your watch, but it takes you under its wing when you want a servant or a midwife, and has lists of almost everything that you can need, which lists you can consult free of charge. Then, there is a great deal of free advertising done by the newspapers in the way of puffs. If one has not the influence to procure a puff it is notorious that the financial and theatrical columns of all the papers but two or three are open to anybody at a fixed price. Puffs in other parts of the paper cost from \$3 to \$8 a line, in all except *The Petit Journal* which is more virtuous and charges \$20. For this price the papers will say anything you want them to say, so long as it is not contrary to law. For ordinary advertising, printed as such, the rate varies from 20c. a line in the papers of small circulation to \$1.20 in *The Figaro*, *The Petit Journal* and a few others.

The cost of producing the Paris paper is much larger than its printed appearance would seem to warrant. The reporters get from \$40 to \$100 a month, the editorial writers from \$200 to \$500. The cost of the telegraph service is small, and nearly all the expense is in the actual printing. *The Petit Journal*, for instance, gives its yearly expense account as follows:

Editorial staff and telegraph tolls	\$80,000
Typesetting	25,000
Stereotyping	15,000
Paper	440,000
Presswork	24,000
Ink, oil, fuel, etc.	16,000
Total	\$600,000

As these figures are for 1,100,000 copies, the cost of the average French newspaper, which circulates not more than 25,000, would be about \$14,000.

PRICE FOR FOREIGN ADVERTISING.

I consider foreign advertising undesirable, even at the rate the home advertiser pays, because it requires too much trouble to meet the exacting conditions and keep track of insertions. In other words, the general advertiser who spends \$20 a year in a weekly paper costs the office more to look after than does the local man who spends twice that much a month. My idea is that every publisher should charge

the foreign man the same rate for the same amount of space that the home merchant is charged, with the addition that the former should pay from 10 to 50 per cent. extra for the position he demands, if the paper grants position at all. All card rates should charge for run of paper, and positions granted should be charged extra. Reading matter ads. should be charged at the same rate that a local merchant would be charged for the same number of lines, and not given to the foreign advertiser at display rates. If an advertiser wants display, let him pay for display, and if he wants readers, let him pay for reading notices.—Harry U. Tibbens, Connellsville.

RAILWAYS AND NEWSPAPERS.

It appears that the new management of the Delaware, Lackawanna and Western railway have a sensible idea of their relation with the press. The *Windsor Record* says the following order was recently given to the chief clerk:

"Communicate at once by telephone with every newspaper in New York. Tell them we had a bad accident at Patterson, and that, while it reflects seriously on us, we do not care to have it made worse by ignorant misrepresentation and guesswork. Ask them to send reporters—the more the better—to Patterson right away, and tell them that if it is not possible for their men to reach Hoboken in time for our last train at 9.30 o'clock, we will find some way to get them out there. In the meantime, give all inquirers all the information that comes into your possession."

These instructions, continues *The Record*, were carried out to the letter. Later, at the scene of the disaster, the officers of the railroad devoted as much time as could properly be spared from the care of the injured in making clear all the details of the accident.

Things are different in Canada. Instructions have been issued to railway officials to suppress all information from newspaper reporters, and, as the railways control the telegraph lines along their roads, they are able to do this for a time. The newspapers are bound to publish some account and desire to give only the facts, but, when the railways themselves do everything they can to conceal the facts, it is not surprising that exaggerated and often incorrect reports are published. Railway officials seem to forget that persons on trains when accidents occur have friends who are anxious for the news and have a right to it.

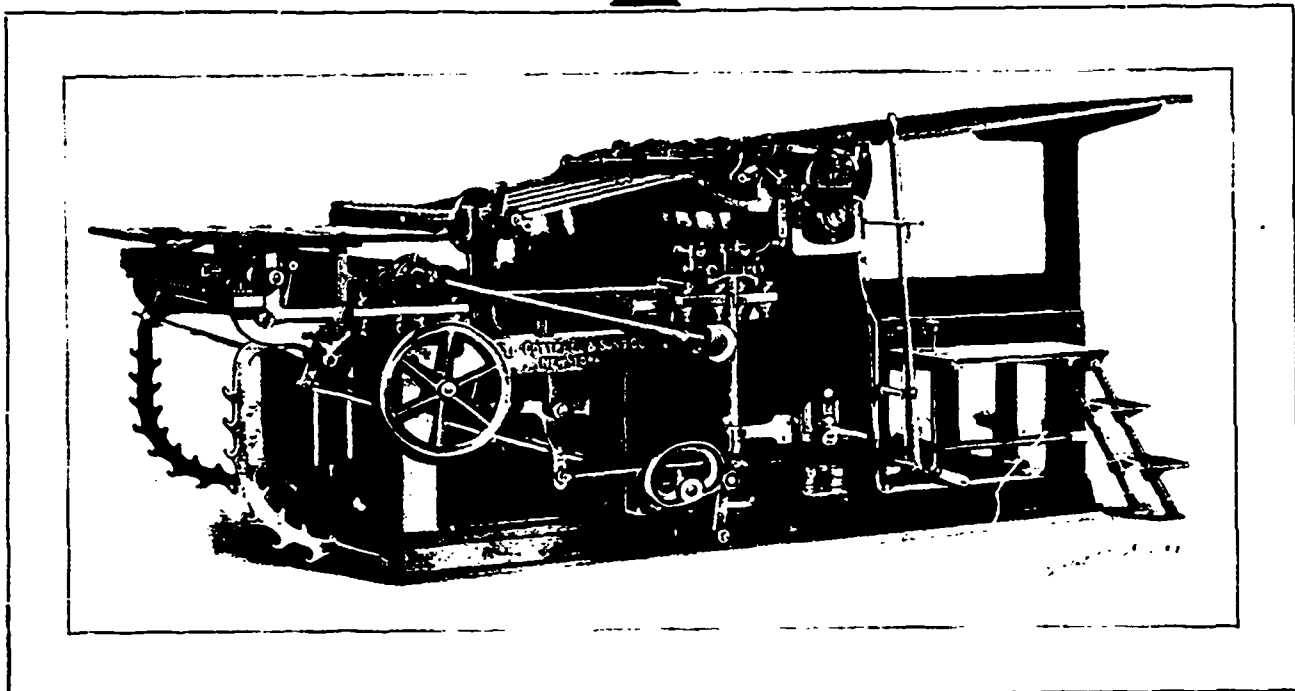
The actions of the railways at such times stir up ill-will among newspapers, and a great deal more prominence is given to accidents than there would be if the bare facts were furnished promptly. Railroads must recognize that, in these days, the newspaper is the medium through which people look for accounts of railway accidents, and it is a duty railway officials owe to the representatives of newspapers to supply that news as promptly and accurately as possible. When this information is refused or kept back the persons responsible should be brought up with a round turn.

Printers should look at the New Year's gift offered them on page 8 of this issue.

The New Cottrell

4-ROLLER...

Two
Revolution
Press



This Press is made in the following
bed sizes:



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

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

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

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

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

For price and terms apply

Toronto Type Foundry Co., Limited.

SOLE AGENTS FOR CANADA.

Binner Gothic

22 POINT

FARMERS Inauguration

6 A. 9s. \$0 00

60 POINT

Manufacturers EXPENDITURE

7 A. 10s. \$8 00

48 POINT

DISTINGUISHED Artistic Thermometer

6 A. 12s. \$7 00

30 POINT

MODERN RAILROAD
Delights Excursionists

10 A. 15s. \$6 00

30 POINT

PERMANENT INVESTMENT
Eastern Historical Society

12 A. 16s. \$5 00

24 POINT

BURNING ELEVATORS UNNOTICED
Mild Language of Soft Brown Eyes
1234567890

14 A. 20s. \$4 00

18 POINT

ADMIRED BEAUTIFUL FOLDING SLEEVES
Funeral Services Held Over Dead Soldiers
1234567890

19 A. 27s. \$3 25

Schoeffer Old Style

PATENTED

72 POINT

3 A. 4s. \$6 50

BOYS Travel

60 POINT

REMARKABLE

3 A. 5s. \$7 00

Time was made

48 POINT

YOUNG SOLDIERS
Arouse Enthusiasm

4 A. 7s. \$8 00

36 POINT

CHARITABLE REMEDY
Necessity to Act Quickly

6 A. 9s. \$5 00

Manufactured by American Type Founders Company.

TORONTO TYPE FOUNDRY, Selling Agents for Canada.

COMMERCIAL TYPE FOUNDRY, SELLING AGENTS FOR CANADA.

Iroquois Series

60 POINT
HIT Fish
3 A 4s \$12 00

48 POINT
PUBLIC
3 A 4s \$8 00
Cash Lost

60 POINT
EAST India
3 A 5s \$9 00

48 POINT
CENTURION
Roman Soldier
4 A 6s \$10 50

Bradley Italic Outline

60 POINT
Sound Banker
3 A 5s \$9 00

48 POINT
Novel Time Clock
3 A 7s \$7 25

36 POINT
Monthly Reports Given
4 A 10s \$5 50

30 POINT
Quakers Welcome Visitors
5 A 12s \$5 00
Unique Patriotic Ceremony

24 POINT
Fame and Fortune never overtake
men in the day of their discontent
6 A 18s \$4 50

18 POINT
The perilous rush of Speculators and the
Adventuresome Miner to the Gold Fields
7 A 25s \$4 00
1234567890

Manufactured by American Type Founders Company.
TORONTO TYPE FOUNDRY, Selling Agents for Canada.

Pages Missing

THE ADVERTISING ARENA.

Conducted for PRINTER AND PUBLISHER by the Ad. Scribe.

THE WAR AND ADVERTISING.

It seems to be the general opinion that there will be no falling off in advertising in Canadian papers on account of the Transvaal War. During the Spanish-American trouble the loss to Canadian publishers on account of the decrease in proprietary medicine and similar advertising was quite a serious item. It will be remembered that the United States Government imposed a tax on certain enterprises, such as the medicine business, which largely curtailed their advertising, but the present struggle will not affect us in that way. This will be cheering news to newspapers which have gone to a heavy expenditure in obtaining special war correspondence, illustrations, etc., and are scarcely in a position to face a sharp drop in their revenue.

For one thing, Canadian papers do not carry a sufficient amount of English business to seriously feel a decrease, then it is improbable that any extraordinary tax which may be imposed by the Imperial Government to meet war expenses will restrict the operations of English firms which do business in this country.



F. ABRAHAM,
Advertising Manager of The
Montreal Herald.

"Are advertising prospects good?" said an advertising manager to whom I had propounded the question, "Why, my boy they're immense. Business is good all over the continent and there's lots of money loose. After January 1 there will be a raft of new contracts going. That's right," and the ad. magnate beamed and rubbed his hands gleefully. While this may be too optimistic a view, undoubtedly the newspapers may look forward to a prosperous year. At first, when a period of prosperity makes its appearance advertising falls off rather than increases, because merchants and manufacturers who are pressed by the unexpected increase in trade do not feel like spending money in promotive measures, but, when the first spurt is over and they have time to look about them, they realize the advisability of reaching out for business while people have money to spend. This desire to make hay while the sun shines is bound to bring lots of mail-order advertising to papers in the outlying Provinces. Already, Manitoba and Northwest dailies are carrying an unusually large number of ads. from Eastern houses which are looking for scalps among the denizens of the Woolly West.

Of course, general advertising has been more or less hampered this month by the approaching holidays and the lateness of the season. Still, the advertising agencies continue to send out a few orders. McKim & Co. are placing some business for the Indian Catarrh Cure Co., of Mont-

real, in Ontario and Quebec dailies; for "Wheat-Marrow," a new breakfast food, in a list of Quebec papers, and for The Spramator Co., of London. This agency is also sending out advertisements for the Kingston Business College, The Dr. Howard Medicine Co., of Brockville, and McGregor-Banwell Co., of Windsor, Ont. The papers have been flooded with retail advertising during the past few weeks. This is due not only to the ordinary holiday increase, but also to the continued bad weather. Men who find their stores empty and goods unsold within a couple of weeks of Christmas seek a remedy in printers' ink, and double or treble the size of their ads. In Montreal the pressure upon the dailies has been so great that they have been compelled to refuse columns of lucrative ads. simply for want of space. The Montreal Star's issue of December 16 contained more advertising than had ever appeared in one issue of that paper before.

Readers of this department who have been interested in the item and subsequent letter relating to W. H. Scroggie, of Montreal, and his nonadvertising propensities, which appeared in recent issues, will be glad to hear that he has seen the error of his ways and has become a regular advertiser. On the reopening of his store, which had been seriously damaged by a falling wall, he made contracts with the city dailies, and is now numbered among the big retail advertisers. No conversion of so much magnitude has been made for many a long day. As an advertising man remarked, "The house had to fall on him before he saw the necessity of advertising, but it has come at last."

TORONTO ADVERTISING.

The Christmas season is proving satisfactory to Toronto publishers this year, as far as advertising is concerned. One daily newspaperman stated the other day that fully 25 per cent. more business was being placed this year than last. The J. S. Robertson Co. have been very busy with this special work. They have also placed some outside contracts lately. Several contracts for the British-American Business College have been placed in country weeklies; Heintzman & Co. have taken space in the London and Hamilton dailies. After New Year's, the Toronto College of Music will place several contracts through this company. Though the list of papers has not yet been chosen, several in the Northwest are likely to be included.

Begin & Proulx, printers, Quebec, have assigned.

Moncel & McCallum, printers, Montreal, have registered partnership.

James Wallis, job printer, Yarmouth, N.S., has retired from business.

I. E. & A. F. Walters, printers, Montreal, have dissolved partnership.

Claxton & Whitwain, printers, Ridgeway, Ont., have bought out W. H. Bole, stationer, West Lorne, Ont.

Charles Hellmuth, manufacturing agent for the United States and Canada for Kast & Ehinger's lithographic inks, is opening a branch, with office and factory, at 357 South Clark street, Wells Building, Chicago, on January 1, 1900.



The Only Gatling Roller Plant

... IN CANADA



“Perfect” Rollers

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

“Perfect” Rollers

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

“Perfect” Rollers

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

SEND YOUR ROLLER CORES TO US AND WE WILL CAST YOU. . .

“PERFECT” ROLLERS in our celebrated REMELTO COMPOSITION.

TORONTO TYPE FOUNDRY CO.

LIMITED.



Cushing Italic

PATENTED

24 POINT

6A 15s \$4.50

MODERN ART EXHIBITIONS
The comprehensive Catalogue is ready and will wonderfully assist our visitors to enjoy the exquisite collections of American sculptors

18 POINT

10A 20s \$4.00

DISPLAY OF HANDSOME CARPET
Five thousand yards of Brussels Carpet in twenty popular patterns will be placed before the public this afternoon, together with some of the choicest Oriental Rugs ever passed through the Custom House

15 POINT

10A 25s \$3.50

PICNIC OF THE ROXBURY HORSE GUARDS
The annual picnic this year will be held at the new reservation at Nantasket Beach. Special open cars will be available for the transportation of picnickers and their cousins from sunrise until the approach of dinner time. A special feature of the occasion will be the singing of some verses set to music in 1802

Vertical Writing

24 POINT

7A 22s \$6.00

This is twenty-four point Vertical Writing, originated by American Type Founders Company, sole makers
 1 2 3 4 5 6 7 8 9 0

18 POINT

8A 25s \$4.75

The system of Vertical Writing is Finding Advocates in all Parts of the Country, and is being adopted in European educational circles as well. Young people learn rapidly when they are taught this system
 1 2 3 4 5 6 7 8 9 0

POINT

10A 35s \$4.00

When, in the Course of Educational Events, the system of Vertical Writing becomes the Standard of Teaching in Public Schools, the Printer should provide himself with Types of that Standard. In this Connection it is perhaps superfluous to state that these are the Types. Further remarks unnecessary
 1 2 3 4 5 6 7 8 9 0

Manufactured by American Type Founders Company.

TORONTO TYPE FOUNDRY, Selling Agents for Canada.

Standard Lining Antique

6A \$3.75

BEAUTIFUL
CUBAN GIRLS

8A \$3.40

PROGRESSIVE
BOXING TEACHER
AMERICAN SAILORS
STRONG GOVERNMENT

10A \$2.70

20A \$2.30

MIDSUMMER
NIGHT DREAMS
SECOND-HAND
SEWING MACHINE

12 POINT No 3

20A \$2.80

12 POINT No 3

12 POINT No 2

6 POINT No 5

MOUNTAIN CLIMBER
ROMANTIC ENTERTAINER
TINWARE MERCHANDISE
MANUFACTURER AND JOBBER

6 POINT No 5

20A \$2.00

12 POINT No 1

30A \$1.75

6 POINT No 3

LAUGHING BABBLING BROOK
SPRING AND SUMMER ARE COMING
PRESENT DIFFICULTY ACCEPTED
MOONLIGHT RAMBLING ON THE BEACH

6 POINT No 3

30A \$1.50

6 POINT No 2

30A \$1.25

6 POINT No 1

PENSIVELY LOOKING BACKWARD
EXALTED THOUGHTS AND WORTHY BEHAVIOR
NINE COLORED JATINS AND GOODS
ARRIVING DAILY ON THE STEAMSHIP INTERNATIONAL
1234567890

6 POINT No 1

35A \$1.25

35A \$1.00

Card Mercantile

5A \$3.00

SERIES 10

6A \$2.75

LONGINGS

8A \$2.50

MORE TYPES

14A \$2.60

FINIE CLEAN CARD

16A \$1.75

UNIQUE \$32.58 DESIGNS

18A \$1.50

AMERICAN TYPE FOUNDERS CO.

20A \$1.25

CARDS AND HEADINGS ARE INVESTED
WITH FINE ARISTOCRATIC SHARPNESS

20A \$1.15

AND IT IS DIFFICULT IF NOT IMPOSSIBLE TO
IMAGINE HOW ANYTHING FINER EVER CAN

22A \$1.00

FOR IMITATING THE WORK OF STEEL ENGRAVERS THERE
CAN BE NOTHING MORE BEAUTIFUL PICKED FROM A CASE

20A \$1.00

THE CARD MERCANTILE MERIDIAN IS AN ABSOLUTE SPECIMEN IN MODERNIZED
COMPOSITION WHEREBY THE PEOPLE PATRONISE ONLY 19TH CENTURY PRINTERS

Manufactured by American Type Founders Company.

TORONTO TYPE FOUNDRY, Selling Agents for Canada.

WHY A GOOD WEEKLY IS WORTH \$1.50.

THE publisher of The Woodbury (Conn.) Reporter tells in the following how he arrived at the conclusion after 23 years' experience, that he must have \$1.50 per year for his paper:

"A country weekly cannot be profitably published at less than \$1.50 per year. We have tried it at \$1, hoping thereby to secure a greatly increased number of subscribers, but the increase was not apparent. We have tried it at the \$1.25 rate, and the returns did not pay expenses. The field is not favorable to the publication of a good country paper at less than \$1.50 per year. Had the town double the population, it would afford an opportunity for largely increased patronage, and a \$1 or \$1.25 rate would perhaps be quite large enough to yield an adequate return. The editor of The Reporter has devoted nearly 23 years to newspaper work, and about 18 years of this time has been spent on this paper, and the satisfaction of printing a paper as good as The Reporter is about all he has got out of it. Surely a man is entitled to something more, for the years of hard work in his chosen profession. A lawyer, for instance, will sometimes receive more money for a few days' labor than we have accumulated in a quarter of a century. The Reporter is worth \$1.50 per year. We were compelled to advance the price to this figure last Winter. Even at this price the margin is narrow. Print paper that we could buy two months ago for \$42 per ton now costs \$60, and all other material has proportionately advanced. We pen this article because a few—very few—people 'kick' at the \$1.50 rate. But we are glad to note that for the 100 or more subscribers whose subscriptions have been paid since we advanced the price, only about half a dozen have discontinued."

AN ENGLISH RETORT.

London Paper and Pulp says: "We are told that the American papermaker will be thoroughly master of the news situation in England, because (1) he has cheap freights; (2) because he has the raw material; (3) because the English maker has to resort to steam for power; (4) because, though labor is cheaper, it costs the Britisher more per 100 lb. in the long run, and (5) because English machinery is out of date and inferior to American. Now, in the first place, we do not dispute that the American maker has cheap freights to certain ports in this country, but the paper, is not, as a rule, consumed there, and has to pay the high inland carriage just as the home-made article has. Secondly, the United States maker has not got the raw material, but has to depend on a British colony for it to a large extent, and pay more for it than the makers here. Thirdly, water-power is not a sine qua non in modern papermaking, in addition to which the development of water-power is very expensive. Fourthly, labor costs pretty much the same in all countries per pound of paper; and, fifthly, to say that English machinery is out of date and inferior to American is simply to display a lamentable ignorance of the true state of affairs. America has only been able to place two machines in this country as an experiment, with results which do not justify boasting, whereas we have placed, and are placing, machines in every

country of the world with the best results. Finally, for all this eagle-screeching, America has not yet been able to place a ton of news in this country at a profit to the makers or exporters, or with satisfactory results to the consumers, and, until she can do so she can hardly expect to terrify us with her bogey."

PAID NOTICES TO BE MARKED.

Newspaperdom stands for the making of a clear distinction as between advertising and reading matter. Newspaper readers do not like to be tricked into reading something that purports to be, or has the appearance of being, news or matter of interest, to find, towards the end, that it is an advertisement. The publisher who insists that such notices shall be clearly designated is the one who will merit and receive most cordial support from the reading public he caters to. People do read advertisements, but they want to feel that they read them of their own volition. It is a question, too, if "trick" advertising pays, but that is another story. The point we are striving for is that the publisher who serves his readers honestly serves them best, other things being equal.—New York Newspaperdom.

CATERING TO THE ADVERTISER.

Often, very often, the retaining or losing of an advertiser by a paper is due to what, at first thought, seems a trivial matter. As illustrating this, Profitable Advertising says:

"There is a great difference in the manner in which metropolitan dailies handle their advertising patrons.

"The other day, copy for a big ad. was sent to a New York paper, accompanied by the request that a certain type face be used. It so happened, however, that there was not sufficient type of the style desired in the office, and so the advertising manager sent back word to that effect to the advertiser, and also asked if some other face wouldn't be 'just as good.' This was one paper's way.

"On the same day the same ad., accompanied by the same instructions, went to another New York daily, and, after the genial advertising manager thereof had discovered what was wanted, he straightway hied himself to the speaking tube, and whistled up the composing-room.

"'Have you type enough of this face to set the ad.?' he asked.

"'No,' came the answer.

"'Then order it at once,' said the manager, tersely.

"This was another paper's way.

"Of course, this is only one instance, but it serves to show the difference in the methods used by newspapers in pleasing and holding an advertiser—a difference, too, that the advertiser is quick to recognize and appreciate in the placing of present and future business."

The moral is obvious, and applies to other than big city dailies, and to things other than type.

J. F. Telaat has registered as proprietor of H. Peters & Co., printers, Montreal.

The publishers of the Niagara Falls Record announce that they will begin the publication of a daily on January 1, 1900.

Bargains in PRINTING PRESSES, Etc.

A Few Words to the Printer

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

A Few Words About Ourselves

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

A Few Words about Prices

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.

Web Presses

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

Two Revolution Cylinders.

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

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

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

Drum Cylinders.

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

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

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

Cottrell & Babcock. 25 x 41; two rollers; tape delivery. \$550.

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

Cottrell. 35 x 52, air springs. Will take 7-column quarto. \$800.

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

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

Hoe. 42 x 47; tape delivery; rack and cam distribution. Price \$650.

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

Hoe Pony. 21 x 23; rack and screw distribution; tapeless delivery. Price \$350.

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

Potter. Bed 29 x 42, rack and cam distribution, tapeless delivery.

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

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

Potter. Bed 32 1/2 x 46 1/2, tape delivery; rack and cam distribution. Price \$700. At Montreal branch.

Potter, Extra Heavy. Two rollers; bed 29 x 42; tape delivery; will print double royal sheet. In splendid condition. Price \$200.

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

Taylor. Bed 30 x 46; good newspaper press. \$300.

Taylor. 26 x 33, rack and screw distribution; tapeless delivery.

Taylor. Bed 26 1/2 x 31 1/2, tape delivery, rack and cam distribution, air springs; a good press. Price \$500.

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

Taylor. (O-hawa Make). Bed 30 x 46, tape delivery; rack, screw and table distribution.

Lithographic Presses.

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.

Folding Machines.

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

One 6-column Quarto Stonemetz Folder. \$300. Montreal branch.

7-column Quarto Dexter Folder.

One 7-column Quarto Stonemetz Folder. \$250.

Stonemetz Book Folder. 27 x 47. No. 3 and 4 folds.

Hand Presses and Paper Cutters.

Ideal Hand Cylinder No. 2. Bed 14 1/2 x 48 1/2; in perfect condition—used only a few months.

Washington Press. 7 column. \$150.

One 8-column Washington Hand Press. \$120.

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

One 30-inch Sheridan Power Cutter. Price, \$120.

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

One 30-inch Sanborn Power Paper Cutter.

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

25-inch Cranston Undercut Paper Cutter.

30-inch Gem Paper Cutter. \$100.

One 33-inch Hughes & Kimber Power Cutter. Very powerful machine. Price \$200.

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

Eagle Card Cutter. Price \$10.

29-inch Ruggles Card Cutter.

Job Presses.

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

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

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

Peerless, 13 x 19. \$250.

Peerless, 14x20. \$275.

Lightning Jobber, 10 x 15.

Almost new. \$135.
Hoe Ticket and Numbering Press. \$200.

Wharfedales.

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

Fieldhouse. Bed 16 1/2 x 51.

Payne. Bed 30 x 32; patent fly; good press. \$500.

Payne. Bed 30 x 46; four roller; patent flyers. \$850.

Payne. Good as new; bed 37 x 50; four rollers, patent fly; extra distribution; double gears; thin fountain blade—a very fine press—\$350.

Dawson. Two-color press; prints 25 x 42 paper, excellent machine for posters, tags, etc., in two colors. Price on application.

Dawson. Bed 27 x 34 1/2.

Miller & Richard Quad Royal. Bed 55 x 107; prints 8 column quarto; fine press. Price \$1000.

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

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

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

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

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

Anglo-American. Prints 6-column quarto.

Box Machinery.

Brehmer Corner Wire Stitcher.

Scoring Machine. 28 inch.

Miscellaneous.

Hercules Wire Staple Binder. Price \$8.

Acme Staple Binder No. 4. Almost new. \$25.

Minton Thorne Type Setting Machine. \$1,200.

25-Inch Bronzing Machine. By Sargent. \$250.

15 H.P. Oil Gas Engine. Latest style—as good as new. \$500.

Thompson Power Wire Stitcher. 1/2 inch. Price \$75.

Kerr Water Motor. No. 3. \$65.

Scoble Book Trimmer. \$90.

No. 0 Field Blower. \$15.

Stereo Shaving Machine. \$25.

Two Seal Stampers.

Sanborn Book Sawing Machine.

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

8 H.P. Electric Motor. 500 volts; guaranteed as good as new.

Hoele Paging Machine. 3 wheel. Price \$75.

Hickok Head Compressor. \$75.

Sanborn Foot Stabbing Machine.

16-Inch Sanborn Roller Backer.

27-Inch Rotary Perforator.

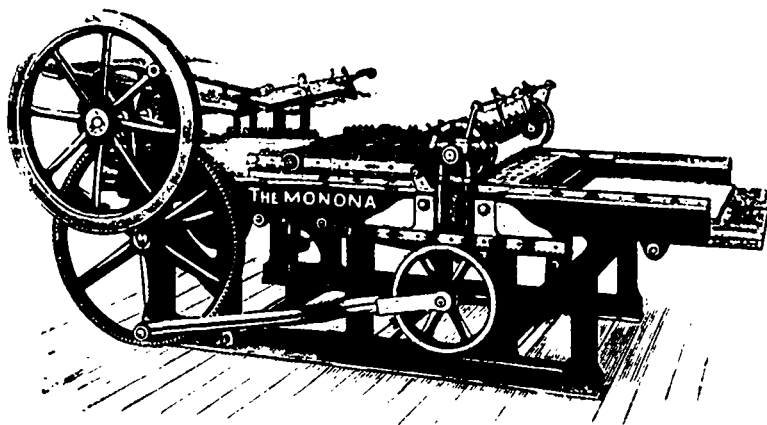
TORONTO TYPE FOUNDRY CO., Limited, Toronto

THE...

Canadian Leverless Monona

News and Job Printing Press

PRINTS
6 COL.
QUARTO
SHEET.



RUNS
EASILY
BY HAND
POWER.

THE BEST PRESS EVER OFFERED TO CANADIAN COUNTRY PRINTERS.

NOTE A FEW POINTS OF EXCELLENCE :

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

Branches at.....

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

Toronto Type Foundry Co.,

TORONTO, ONT.

CAUSE AND EFFECT.

"GLADYS has awfully small hands, hasn't she?"

"Yes, and it makes her have a big head also."

AN INGENIOUS ANSWER.

AGNES—Did you ever love before?

TOM.—Of course. How else could I be sure enough that you were the best of the bunch to want to marry you?

FIELD'S WIT.

SOMEONE once sent to Eugene Field a poem entitled "Why Do I Live?" Mr. Field, who was the literary editor of a Chicago paper, found the verses so bad that he could not refrain from writing the following reply: "Because you send your verses by mail."

BY THE SAD SEA WAVES.

THE LITERARY ONE.—Do you admire Fielding and Smollett?

THE POLITICAL ONE.—I don't know anything about Smollett, but I always whoop it up for Fielding. I'm from Halifax, you know.

HUMAN FALLIBILITY.

THE COOK.—I can't stand the missus, sor?

BRUGGS (sarcastically)—That's a pity, Bridget. I might have been more considerate and selected a wife who would have suited you.

THE COOK.—Sure, sor, we all make mistakes sometimes.

DISTANCE LEADS ESCHEMMENT.

"ISN'T it strange?"

"What?"

"That the farther away one gets from an ancestor the prouder one feels of him?"

THAT SETTLED IT.

JEANETTE.—I don't believe Kitty would care for this lamp.
JOHN.—But think how easily you can change the figures \$1.93 to look like \$4.98!

SHE'D HAVE THE LAST WORD.

MR. PHINNY (who had just had a slight disagreement with Mrs. Phinny).—I can read you through like a book, Maria.

MRS. PHINNY.—Yes, but thank Heaven, you can't shut me up like one.

AN APT PUPIL.

A PARROT in a certain house was usually kept in the dining room with the family, but during the winter was removed to the kitchen for greater warmth. When the winter

OH! WHERE AND OH WHERE IS THE HIGHLAND LADDIE GONE?



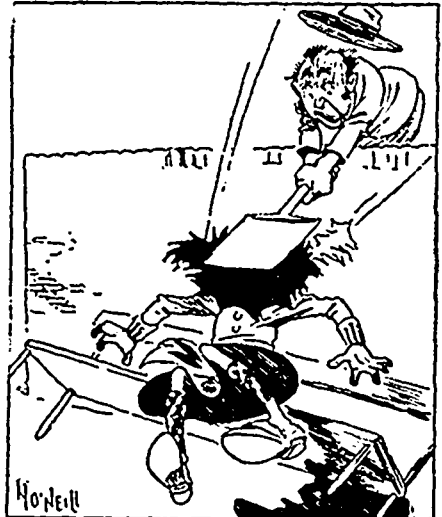
1. The Highlander sit on a seat gradually dozing off.



2. "Oh!" said farmer Wilkes, on the other side of the wall. "There be that farmilon cat wat gobbles up all my young fowl!"



3. "I'll give it a warmer this time wat it'll not forget the latter on!"



4. "Gosh! All thisle-lads! There goes the rouse," said the Highlander, as he was thus rudely awakened!

was past it again made its appearance among the family, whom it amused with the n-w remarks it had picked up in the kitchen. On one occasion, when the bell had been rung for something, the parrot was heard remarking from his cage—"Just listen to that. There, she's at it again!"

GOT WHAT HE WASTED.

"I HEARD ye were on 'shtrike,'" said Mike to his friend Pat.
"I was that," answered Pat.
"A strile for what, Pat?"
"For shorter hours, Mike!"
"An' did you get them?"
"Sure we did, Mike. It's not working at all I am now!"

A GOOD PLACE TO TRAIN.

MRS. HASHEM," said the star-boarder, "I have a friend who wants to board with you."
"I can accommodate him, Mr. Smart," said the lady, delightedly. "I suppose you recommended our table?"
"Yes; that's what impressed him most. You see, he's a puglist, and he wants to increase the length of his reach."

The Simplex ONE-MAN TYPE SETTER

WATERTOWN DAILY TIMES.

WATERTOWN, N. Y., July 1, 1899.

THE UNITYPE COMPANY, New York City:

Gentlemen.—Replying to your favor of the 29th inst., we would state that we do not know what more can be said than we have already written in regard to our satisfaction with the Simplex machine. It certainly does all, and more, than you claim for it.

We are averaging about 6,000 solid brevier per day of eight hours, using two people on each machine, and figure the cost of the composition about 12 cents per thousand. One of the teams has reached as high as 4,000 in eight hours of course, as you know, it depends a great deal on the operators. The machine is capable of doing all that you or we expect of it. We certainly would recommend it for any office situated as we are. It is certainly very easily managed much more so than we expected. We are more than pleased with our new Simplex machines.

If there are any other points that you desire covered, let us know.

We would state that we have written a letter of recommendation for your machines at least every other day since you put the machines in, which we hope will do you lots of good. We are thinking strongly of getting up a circular letter as it is becoming quite laborious to write so many.

Yours very truly,

THE BROCKWAY COMPANY.

BERKSHIRE COURIER

GREAT BARRINGTON, MASS., June 17, 1899.

THE UNITYPE COMPANY, New York:

Gentlemen.—Replying to yours of the 17th inst., would say to you as I have said to a good many newspaper men whose inquiries I have answered concerning the Simplex:

It's all right—at least it has been all right so far. We've been running it under disadvantageous conditions—an irregular power—but yet have gotten excellent results. We put it in charge of a boy who had been doing fairly good work as a compositor. He soon attained a good speed, but quit us rather suddenly because of objections he had to our teaching a young lady to also operate the machine. She had only begun practice upon it, but at once developed such speed that we were not seriously troubled in the matter of getting our paper out as though nothing had happened.

I think the Simplex is just the thing for an office like ours. The cheapness with which matter can be set is an item, but an even more important one with me is the fact that we can handle the later news to so much better advantage.

I've been scattering good opinions concerning the Simplex by mail for several weeks, receiving an inquiry every day or two from some newspaper man.

Sincerely yours,

J. E. CLAREY.

The Simplex will save a lot of money in offices having 75,000 ems or more per week to set.

The Simplex will make it possible to cover important news more fully and handle late news thoroughly without delaying publication.

The Simplex will increase the advertising income by the ability it gives to handle big special advertisements, which always come in at the last minute and can not be held over till next issue.

The Simplex will make it possible to get out a better paper at less expense.

The Simplex is easily understood and operated by the ordinary help around a "country" office.

The Simplex will save more than enough to make its own payments—that is, pay for itself and make a profit besides, while doing so.

"For they themselves have said it!"

These are no claims but FACTS—they are taken from the letters printed above; and we have plenty more like them.

Surely this is a matter which calls for the immediate attention of every enterprising publisher who wishes to better his paper, increase his income and decrease his expenses.

A Simplex machine can be seen in operation at Toronto Type Foundry, Toronto, at any time during business hours.

Write us to-day for illustrated catalogue and full particulars, sending us a copy of your paper by same mail.

Sole Agents for Canada:

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

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

BRANCHES

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

NEWS OF THE MONTH IN BRIEF.

BUSINESS CHANGES

THE TORONTO STAR has been secured by a company of which Mr. J. E. Atkinson, editor of The Montreal Herald, is the prime mover. The paper will, it is said, be improved and continued as an independent Liberal journal. Mr. Atkinson's ability and energy afford every promise of a bright, vigorous and clean newspaper. It is said, though not authoritatively, that Hon. Mr. Mulock and other Liberals will join Mr. Atkinson in the new company.

*A company has been formed, with a capital stock of \$35,000, to continue The Sherbrooke Pionnier. The head office of the company will be in Montreal.

Owing to the death of T. A. Bell, publisher of The Fort William, Ont., Daily Journal, the paper has been sold to Messrs. Rutledge & Smith of the Fort William Times.

A company to issue The Alberta Tribune as The Albertan has been formed in Calgary, composed of W. L. Bernard, the editor and publisher, J. G. Templeton, Major Walker and E. H. Rouleau.

The York Leader and Recorder Publishing Co. has been formed, capital stock \$40,000, the provisional directors being A. R. Fawcett, M. Fawcett, J. M. Letsche, A. D. Thurston and J. W. Field.

The Halifax Morning Chronicle, Evening Echo, and Weekly Nova Scotian newspapers, belonging to the late Charles Annand, were sold by the sheriff, December 6, to close the estate. The entire group of papers were sold to Alderman George E. Faulkner, representing the Halifax capitalist, B. C. Pearson, for \$10,500.

NEW PUBLICATIONS.

The St. John, N.B., Monitor is a new Catholic weekly started by T. O'Brien.

The Oakville, Ont., New Era has been started by C. R. Orr, formerly of the defunct Independent.

PERSONAL MENTION

W. E. Smallfield, of The Renfrew Mercury, is a candidate for the Renfrew mayoralty.

W. F. Luxton, the veteran Winnipeg editor, has been appointed chief editor of The St. Paul Globe.

Daniel Logan, now of Honolulu, who was formerly on The New Glasgow Chronicle, and The Montreal Witness, has been visiting his native Province of Nova Scotia.

H. Y. Mott, Speaker of the Newfoundland Assembly, and publisher of The St. John's Daily News, has lately been paying a visit to Halifax. He is a native of Dartmouth.

Mr. Richard White, managing-director of The Montreal Gazette, received a handsome presentation, December 16, on the 40th anniversary of his marriage. Mr. G. Kydd, managing-editor, read a congratulatory address.

P. F. Cronm, editor of The Toronto Catholic Register for several years, and an able and experienced journalist,

has joined The Toronto World staff. Thomas Swift, late of Ottawa Events, is the new editor of The Register, which has passed into the hands of a new company.

The election of Mr. T. H. Preston, M.P.P., of The Brantford Expositor, to the vacancy in the Legislature caused by Mr. Hardy's retirement is gratifying to his many friends. It adds a man of energy and capacity to the Legislature. The Liberal party has once more shown its confidence in its journalistic supporters.

SPECIAL ISSUES AND IMPROVEMENTS.

The Mattawa Tribune has moved into more commodious premises.

Owing to greater advertising patronage The Wingham Times has enlarged to 10 pages.

The Sarnia Post, which has entered upon its 14th year, has put in an electric motor to furnish power for the press and job rooms.

So crowded is The Simcoe Reformer with advertisements that an enlargement of the paper is not sufficient, and another is threatened.

Among weeklies that have recently been enlarged and improved are The Owen Sound Times, The Clinton New Era and The Alexandria News.

The Galt Reformer has enlarged to a seven-column page, and reports good patronage. Messrs. Hunt & Son are making a success of it.

The enterprising proprietor of The Yarmouth Light has introduced a Roger's Typograph in his office, which economizes the cost of composition.

The Victoria Colonist has entered upon its 42nd year and issues three cuts of its past and present offices. The Colonist has grown with the city and the Province and is a creditable newspaper.

The Warton Canadian's new quarters are comfortable and handsome. The counting-room is fixed up in thorough city style, with large plate-glass window and all the latest office fixtures, the walls of which have been very handsomely decorated.

The Christmas number of The Montreal Gazette this year is a beauty. The front cover is a full-page lithograph showing in the foreground jovial old Santa Claus receiving from a newspaper boy his number of The Gazette, while Montreal, a section of which is shown in the background, is yet asleep. This, with a full-page and a half-page poem, both illustrated, gives a warm Christmas tinge to the whole issue. The number was the regular issue of Saturday, December 16, and was given, of course, to all subscribers.

The Canadian Wheelman, which has for over 15 years been published in the interests of the wheelmen of Canada, will appear in new form, under a new name, and with a new and enlarged purpose next issue. Its proprietors, the Canadian Wheelman Publishing Co., have put the publishing of this paper in the hands of the J. S. Robertson Co. Henceforth it will be published as The Wheelman; a semi-monthly magazine. As wheeling has extended to include all classes in recent years, the scope of this paper will be enlarged to include the great variety of topics of interest to wheelmen. It will be practically a magazine of Canadian

sport and fiction. It will be enlarged to 48 pages and cover, each page 9 x 12 inches, and will be printed by the Bryant Press.

Owing to increasing business The Belleville Ontario has been enlarged to a seven-column eight page paper.

The Goderich Star got out, December 15, a Christmas anniversary issue, 16 pages. There were several illustrations, much seasonable reading and good advertising patronage—in short, a fine issue with every token of prosperity.

The success of The Montreal Herald, under Mr. Brierley's management, is manifested in more ways than one. There is a noticeable increase in advertising. The

issue of The Daily Herald for Saturday, December 9, contained 20 pages, and over 100 columns of advertising. This remarkable result means both vigorous work and a gain in public favor. Mr. F. Abraham, the advertising manager of The Herald, must feel comforted in looking over recent issues.

THE LITTLÉ LAW.

In the suit of Rondot vs. The Toronto Monetary Times, the Sandwich jury found for the paper, with costs. Mr. King, Q.C., defended.

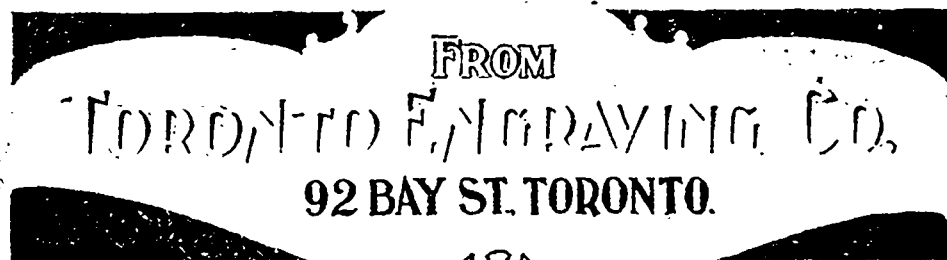
The divisional court at Toronto has ordered a new trial in the suit of Sirtou vs. The Guelph Herald.

Northey Gasoline Engine

Makes money for the printer. How? Well, our booklet tells it better; but these three words sum it up—economy, convenience, handiness—Northey Gasoline Engine features. The St. Marys Journal, Gananoque Journal, Orangeville Banner, Bracebridge Gazette and others say it develops further good points in their offices—it won't do less in yours. Write us.

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

The Season's Greetings



TO OUR MANY CORRESPONDENTS FROM THE
ATLANTIC TO THE PACIFIC

A CLEVER CANADIAN CARICATURIST.

IF we would find where, in the world of art, the artist is surest of winning and keeping the heart of the people—and of the Canadian people, possibly the most intensely practical nation next to the Americans—we must turn to caricature, a field which is, perhaps, on a lower plane than some of the branches of illustration, but which requires the keenest perception of detail and the most facile handling of



political human nature and its surroundings. Here the very practicality which has retarded our appreciation of ideal art is a potent factor in our enjoyment of the caricaturist's work. With very few exceptions those who have made the history of this branch of Canadian art are living men.

Mr. A. G. Racey, who stands at the forefront of this distinctly modern art—

in Canada—is a son of John Racey, M.D., the well-known and highly esteemed physician of Quebec; and a grand-nephew of the late Admiral Sir George Westphal, R.N., and the late General Ford, R.E. Mr. Racey is a self-taught artist, he has a keen sense of humor, and surprising skill and power in rendering what he has seen and felt into caricature. In his work the most salient feature is his subtle appreciation of the humorous side in the politics of Canada, in which he is well versed, and in the last general election Mr. Racey's pencil proved a power that was recognized by the greatest politicians as a danger to the party it was directed against.

For the past ten years Mr. Racey has been connected with *The Montreal Witness*, but has lately been engaged to join the staff of *The Montreal Star*. Mr. Racey's work has been reproduced in every quarter of the globe, and his world-famous "Alliance Wheel" cartoon was reproduced even in Tokio, Japan.

In 1894 he won *The Montreal Herald's* caricature competition against all Canadian caricaturists, and since then his rise has been extremely rapid, and his success is well deserved. As an illustrator, watercolor painter and illuminator, Mr. Racey has achieved success, and the addresses which he illuminated for Lord Aberdeen and the present Governor-General of Canada from the Caledonian Society are valuable works of art

F. C. S.

The estate of W. S. Johnson & Co., printers, Toronto, tenders for which were received by the assignee, John Mackay, up to December 8, is still for sale. None of the tenders received were accepted, and further tenders will be asked for.



OWING to advanced costs of manufacture, we are forced to raise prices on some classes of goods. Customers can rely on this being done only where absolutely necessary. All orders will be filled at lowest market prices.

QUOTATIONS GIVEN PROMPTLY
ON APPLICATION.

Buntin, Gillies & Co.
HAMILTON



THE CANADIAN 

Brown & Carver

CUTTER . . .

BEST IN
THE WORLD.

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

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

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

Removable plate under clamp for fine work.

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

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

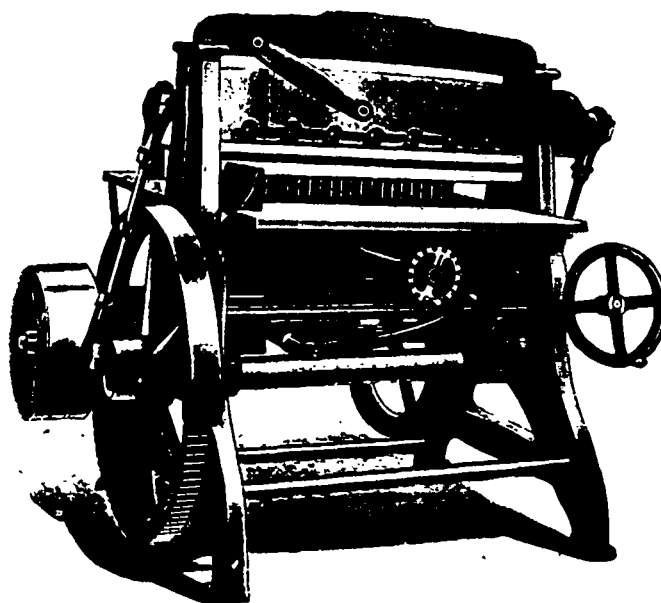
Screw and wheel divided to sixteenths for moving back gauge.

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

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

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

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



SPECIFICATIONS.

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

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

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

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

BRANCHES

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

THE PRESS ASSOCIATIONS.

OTTAWA VALLEY PRESS ASSOCIATION

A MEETING of The Ottawa Valley Press Association was held in Almonte last month, and, besides the local members, Messrs. McLeod, McEwan, and Pittard, there were present W. H. Bone, Standard, Pembroke, president; J. M. Walker, Courier, and C. F. Stone, Expositor, Perth; G. F. McKimm, Record, Smith's Falls; W. H. Allen, Herald, and W. W. Cliff, Central Canadian, Carleton Place; J. C. Williams, Watchman, Arnprior, and W. E. Smallfield, Mercury, Renfrew. Sessions were held in the forenoon and afternoon, according to The Almonte Gazette's report, at both of which the time was fully and profitably spent in discussing matters of interest to those present. Among the items touched upon was that of foreign advertising, and in this connection it was pleasing to note the raising of the standard as to the tone of advertisements which are considered "acceptable matter" by members of the association. Other points touched upon concerned the general management of offices, male vs. female labor, machinery vs. hand composition, delivery of papers, etc. Prices for job work also received attention, and these were lowered where altered conditions rendered such a course possible. The election of officers resulted as follows: President, W. E. Smallfield; vice-president, C. F. Stone; secretary-treasurer, Jas. McLeod; executive committee, W. W. Cliff, J. C. Williams and the officers. Votes of thanks were passed to the town council for the use of the hall for the meetings, to the retiring president and to the local journalists for courtesies extended, and the meeting adjourned to meet next year at such time and place as the executive may determine.

QUEBEC PRESS ASSOCIATION.

The 23rd annual meeting of the Province of Quebec Press Association was held in The Montreal Witness office. In the absence of the president, Mr. G. Langlois, of La Patrie, Mr. Charles Gordon-Smith, of The Star, occupied the chair. It was suggested that a social meeting be held some Saturday evening in the near future, and the matter was left in the hands of the executive committee, which will meet again shortly. The election of officers resulted as follows: President, Charles Gordon-Smith, Star; vice-president, H. Porteous, Witness; secretary-treasurer, James Harper, Witness. Executive committee: Dunbar Brown, Shareholder; J. S. Brierley, Herald; Charles Marcell, Star; Henry Mason, Trade Bulletin; Henry Harvey, Trade Review.

CANADIAN PRESS ASSOCIATION.

A gathering to suggest topics of discussion, etc., for the programme for the 1900 meeting of the association was held in Toronto, December 13. Mr. W. S. Dingman, president, was in the chair, and among the other members present were: Messrs. J. S. Willison, J. A. Cooper, A. Wallis, G. E. Scroggie, D. T. McAinsh, A. W. Law and

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

If you Want to Learn Anything About Advertising. If you are a business man and get or want to get business by any kind of advertising and want to know how to advertise and make money; or if you are an employe and expect to go into business for yourself; or if you want to get into a new and profitable profession—we furnish the foundation—the accumulated knowledge on the subject. Investigation costs you nothing. Invaluable information will be sent Free. Address Advertising World Publicity Club, Columbus, O.

MONTREAL LIFE

WILL PAY \$5 WEEKLY

for the best original contribution of any kind. Preference will be given to short articles or paragraphs of local interest on any subject, or items of an anecdotal or personal character about prominent Canadians.

For the second best contribution we will pay \$2.

and for all others that are used we will pay the current rates.

In case of not more than two contributions being received during a single week no awards will be made.

Names and addresses of senders to be enclosed in confidence.

Address: "EDITOR," MONTREAL LIFE, Board of Trade, MONTREAL.

THE LEADING PRINTING INK MANUFACTURERS are

KAST & EHINGER,

Makers of all kinds of

Lithographing, Printing and Fine Half-tone Inks, Printing Inks for Bookbinders. Three-color Process Inks a Specialty.

Will open a branch with office and factory located at 37 South Clark Street, Wells Building, Chicago, Ill

CHAS. HELLMUTH,

Manufacturing Agent.

OFFICE AND FACTORY

46-48 East Houston St., - NEW YORK CITY.

A. H. U. Colquhoun. The president submitted the outline of a programme, which showed that much thought and originality had been bestowed upon it. While a programme cannot be definitely arranged until it is submitted to the executive, the basis for a practical and interesting annual meeting was fully considered. Subjects of present concern to weekly and daily publishers were proposed. Some questions arising out of the new law imposing postage will probably be considered. Short private conferences for weekly publishers will be mooted. The cable service, now of interest to daily publishers, in connection with the expense of adequate reports from South Africa, may be discussed. It is said that, if a banquet is decided upon, Sir Wilfrid Laurier and Sir Charles Tupper will be invited to speak. An alternative plan, should a banquet not be arranged for, is to have an evening entertainment, with music, etc., and short addresses from some of the orators of the association.



Why Not Have the Best?

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

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

Ault & Wiborg.

TORONTO TYPE FOUNDRY CO.

Sole Agents for Canada. Limited

 A full stock kept at all branches.

THE PRINTING DEPARTMENT.

CONDUCTED BY IRA ENOS.

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

STEREOTYPING.

THERE are three kinds of stereotyping processes in operation: the hot (steam table) process, the semi-hot process, and the cold type process, says an expert in The Typothete and Platemaker.

The hot process is well known, as it is the most in use, but it is the slowest and ruins the type.

The semi hot process is in operation in many large newspapers. It saves from two to three minutes' time in drying matrices, and does not injure the type as much as the hot process. The matrix is partly dried on the type form in the steam-table for about two minutes, then taken from the type form, and within 30 seconds the drying is finished on the roaster, or matrix-dryer, the whole operation requiring about three minutes. There are several kinds of matrix roasters in operation, but the best and most convenient is the Triple Matrix Dryer (patented May 29, 1899). It has room for three matrices, and gives the stereotypers a chance to back spaces while the mould is drying.

The cold type process meets with very much prejudice, but it is gradually improving and gaining ground. The most successful material that can be used for cold type stereotyping is a certain black plastic paper, which requires a cream tissue face. Many job stereotypers prefer this paper, as it produces a sharp and smooth face of the plates, and saves their type; also, a number of newspapers have used it with satisfaction for several years. Some newspapers are using the ordinary matrix paper for the cold process, but the print of their plates shows a greyish-looking type, because the ordinary matrix paper is losing its sharpness and smoothness by drying, securing, therefore, no uniform result. The trials with the European dry process paper for cold stereotyping have not been satisfactory; it is almost impossible to get a clear impression from cuts. We will speak about this paper in our next issue.

KEEPING ACCOUNT OF COSTS.

At the recent banquet of the Employing Printers Association of Toronto, Wm. Stone, of The Toronto Lithographing Co., Limited, mentioned a system by which that firm keep account of the cost of all work done in their office.

Such a system as this should be established and followed in all printing, lithographing and bookbinding offices. If this were done there would be less complaint of cheap work, underbidding, etc.

When a job is accepted by The Toronto Lithographing Co., Limited, a work-ticket is made out. This accompanies the job through all departments of the shop. In the litho-

graphing there are ten items which are accounted as cost. These are designing, drawing, proving, transferring, printing, cutting or dieing, manufacturing, stock, type and extras. On the work-ticket these items are distinct from each other, and the details of cost in each must be recorded accurately. For instance, the cost of stock used is found by recording the number of sheets necessary, their size and weight, and the number and price of reams used. As the estimate of cost in each department is given on the ticket, it can be seen at once whether the estimate for stock is high enough or not. To make the calculation more thorough, however, the number of sheets wasted, and the percentage this makes of the quantity used, is given.

In this manner the details of cost as well as the estimate is given in all departments, thus showing the profit and loss in each branch of the business. When the job is finished the estimated and the real costs are copied into a record book prepared for the purpose. This is very useful as reference in preparing future estimates of cost, showing, as it does, the detailed cost borne by every job turned out of the place.

The most indefinite, and, on that account, possibly the most important item in the system of accounting costs is that designated "extras." The amount and value of lost time, accident or damage to plant, etc., is so variable that care is needed in its calculation. For this reason, strict account of the time of all workmen is kept by means of individual time sheets, whereon each man states each day the time he spends on the various jobs he has been engaged on. Separate account is kept of overtime. The pressmen record, in addition to their time, the number of impressions and the time of running of each machine in the office, as well as the color of ink used.

By this method of closely observing the cost of labor and materials in lithographing, and by careful computation of the additional items of expense the Toronto Lithographing Co., Limited, have arrived at the conclusion that the average printer or lithographer does not add enough to the first cost for other expenses. Depreciation of stock, light, heat, rent, salaries of those whose time is not charged as labor on the work ticket, postage and sundry expenses are found to be a big percentage of the total cost. Many printers and lithographers look upon 25 per cent. as a high percentage to add to the cost of labor and material. Most other manufacturing industries add 50 per cent. to these costs, and this firm express the opinion that the indirect charges in lithographing (and likely in printing) should be almost as much above the direct charges as these industries find necessary.

Mr. Stone, when giving the information concerning the above, offered to give any further details of this system to anyone interested sufficiently to ask him for it, as he considered it would be beneficial to the lithographing and printing trades if some such method of watching costs were generally followed.

Pages Missing