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The Printer and Publisher

JUNE
1895



Volume IV
Price, Twenty cents.

Published by
The Maclean Publishing Company Limited Toronto.

Mail Orders a Specialty

PRINTERS' SUPPLIES

A well-known stationer of long experience in the requirements of the printing trade is entrusted with the mail orders for this department.

We carry a complete stock of

Printing Papers
Book Papers
Flat Papers

Printers' Boards
Bristol Boards
Ruled Stock

RULING FOR THE TRADE.

We have also a full line of

PRINTERS' FANCY STATIONERY
WEDDING AND INVITATION STATIONERY
MEMORIAL AND VISITING CARDS
BALL PROGRAMMES, Etc., Etc.

FINEST QUALITY STOCK. NEWEST DESIGNS. MODERATE PRICES.

We invite correspondence. Samples furnished.

Warwick Bros. & Rutter

Manufacturing and
Importing Wholesale

Stationers

... Toronto, Ont.

Printer AND Publisher.

VOL. IV.—No. 6

TORONTO, JUNE, 1895.

\$2.00 PER YEAR.

A JOURNAL FOR PRINTERS AND PUBLISHERS

PUBLISHED MONTHLY BY

THE MACLEAN PUB. CO., LTD.

TRADE JOURNAL PUBLISHERS AND
FINE MAGAZINE PRINTERS

No. 26 FRONT ST. WEST, TORONTO

Subscription \$2.00 per annum.

Single copies 20 cents.

J. B. MacLEAN,
President.

HUGH C. MacLEAN,
Sec.-Treas.

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THE EXECUTIVE OF THE C. P. A. MEETS.
MORE REDUCTIONS IN LABOR.
COLLECTIONS AND REMARKS.
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Paper and Pulp:

THE NEW PAPER MILL.
MICHIGAN AND JACK PINE.
A NEW CANADIAN PRODUCT.
STILL THE WIND BLOWS NORTH.
RIGHT, YOU ARE.
WORK HAS BEEN STARTED.

EDITORIAL NOTES.

WHY will newspaper publishers persist in aiding to boom church and charitable society bazaars? Surely they all recognize that by so doing they are throwing away their own bread and butter. The financial success of any newspaper, daily or weekly, depends upon the amount received from local advertising. Yet every bazaar decreases the local merchant's sales and the amount he will spend in advertising. The thing is as plain as a pike-staff, and yet many Canadian publishers do not seem to see it.

The printers and publishers of Canada should be well informed concerning the trend of the paper and pulp manufactur-

ing trades. Our "Paper and Pulp" department should therefore be carefully scrutinized each month. We flatter ourselves that it contains interesting and instructive matter.

Charles Lewis Shaw has been appointed editor-in-chief of The Winnipeg Saturday Night.

The Toronto World reported, a few days ago, when telling about a murder in Quebec, that the sheriff had gone out "to arrest all suspicious persons."

The Clinton News Record, speaking of a big celebration in that town on the Queen's Birthday, says that for several years past "Clinton has allowed the 24th of May to go by default."

A short article in this issue by a Montreal newspaper man, showing the value of a Press Association certificate, is worthy the notice of those who have never experienced its benefits.

Like the proverbial bad penny, our old friend "Slug 19" has turned up again, and tells us that he is going on the excursion with the Canadian Press Association. His contribution is worth reading.

The Brantford expositor is to have a new home. The land is ready and the foundation is being laid. The building will not be so large as the home of The New York World, but it will be a credit to Brantford, to Canadian journalism and to T. H. Preston.

The Toronto Mail and Empire may or may not be specially noted for originality and enterprise, but its idea of running two or three columns daily of items showing business revivals and industrial and agricultural activity is one worthy of all commendation. What Canada lacks most is confidence in herself. This confidence can be created, implanted and maintained only by a patriotic press.

The Toronto Globe building will soon be above ground. Work is being pushed along, and the building will be completed before the end of the year. In the meantime a respectable journal is being issued from the Richmond Street quarters. A

bright and readable sketch of The Globe's managing editor, John Willison was crowded out of this issue, but will appear next month. It is by A. H. U. Colquhoun.

Every member of the Canadian Press Association who misses the trip to the Maritime Provinces misses the opportunity of a lifetime. The district to be visited is replete with historical landmarks and picturesque nature, and is important for its industrial and agricultural activity. The transportation will cost about \$15, and sleepers, meals, etc., about \$30. For a trip of this kind the expense is almost nominal. Those intending to go must notify President Shannon at once.

There is some possibility of a change in the newspaperdom of London, Ont. This city is situated in the centre of the wealthiest portion of Canada, and is the only large city in peninsular Ontario. Its situation is admirable, and newspapers in it should monopolize that section. But neither The Advertiser nor The Free Press seem to have struck a winning gait. The papers in St. Thomas, Chatham, Galt, Stratford and Woodstock are in the opinion of many people gaining ground over those at London. However this may be, a movement is on foot to establish another daily in London, and it remains to be seen whether anything will ever come of it.

The Canadian Statesman, of Bowmanville, was burned out on April 22. Mr. James is still occupying temporary quarters in the second flat of The Statesman block, but is doing all his own printing. A new outfit of type makes The Statesman look bright and vigorous, and Mr. James is to be congratulated on the progress he has made in his phoenix-like work.

At the Toronto Ministerial Association meetings they discuss all manner of subjects. One of the ministers recently remarked that the newspaper destroyed the religion of the young men. They did this by printing so many columns of sporting and similar matter. Thus, it seems that the press is responsible for nearly every evil that exists. They publish reports of thefts, and people steal. They tell about murders, and more are committed. They tell of a baseball match, and every young man goes to the baseball grounds. They describe a horse race, and everybody straightway goes to the races and goes to bet. If the newspapers have so much influence, why do not the ministers quit preaching in pulpits and start preaching in the columns of the daily papers?

Wallace Graham, a former proprietor of The Parkhill Gazette-Review, died recently in Norfolk, Va., as noted last month. He expected his son to take his place and continue the publication of the paper, and before breaking the thread of life he wrote the following editorial, leaving it in a pigeon-hole, where it was afterwards found:

"This paper was not published last week on account of the sudden death of the proprietor and editor. He simply wishes to say that he had grown tired of life, and he hopes the public, to whom he owes nothing, will be charitable in the criticism of his action. God gave him life. He did not ask God to do that. He finds life unenjoyable through faults of his own, and he feels he has no responsibility beyond himself. There is no one dependent on him. He has a right to relieve himself of the gift of life which was forced upon him."

FALL OF THE TORONTO EMPIRE.

IN AN article on "The Toronto Empire Property," a Montreal real estate and financial paper republishes what this paper said about the miserable failure the directors made of that paper, and their disgraceful treatment of the staff, and says: "Meantime the directors of The Empire got a good many of the shareholders to pay up in full and then surrender their shares. A bargain was struck, The Mail Co. agreeing to give The Empire Co., for good-will, title and circulation lists, \$125,000 in paid-up stock in The Mail Co., a Board of Control of The Empire directors assuming the guidance of the political course of the new Mail-Empire, and also acting as trustees for the old Empire shareholders, The Empire Co. to pay off its debt and then go out of business.

"But, a feature of the contract remains that has been kept very dark. At the end of 18 months The Mail Co. has the option of buying all The Empire shareholders for \$30,000, or less than one-seventh of the original value of the paid-up stock. It is natural to suppose The Mail Co. will be wise enough to carry this out, so that the bargain practically is that The Empire has been sold to The Mail for \$30,000. The folly of such a sale is evident when it was proved that the actual daily circulation of The Empire was over 18,000.

"The question remains, Where do the unfortunate remaining shareholders get any return for their investment? They put up their money to support the party; they have paid all calls; the paper was successful; it would easily have survived; but lobbying has killed the party organ, which was their object, and sold out the share capital of \$225,000 for \$30,000."

A CYCLING EDITION.

Among the newspaper men of Canada none stands higher, considering his sphere, than J. S. Brierly, of The St. Thomas Journal. He is yet young, but already he has shown that a clever, talented man can make money by publishing a live and respectable newspaper.

From the beautiful home of The Journal comes a "Cycling Edition" bearing date of May 25th. Four of the twelve pages are printed on toned paper, and forty-four half tones were used in the illustrating. The idea was excellent, the execution beyond criticism.

St. Thomas is a small city—too small for Brother Brierly. Toronto or Montreal will claim him yet. His business ability, his newspaper talent and his uncommon levelheadedness would make him prominent in a wider sphere.

LOWER LETTER POSTAGE AND ADVERTISING.

The agitation in the United States for a uniform national postage rate of one cent on home letters, that is, a reduction from 2 cents to 1 cent on prepaid letters, is encountering the opposition of the newspapers. They believe that it would tend to diminish advertising. They argue that merchants would be tempted by the low rate to go extensively into letter writing to their customers instead of advertising, and in certain lines of trade this could be substituted at a small extra cost. It is true that advertising cannot be wholly dispensed with by any man

who wants to do a good business in these days. But the tendency to dodge it already exists, and too cheap postage might accelerate the movement. There may be something in the argument, and it is worth considering whether we, as publishers, should be generous, and support the reduction of postage in Canada from 3 to 2 cents, or consult our own interests and oppose any reduction. Hitherto, unlike the legal and medical professions, who got special privileges, we have always thought of ourselves last.

ILLEGITIMATE PUBLICATIONS.

Can anyone wonder that there is a deficit in the Postoffice Department when we consider the tons of advertising matter carried free by the country? Not very long ago a secret society, with a membership of 40,000, had to send out a postal card to each member each month. Now they use a larger postal card, fold it once and call it a newspaper. It goes through the mails free. Net loss to the country, \$4,800 a year on this one item alone.

ITS HONORABLE LIST.

A list of presidents of the Ottawa Press Gallery, since 1869, was given at the close of an excellent illustrated article on the Gallery by J. E. Atkinson in The Toronto Globe, of June 8th. The list is as follows:

- 1869. E. G. Penny, Montreal Herald.
- 1870. Douglas Brymner, Montreal Herald.
- 1871. Thomas White, Montreal Gazette.
- 1872. Thomas White, Montreal Gazette.
- 1873. Thomas White, Montreal Gazette.
- 1874. Thomas White, Montreal Gazette.
- 1875. Thomas White, Montreal Gazette.
- 1876. Thomas White, Montreal Gazette.
- 1877. Thomas White, Montreal Gazette.
- 1878. Thomas White, Montreal Gazette.
- 1879. C. H. Macintosh, Ottawa Citizen.
- 1880. G. B. Bradley, Toronto Mail.
- 1881. J. E. B. McCreedy, St. John Telegraph.
- 1882. Carroll Ryan, Ottawa Press.
- 1883. George Johnson, Toronto Mail.
- 1884. R. S. White, Montreal Gazette.
- 1885. Arch. McNee, Winnipeg Free Press.
- 1886. A. C. Campbell, Toronto Globe.
- 1887. Arthur F. Wallis, Toronto Mail.
- 1888. Molyneux St. John, Montreal Herald.
- 1889. James Johnson, Ottawa Citizen.
- 1890. J. S. Willison, Toronto Globe.
- 1891. L. P. Kribs, Toronto Empire.
- 1892. Thomas P. Gorman, Ottawa Free Press.
- 1893. Frederick Cook, Toronto Empire.
- 1894. A. J. Magurn, Toronto Globe.
- 1895. R. M. MacLeod, Ottawa Citizen.

SPACE CONTRACTS.

The Montreal Herald once had the same trouble about large space contracts which most daily newspapers have. That is, the advertiser takes a page or a half-page when the paper is most crowded with news or other matter, and at other

seasons does not use any of his space at all. It is this kind of thing which turns publishers' hair grey, and has even been known (N.B., on rare occasions) to make the editor swear. The Herald grappled with the monster, and now the advertiser who wants the minimum rate for a year on a space contract must agree to insert at least 20 lines a day, and as much more than that, of course, as he pleases. In order to encourage him to do this, The Herald keeps a writer of advertisements whose services are available for those who exceed the 20 lines daily. As the writer gets a commission on the extra space used, it will be seen that his interests lie in tickling the advertiser into a larger space humor. And The Herald says the plan works well.

ADVERTISING RATES.

FEW publishers have a clearly cut and thoroughly proportioned card of rates. To prepare such a thing requires much thought and considerable arithmetic. Like modelling a piece of statuary, it requires to be built so that no part is correspondingly larger than any other.

The card printed down one side of the letter head of The Kingston News is appended. Mr. Shannon has bestowed considerable attention and labor on its production, and it is a worthy model.

Here it is:

ADVERTISING RATES

MEASURED NONFARRIL 12 LINES 1 INCH.

TRANSIENT ADVERTISING.

NOT OF A MERCANTILE CHARACTER.

	Per line.
First insertion.....	\$0.10
Each subsequent insertion.....	0.05
Each sub. ins., three a week.....	0.06
Each sub. ins., two a week.....	0.08
Each sub. ins., one a week.....	0.10
Locals 15 cents per line each insertion.	

BUSINESS ADVERTISING.

First insertion.....	\$0.05
Each subsequent insertion.....	0.02
Each sub. ins., three a week.....	0.03
" " two " 	0.04
" " one " 	0.05
Locals 10 cents per line each insertion.	

No charge made for less than 25 cents on either transient or contract advertising. Births, marriages and deaths 50 cts. each insertion.

Wants, losts, founds, to lets, for sales, 25 cts.; three or four insertions 75 cents; five or six insertions \$1.00; over 25 words 1 ct. per word each insertion.

Business or professional cards not to exceed three lines, in Daily or Semi-Weekly, \$5.00 a year, payable in advance.

CONTRACT (DISPLAY) RATES.

		FOR DAILY.			
		Daily 3 a W.		2 a W. 1 a W.	
1 month	\$0.30	\$0.20	\$0.15	\$0.10
2 "	0.45	0.30	0.25	0.15
3 "	0.60	0.40	0.30	0.20
6 "	0.90	0.60	0.45	0.30
12 "	1.50	1.00	0.75	0.50
Extra space 1 cent a line.					

		FOR SEMI-WEEKLY.			
		2 a W.		1 a W.	
1 month per line	\$0.30	\$0.20		
2 "	0.45	0.30		
3 "	0.60	0.40		
6 "	0.90	0.60		
12 "	1.50	1.00		
Extra space pro rata.					

SPECIAL POSITION.

Apart from other advertisement, 100 per cent. extra. Top or bottom of column or next reading, 15 per cent. extra. Top or bottom of column next reading, 20 per cent. extra. Special page, 25 per cent. extra.

SPACE DISCOUNTS.

50-75 lines, 10 per cent.; 80-110 lines 15 per cent.; 115-150 lines, 20 per cent.; 160-200 lines, 25 per cent.; 210-250 lines, 30 per cent.; 260 lines and upwards, 33½ per cent.

LINE DISPLAY CONTRACTS.

To be used within a year.

1,000 lines	\$20.00 or 2 cts. per line
2,000 "	35.00 " 1½ " " "
3,000 "	45.00 " 1½ " " "
4,000 "	55.00 " 1½ " " "
5,000 "	65.00 " 1½ " " "

Special line Contract for 10,000 or more lines, 1 cent per line.

Not less than 100 lines to be used at any one time.

Lines used in the Semi-Weekly count double.

LOCALS.

Only one change per week allowed.

Three times display rates.

LINE (LOCAL) CONTRACTS.

1,000 lines, one year.....	\$50.00
1,000 " six months.....	48.00
1,000 " three months.....	45.00
1,000 " one month.....	40.00
Lines used in the Semi-Weekly count double.	

THE VALUE OF A PRESS TICKET.

BY HARRY BRAGG, MONTREAL.

WHAT is the good of belonging to a Press Association, especially when you can get privileges as you want them without being a member? Such is a frequent question, and it may always be answered in a general way by claiming that every member of the Fourth Estate should support an association formed for furthering the interests of his profession. This had been my own reason for belonging to the Province of Quebec Press Association, and I must confess that I do not remember having had to use it to the extent of saving the price of the annual fee, during the years I belonged to it. But last year, when on a trip to the Pacific Coast in connection with the A. O. U. W., I, for the first time, found considerable value in the little ticket. Owing to the terrible washouts that were so fearful in destructiveness, our special train was sent round by Colorado Springs, and on arriving there it was found that the lines, that were supposed to be perfect, were all washed away. The train was laid over for an indefinite time, and our party walked to the town to get breakfast. The "Antlers Hotel," a fine specimen of Elizabethan architecture, in magnificent grounds, was selected, and we all enjoyed a sumptuous meal. When at the office desk, I determined to try the potency of my

Quebec Press ticket, and it proved valuable; the bills laid down on the counter were politely handed back "with the proprietor's compliments."

Again, at Salt Lake City, at the "Templeton," a fine house just opposite the Mormon Temple and Brigham Young's grounds, I passed my card with the little ticket, and received from a genial proprietor a line on the back of his card to present at the office. On handing this to the clerk and asking him what it was worth, he replied with fervor: "Anything in the house!" I did not claim its full value, lest any other member, following in my footsteps, should suffer, but contented myself with a small portion of the face value.

Once more, not to multiply examples, in the city of Portland, Oregon, at the magnificent "Portland", I found the little card of value, and the bill for the stay there reduced so as to pay more than once for the small subscription.

The moral of this is, that it pays to be a member of the Press Association. Every member of the Press should always be a member of some Press Association. Beyond the pecuniary benefits there ought to be sufficient spirit to make these associations include everyone for whose benefit they are got up.



WHAT DOES YOUR SPACE COST YOU?

BY J. H. THOMPSON, POST, THOROLD.



HOW many rural publishers have figured out the answer to this question? And how many ever asked themselves the other question: "How much more does my space cost me than the general foreign advertiser is willing to pay for it?"

Without going into details as to figures, I find my space costs me three cents per inch per week. A recent writer in *Newspaperdom* figures it at eight cents, but he reckons on setting up and running an office for newspaper work only, while I figure on news and job office combined, deducting from the total the expenses, approximately, belonging to the job department. The conclusion reached is low, rather than high, a doubt in favor of the enemy in the argument I wish to clinch.

My local scale runs from 5 to 15c. per inch, according to time and space occupied. In dealing with foreign advertisers, which means chiefly the advertising agents, I recognise what many publishers will not admit, viz., that advertising is not worth to the foreign advertiser what it is to the local business man, on whom the paper must mostly depend for support, and that the publisher cannot reasonably charge local rates to outside advertisers. This position will be challenged, but I am prepared to defend the philosophy of it if required. At present it is another point that is to be made. Allowing that 3c. per inch is the correct first cost of space, the question that naturally follows is: "What should we get for it?" It is an axiom that for job composition the printer must get at least double the

actual cost to be on the safe side and able to pay all his visible and invisible expenses from the income of the office. Why not apply the same axiom to contract advertising? For transients we expect and easily get an infinitely higher rate. Then 6c. per inch would be the minimum, and that is where my published scale begins, though during the depression I have been practically starting, as said, at 5c. As my field is limited, and both sides have always been home printed, latterly there has been fully as much space as could be filled, and many and spicy have been the tilts with agents in the negotiations for foreign orders. Applications for space are not wanting, and many of them reveal a condition of affairs existing in the trade which prompts the question heading this article. It is very evident that many publishers do not know what their space costs them, or agents would not have the monumental assurance to offer some of the figures that I have refused. Your space is precious, and the chapter could easily be made too long, so I must condense.

With space to spare, I move generally on the basis that I must realize from a foreign ad. half net of the local rate, and it is simply surprising how many agents and first parties either will not or cannot pay this proportion. The notorious cigar offer went direct to the waste basket, the senders kindly intimating that correspondence concerning a cash offer would be useless, which saved a postcard. But that cigar ad. appeared in several exchanges. Another privateer enclosed a \$1 bill, for the insertion of four three-line locals for one year, hoping to catch by the bait of cash in-advance. I deducted 5c. from the dollar, paid 2c. for a 95c. money order, and returned it to him with the

other 3c. invested in a stamp. These notices I also saw in exchanges, showing that the wily advertiser had rightly gauged the power of the cash-in-advance bait. McKim offered the Fig Syrup ad. at a net rate away below the 3c. mark, and it was promptly refused. This led to a long correspondence, and his letters, now on file, urged that the advertisers were seeking to work up a Canadian trade at a great first outlay, etc., and that the rate would not be taken as a precedent. After much delay, the order was accepted, and now mark: Two years later the Tucket advertisement was sent by the same firm, at a figure slightly in advance of the Fig Syrup, but still below the 3c., and was refused (Tucket had previously paid me half of local rates for the same space), when the agent reminded me that I was running other advertising (Fig Syrup intended) for less than he was now offering. So much for the precedent.

This sort of sample could be multiplied ad infinitum, but enough has been given to make the point, which is: that skilled advertisers and agents apparently realize that the average rural

publisher does not know what his space costs him, or that it costs him anything, and virtually, if not tacitly, trade upon that ignorance.

What is the remedy? For publishers to awake to a knowledge of what most concerns them, and to cultivate sufficient respect for themselves and their calling to firmly close their columns to all trade which is offered at rates commencing below the point where self-respect ends, and which tend still downward. The chief trouble is that publishers who accept such rates are seldom enterprising enough to subscribe to a trade paper, and consequently will not see this or any other article on the vital subject, going on in their slipshod way until the end comes.

Individually, I mean to apply a remedy that will prove effective. That is: to reduce space to the amount required by local advertisers, and refer all one and two cents per inch advertisers to those publishers who have not yet exerted themselves so far as to figure out the first cost of their advertising space.



A CANADIAN POET.

By A. H. U. C.

THE photograph gives you a good idea of William H. Drummond—the face expresses force, reserve, a certain measure of downright sincerity. These are all in the man, and when the outer edge of mere acquaintanceship has been penetrated you begin to discern the other qualities—the humor, the activity of thought, the sympathy, which have been drawn upon to produce some of the aptest and most distinctive specimens of dialect verse to be found in current literature.

I knew Dr. Drummond a long time before hearing from himself a single word of his literary achievements. He never speaks of the matter unless drawn out, and when asked recently for a copy of one of his poems, he confessed that he kept no record, no scrap-book, no private collection of his own pieces. Being pressed, he admitted with some reluctance that he knew where he could lay his hands on it. Evidently no over-supply of literary vanity here!

Of course, Dr. Drummond's writings have been the occupation of a professional man's leisure, and there is reason to believe that as he grows older and his tastes mature the faculty for writing will be stimulated and strengthened. He began when a youth to hear and appreciate the English dialect employed by the French Canadians, the quaint mannerisms of the habitant, the rougher originalities of the rivermen. The idea of putting his appreciation of the humor and pathos of French Canadian life and character into verse was never systematically followed, although since the immense success and popularity of the "Papineau Gun" and the "Wreck of the Julie Plante"—the two pieces selected to accompany this sketch—he has written with some

industry, so as to give the hope that in time Canada will develop its own master of humorous verse. Already there are distinct proofs that the power is here, and the man, if he chooses, can use it. "I do not find this kind of versifying what you call difficult, though it is not, of course, as easy as English verse," said Mr. Drummond once in reply to a query, "because the vocabulary is limited and you must not repeat the characteristic expressions, as it would become tiresome and iteration."

The taste for dialect poetry is of comparatively recent growth. In this case, the French Canadians themselves naturally do not see the humor of it, because it resembles the way in which so many of their habitants speak English. The humorous setting of the whole, the choice of phrases and situation, does not sufficiently appeal to them as original, and it is left to English people to admire and enjoy. The Americans have been wonderfully taken with it. Some of Dr. Drummond's pieces have been published all over this continent, and are now included in every standard collection of American humorous verse. The dialect is an apt medium for conveying humor, but Dr. Drummond does not content himself with that alone, and he has written some satirical English verse which indicates exceptional talent. One of these, published



WM. H. DRUMMOND.

anonymously, and another, never published at all, give without doubt every promise of developing power. Still it is quite possible that Dr. Drummond will continue to build up his fame chiefly by his dialect verse, because only a short time ago when invited by the "Shakspeare Club" of Montreal to be present, with Hon. Justice Doherty, as guest of the evening at

the club's annual banquet, he gave, instead of a speech, a new dialect poem which received the warmest encomiums of the critics present, and which some have not hesitated to pronounce the author's best.

Dr. Drummond's life has not been eventful. He is a Montrealer, educated at McGill University and Bishop's College, and, after practising his profession in Knowlton for some time after graduating in 1884, he returned to Montreal, where he has ever since resided. In temperament and taste he is, fortunately, as much a literary as a professional man, and if he gives anything like free rein to the poetic fancies he possesses, and draws with sufficient enthusiasm upon the wit and humor which one rightfully inherits from Irish ancestors—in a word, works with a love of his art—we may reasonably expect from William H. Drummond some of the brightest creations that can enliven and enrich Canadian literature.

One would like to say something of the personality of the man, apart from his mental endowments—his genial disposition and hospitable character, but there is a lion in the path. He objects to any compliment that might be mistaken, by undiscerning persons, for flattery, and his physical frame and vigor place disobedience in this respect out of the range of safety. He is a keen sportsman, and fishing is one of the delights of his leisure. Many a seasonable story have the devotees of the Laurentian heard, I doubt not. As an authority on Irish terriers he is well known, and his efforts to maintain a kennel which does credit to the breed have been unceasing and successful.

DE PAPINEAU GUN.

Bon jour, monsieur you want to know
About dat gun wat good shea for?
Wy Jean Baptiste Bruneau mon pere
Fight wit dat gun on Papineau war.

Long time since den, you say 'est vrai,
An' me too young for 'member well;
But how de patriot fight an' die,
I h'offen hear de hole folk tell.

De H'Engleesh don't hack square dat time,
Don't geero de habitants no show;
So long come Wolfred Nelson
Wit Louis Joseph Papineau.

An' swear de people have deir right;
Wolfred, he a write Victoriaw,
But she's no good; so den de war
Commence among de habitants.

Papineau an' Nelson, 'frail noting,
Dey fight an' blees pour la patrie;
I hope le bon Dieu have 'em lote
Salut Wolfred! salut Louis!

Mon pere, he leet to Grande Brule,
So smarter man you never see;
Was h'alway on de grande hooraw,
Plainte? Wat you call? Esprit.

So, wen dey form one campagne,
All dress wit' tuque an' ceinture sash,
My fader tak' hees gun wit' him,
An' marche away to St. Eustache.

Were many patriots was camp;
Wit' brave Chenier, deir capitaine,
Wen long come H'Engleesh generale,
An' more two 'ousan' sojer man.

De patriots dey go on church
An' feex her up deir possibill;
Dey fight deir bes, but soon fine hout
"Canon de bois" no good for kill.

An' den de church sho come on fire,
An' burn h'almost down to de groun';
So wat you tink our man can do
Wit' all dem H'Engleesh h'armes roun'.

'Foleon, hees sojer never fight
More brave as dem poor habitants,
Chenier, he try for broke de rank,
Chenier come dead immedatement.

My fader shoot so long he can,
An' den he's load hees gun some more,
Jump on de river quick liko flash,
An' try for pass a l'autre bord.

Sure 'nuff de water's cold an' damp,
Mos' h'alway lak' gat on de fall;
My fader's tak' hees gun wit' heem,
De powder don't get wet at all.

Well, he reach home 'bout next morning
An' keep penit for many day,
Till h'everything sho come tranquille,
An' sojer man h'all gone away.

An' h'after dat we got our right,
Les Canajens don't fight no more;
My fader's never shoot dat gun,
But place her up above de door.

So wen you h'ax questyune, my frien,
'Bout dat h'e'e gun wat good shea for?
I h'answer, Jean Baptiste Bruneau
Fight wit' dat gun on Papineau war.

—W. H. DRUMMOND, M.D., In American Humorous Verse.

THE WRECK OF THE "JULIE PLANTE".

A LEGEND OF LAC ST PIERRE.

On wan dark night on Lac St. Pierre
De win' she blow—blow—blow—
An' de crew of de wood scow "Julie Plante"
Got scart an' run below;
For de win' she blow lak' hurricane,
Bimeby she blow some more,
An' de scow bus' up on Lac St. Pierre,
Wan arpent from de shore.

De captinne walk on de front deck,
An' he walk de hin' deck too,
He call de crew from h'up de hole,
He call de cook h'also;
De cook she's name was Rosie,
She come from Montreal,
Was chambermaid on a lombaire barge
On de Grande La Chine Canal.

De win' she blow from nor'—east—west—
De scow' win' she blow too—
W'en Rosie cry, "Mon cher captinne,
Mon cher, w'nt I shall do?"
Den de captinne trow de beeg h'ankerr,
But still de scow sho drift,
De crew he can't pass on de shore,
Becos he loss hees skiff.

De night was dark lak' wan black cat,
De wave run high an' fus',
W'en de captinne tak' de poor Rosie
An' tie her to de mas',
Den he h'also tak' de life preservo
An' jump h'off on de lac,
An' say, "Good-by ma Rosie dear
I go drown for your sask'."

Nex' morning very h'early—,
'Bout 'all pas' two—tree—four,
De captinne—scow—an' de poor Rosie
Was corpes on de shore—
For de win' she blow lak' hurricane,
Bimeby she blow some more,
An' de scow bus' up on Lac St. Pierre
Wan arpent from de shore.

MORAL.

Now all good wood scow sailer man
Tak' warning by dat scorn,
An' go and marry some nice French girl
An' leet on wan beeg farm.
De win' can blow lak' hurricane,
An' space sho blow some more,
You can't get drown on Lac St. Pierre
So long you stay on shore.

W. H. D.

REPORTORIAL EXPERIENCES.

By A. H. U. C.

I WAS talking to two veteran journalists in Montreal the other day, and happened to remark that whiskey could demoralize a newspaper office even more effectively than a strike. "Yes," said the first v. j., "I remember one occasion when it got in its work with admirable skill. It was in 1879, on the Queen's Birthday. There was a big military review in Montreal, attended by the Marquis of Lorne and the Princess Louise. It was to be a great affair, and we arranged for a special edition of the paper in the afternoon. We were each assigned some special feature of the day, and our copy was to be in early. I covered my assignment and reported at headquarters at the hour appointed. The editorial office was a melancholy spectacle. One or two men wrote with painful slowness in the reporters' room. There was a stack of copy as high as your head unedited before the day editor (who remarked confidentially that he had 'jush dropped out for min't to shee troopsh pash'), and who was going over the copy with a laborious care eminently befitting a Quarterly Review. The city editor, X, was peacefully sleeping in his chair, and could not be awakened to sensibility. In one hand he clutched a piece of paper. This we managed to extricate. But the writing upon it afforded no clue to its meaning. There were a few names, and that was all: Cartwright, Tupper, A. J. Smith, Langevin, and a few other noted public men. What had these men been doing? We could get no clue, and there was no time to think over it. X slept on and the paper went to press.

"Next morning the mystery was solved. The morning

papers contained X's little list! The gentlemen had all been knighted by the Queen, and we had missed the best item of the day."

When the laughter had subsided I turned enquiringly to the other v. j.

"Yes, I can match it," he retorted. "You remember Z, whose experience always secured him the best assignment? Well, there was a great public ball, and as it was the chief local feature for next morning's paper, Z was sent to it with instructions to turn in the list of guests early. When the hours wore on and no Z appeared, there was anxiety and consternation in the office. A man was sent after him, but before he had time to report, the missing Z was helped up the stairs by the cabman. He was speechless, and we could get nothing out of him. We searched his pockets for copy, but in vain. Finally, in an inner pocket, we came on the list of guests, type-written and ready for use. What a relief! An introduction was hastily put together with the few scraps of knowledge we all possessed, and the paper came out on time."

"Yes," murmured the veteran journalist, reflectively, as he ran his fingers through his hair, "it was a great report, and created a marked sensation next morning. Had the ball taken place? Oh, yes, but our list belonged to a previous social event, one year old, and the number of people who had been dead and buried for six months and were made to reappear and dance, formed quite a large percentage of the whole."



A TRIP TO THE MARITIME PROVINCES.

By SLUG 19.

AFTER keeping very quiet for four long months, the Executive of the Canadian Press Association made a sudden announcement on June 9th that the arrangements for a summer excursion were complete. By the quiet efforts of that small but august body, the members of the Ontario Fourth Estate were to enjoy an outing.

Nobody knew it was being done. Nobody knew how it was done. But, like a flash of glory from a steamship's searchlight, the grand scheme fell dazzlingly upon those who up to that moment had been in the deep darkness of ignorance.

Before unsuspecting editorial eyes, all over the province of Ontario, fell this charming circular:

"In accordance with the decision of the association at the annual meeting, the Executive has completed arrangements for an excursion through the most interesting part of Quebec and the Maritime Provinces. An excursion has not been held for about five years, and will be at once a decided novelty and a splendid outing. Among the places visited will be St. Andrews (N.B.), Fredericton, St. John, the Annapolis Valley (the land of Evangeline), Halifax, the beautiful Bras d'Or of Cape Breton, New Glasgow, Charlottetown (P.E.I.), Moncton and Quebec City. The scenery along the route to be taken is among the most magnificent in Canada, while nothing of historical interest will be omitted. This will be a rare opportunity to see a part

of our Dominion which should be familiar to all Ontario journalists.

"It is expected that the party will leave Toronto on July 29th, and that the trip will occupy some twelve days at least. During this time over two thousand miles will be covered by boat and in special cars. The best hotels will be used and good meals provided throughout the whole journey. The total cost for transportation, sleepers and hotel bills will be between \$45 and \$50. This will include boat from Toronto to Montreal through the picturesque Thousand Islands and the magnificent rapids of the St. Lawrence, from St. John to Digby, through the Bras d'Or lakes, and from the mainland to Charlottetown and return. The rest of the journey will be by rail.

"Besides having the privileges of the cheapest trip ever offered to a party of Canadian tourists, the meeting with the newspaper and other public men of the Maritime Provinces is a privilege not to be lightly valued.

"The Executive has decided that it would be unwise to hold the excursion unless a number of members sufficient to guarantee the success of the trip decide to go. Kindly notify the president not later than June 17th whether you intend to accompany the excursion, and, if so, how many of your family will accompany you. Notices as to whether the excursion will be held or not will be mailed on June 19th to all replying."

Even it is delightfully vague and general, and those who take in the trip will, no doubt, be presented with many more of

those charming surprises which seem to be the order of the day. It is not, therefore, meet that we who live in this dense darkness should wonder whether the Government at Ottawa, which we have supported so long and so faithfully, and from which we receive so little advertising and so few shrievalties, jailorships, etc., has consented to carry the Ontario Fourth Estate, without charge, over those long lines of rails which John Haggart says are capable of being used profitably. Nor is it meet that we should wonder whether our old play-fellow, Bill Callaway, or our titled acquaintances, Sir N. J. Power and Sir D. McNicoll, have done anything better than that miserable two cents per mile which we enjoy, and say "Thank you!"

But I am going to take in the excursion, anyway. I have arranged with the office boy to write my editorials for two weeks, and a friend of mine, a lawyer, who has an office next door, will estimate on all work which may come in during my absence. As the farmers are busy hoeing potatoes and carrots,

I do not expect many of them will be in to pay their subscriptions while I am away.

If it is not too late, I would like to make one or two suggestions. I think we should have Aberdeen meet us at Montreal and spend a few hours with us. This meeting would make a good local for our papers and would help to get votes at the next municipal election. Then, at St. John they have, I understand, a Press Club. This should be exhibited for our benefit. I have read about the ones they have down in Texas, especially the one in The Arizona Kicker office, but I have never seen a genuine Canadian one. My subscribers are not quarrelsome, so I have never really needed one. Then at Halifax, I would like to have a talk with Evangeline, for I have heard a lot about her and that fellow Longfellow. Moreover, a few genuine "Blue-noses" should be got together for inspection. Most of the people in our village have red noses, and I would like to see a blue one for a change. Then the Executive—but perhaps these suggestions are impertinent. However, I hope we will have a good time.



NEWSPAPER SLOT MACHINE.

The Montreal Herald has been making great gains in circulation, and at least part of the increase must be due to a new patent contrivance which is something distinctly new in the publishing trade. This is nothing less than a circulation slot machine. You put one cent in the slot, and out comes a copy of your Herald. The machine has been invented in The Herald office. It is quite simple and easily constructed. When improved it ought to do much to revolutionize the circulation and distribution of newspapers. At present The Herald has about 25 of the machines in use, posted in a number of conspicuous places throughout the city of Montreal, and in many of the railway stations at the summer resorts near Montreal. The results in circulation are already being felt, and the slot boxes are believed to capture readers who are not prone to buy from other sources. The boxes have not affected street sales or

the demand at the news-stands. In fact the patrons of the slot seem to be extra readers which are being added to The Herald's list. The boxes are constructed of a hard durable wood; they hold from 50 to 60 papers each, and when the last copy is withdrawn the legend "all sold" appears. There is one just outside the office of the paper on Craig street which has to be filled three and four times a day, while purchasers still find their way inside the office. The boxes are filled by a man who makes the rounds and returns at close of day with those papers left over. As a set off against the cost of this service, the publishers get full price for all papers sold by this device. While liable to the frauds for which all these slot machines afford some opportunity, The Herald's new contrivance is a clever one, both in design and execution, and reflects credit upon the inventive genius and enterprise of the establishment.



MORE REDUCTIONS IN LABOR.

NEWS TAKEN FROM TELEGRAPH INSTRUMENT BY MACHINE OPERATOR—A MACHINE TO DO EIGHT MEN'S WORK.

EDITORS are, like typos, being pushed to the wall. On May 27 a unique and successful experiment was made at Louisville, Ky. A press telegram report was taken from the wire directly by the operator of a type-setting machine. One of the press loops was run into The Evening Post composing rooms, and B. C. Boyle, managing editor of The Post, and R. Cogan, chief operator of the Associated Press, who are both telegraph and Linotype operators, succeeded in receiving the despatches of the Associated Press and putting them in type directly from the wires. The experiment made proves that the telegraph wire can be worked successfully with type-setting machines, and a maximum rate of speed of fifty words may be obtained.

But a still more startling discovery comes from Germany, in the way of a new type-setter. It is built on two different models

—one called the Autotype, and the other the Plectrotype. These machines compose, justify and distribute different fonts of type automatically and by electricity respectively. Each machine, it is claimed, will set more than twice what can be set by a Linotype, and only one operator, assisted by a boy, is required to watch seven or eight machines. That is, eight machines and one man will do the work of 64 hand compositors.

For the Autotype the copy is prepared by a special typewriter, which makes up the justified lines with perforated characters. Here all corrections and alterations are made. When the copy is ready for composition, the tape is introduced into a contact apparatus, which may be situated at any distance from the machine, the connection being effected by electric wires. Thus, the copy may remain in the editorial rooms,

while the matter is being set up away off. The machine having been started, the type of copy rolls off the contact apparatus, which, as mentioned just now, is connected with the machine by an electric current, and the perforations effected by the typewriter now serve to operate the current, which in its turn influences a system of electro-magnets arranged in the composing room in such a way that the characters indicated in the copy are ejected by it upon a revolving disc, which carries them to the composing galley. In a parallel manner the distribution is performed by means of the perforated copy.

The other construction, called the Plectrotype, permits the operation of the key board direct by hand, without the means of prepared copy. Here, also, the key-board may be situated at any distance from the machine itself. The electric current is directed

by the keys to electro-magnets responding to each key and rejecting the respective character. The operation of the keys is, therefore, extremely easy. The operator of the Plectrotype pays no attention to the spacing at all, as the justifying apparatus automatically sees to it after the completion of each line, and supplies the proper spaces. In the Plectrotype, too, the distribution goes on automatically at the same time with the operation, but, to secure this, special nicks are necessary. These nicks are rather flat, so as not to affect the body of the type materially, and may easily be cut into any desired font of type. A founder's nick is not necessary at all. The change from one font to another is done by the touch of a key in either machine.

For the information concerning these German machines we are indebted to Mr. R. L. Patterson, of Miller & Richard.



THE EXECUTIVE OF THE C.P.A. MEETS.



AT THE meeting of the Executive of the Canadian Press Association, which was held on June 7, in the Queen's Hotel, Toronto, there were present: Messrs. L. W. Shannon, Kingston, in the chair; J. S. Brierly, St. Thomas; Andrew Laidlaw, Galt; T. H. Preston, Brantford, and J. A. Cooper, secretary, Toronto.

Letters were received from Messrs. Dingman, MacLean and Young, stating reasons for their absence.

The following persons were admitted to membership:—

R. R. Cromarty, Docket, Toronto.

Malcolm MacBeth, Sun, Milverton.

George Wrigley, Farmers' Sun, Toronto.

Acton Burroughs, Western World, Winnipeg.

Some accounts were passed and small business transacted.

A project for engaging a permanent counsel in cases of libel suits was talked over, and it was resolved, on motion of Messrs. Brierly and Laidlaw, "That the Executive Committee endorse the proposal that a solicitor be employed to defend actions for libel brought against members of the association; but, believing that the agreement for his services should be made between the solicitor and individual members, it recommends Mr. John King, Q.C., who is hereby nominated as such solicitor, to communicate with members, with a view to making contracts direct with them."

A resolution was also passed, on motion of Messrs. Preston

and Brierly: "That the Canadian Press Association views with alarm the decision recently given by the Quebec courts in the case of Pelland v. Graham, in which the principle is laid down that newspaper publishers are legally responsible for libellous matter that may be contained even in admittedly fair reports of public meetings; that it regards such a decision as a serious menace to the liberties of the press and to the public interests, and as a check upon the exposure of wrong-doing, and that it heartily endorses the decision of the defendant in this case, the publisher of The Montreal Star, to carry an appeal if necessary to the highest court in the realm."

A long discussion then followed on the details of the proposed excursion to the Maritime Provinces. President Shannon and Vice-President MacLean had interviewed the railways several times, and had also visited the Minister of Railways and Canals at Ottawa. On the latter occasion they were assisted by P. D. Ross. The result of much hard work was presented to the meeting by the president, and it was seen that the journey proposed would occupy about twelve days. The transportation would cost from \$12 to \$15, the Intercolonial being free, while sleepers, meals, hotels, etc., would cost, perhaps, \$30. The total cost would thus be under \$50. On motion of Mr. Laidlaw and Mr. Brierly, the following resolution was adopted: "That the secretary of the association prepare and send out a circular to the members outlining the proposed trip to the Lower Provinces, and urging as many as possible, with their ladies, to accompany the party. It is desirable that the excursion party should be thoroughly representative, and should number not less than forty members of the association."

The meeting then adjourned.



COLLECTIONS AND REMARKS.

THE Morning Guardian, of Charlottetown, is now printed on a very fine grade of news. This improvement is in addition to some new type that has arrived. The Guardian looks much improved in every way, and is now a morning journal of which any city might be proud.

The Goderich Signal is now published as a daily. Goderich

has but 4,000 inhabitants, but if a success can be made of a daily in this size of a town, there is no doubt Dan McGillicuddy can do it.

The new designs in folders, weddings, ball programmes, etc., of which Buntin, Gillies & Co., Hamilton, have secured control for the coming season, are the finest ever shown

here. The success which this firm has had with these goods in the past (their sample books are in all the best offices) has evidently encouraged them to greater efforts, and the sample book for 1895-6 will contain a choice and varied selection.

The Belleville Sun published a trade edition recently.

A new paper is shortly to be issued in Hespeler. It will be called The Herald.

F. Morrison, job printer, Collingwood, Ont., is advertising his business for sale.

The New York World was mulcted to the extent of \$25,000 in a recent libel suit.

Artemus Strang is registered proprietor of the Aberdeen Printer Works, Montreal.

The Brandon Times has purchased the subscription list of the defunct Brandon Mail.

Gingras & Caron, printers, have dissolved. Gingras & Fils is the style of the new firm.

Finlay McKenzie has left The Montreal Gazette and intends returning to the United States.

The Typographical Union has been pressing an eight hour day on the Dominion Government.

Graham & Dean, printers, Kingston, Ont., have been succeeded by the The Sun Publishing Co.

D. J. Beaton, formerly of The Winnipeg Free Press, has become editorial writer for The Nor'Wester.

Antoine Lacroix, foreman of The Presse newspaper, was found drowned in the canal at Montreal.

T. Berthiaume has been registered proprietor of the Railway Commercial Printing Co., Montreal.

Bradstreet's reports the following assignment: George M. Winn, printer and publisher, Amherstburg.

A. J. Hunter, of The Barrie Examiner, has sold his plant and good-will to Mr. McLaren, of Chatham.

The Shelburne Free Press is of age and is now entitled to vote. The influence has always been present.

The Georgia State Press Association and Eastern Townships Press Association will visit Quebec this month.

Walton & Co., printers, Sherbrooke, Que., have dissolved. John W. McNicoll is now registered proprietor.

Dr. Dewart, ex-editor Christian Guardian, has gone to Europe to attend several Methodist conferences.

Mr. Morine has obtained a verdict against The Telegram, St. John's, Nfld., for libel damages of \$40 and costs.

George H. Porteous, a Montreal journalist, was recently united in marriage at Cornwall to Miss Agnes Craig.

Mr. P. E. W. Moyer, of The Berlin News, is to be proceeded against for criminally libelling Rev. R. Von Pirch.

The Independent is a new paper published at Manitou and printed at Winnipeg. W. D. Ruttan is business manager.

Mr. Alex. Fraser, city editor of The Toronto Mail, will soon take a six weeks' trip to Scotland with his wife and child.

The Petrolia Advertiser got some smoke and water the other day, for which it charged the insurance company \$200.

Paper and Press, New York, in its June issue, contained a clever sketch of the Toronto Employing Printers' Association,

by W. W. Pasko. Fifteen of the leading members were presented by means of three excellent, full-page, composite half-tones.

George Vincent and Adolphe Elzear are now registered proprietors of the printing business of George Vincent & Frere, Quebec.

Mr. W. A. Richardson, of Sydney, has purchased The Canso Breeze plant and will remove it to Little Glace Bay, C. B., to publish a paper there.

The Sarnia Observer is now issued daily. The proprietor and editor, Harry Gorman, is an old-time member of The London Advertiser staff.

Thos. J. Holden, of The St. Catharines Standard, was recently a recipient of one of the medals of the Royal Canadian Humane Society. He saved a young lady from drowning last summer.

Mr. E. A. Bailey, of The Wawanese Enterprise, formerly of Morden, Man., has made arrangements to establish a newspaper at Emerson. Mr. John W. Bailey will now have the management of The Enterprise.

The Toronto Lithographing Company have issued a cleverly designed folder, showing their new premises and the burning of the old. The enterprise shown by the company in securing a new plant and new premises has certainly been remarkable.

Mr. W. C. Cunningham, representing Buntin, Gillies & Co., Hamilton, has gone to the Northwest in the interest of his firm. He will visit the Pacific Coast cities and principal towns en route before returning, and expects to be away about six weeks.

F. J. Jewell, traveler for Gwatkin & Son, courted and won death at Guelph recently. Mr. Jewell had been more or less connected with newspaper work for many years. He was editor of The Northumberland Enterprise in 1881, and afterwards of The Stayner Sun and Glengarry News. He had been for three years with Gwatkin & Son. In 1887 he married Miss Maggie Wesley, of Belleville. Deceased was 38 years of age, and leaves a widow, but no children.

The 14 Rogers machines are being made ready for use in The Montreal Star office, though the paper up to the 15th had not yet begun to set with them. Mr. Evans, the company's manager, has been in Montreal superintending the introduction of the machines. This is the first time machine letters have been made in exact imitation of the paper's usual type. This was done for a cash bonus over the price, and in the case of a large order the company would do it again.

The new number of The Canadian Military Gazette for June 15 contains the usual budget of news and special articles of interest to the militia body. The Military Gazette has been vigorously advocating in recent issues a thorough reorganization of the Canadian force, and its articles on this subject have attracted favorable comment among the English service papers. Mr. Ernest J. Chambers, an experienced journalist and a competent authority on military subjects, is the editor.

The Monoline company have one of their machines now working in The Herald office, Montreal, which is claimed to show an improvement on the first of their machines made. This one has been altered so that the magazine works truer, the dust is prevented from gathering in it, and spacing is now

mechanically done. In these respects the Monoline will, The Herald people contend, enable quicker work to be done. The new machine is at present making a record of 4,500 to 5,000 an hour.

Mr. Richard White, of The Montreal Gazette, sailed for Germany on the 18th, and will be absent four months.

The Ottawa Valley Press Association will meet in Carleton Place, Ont., on Friday, June 28, when an interesting programme will be presented.

The Church Guardian, of Montreal, has been acquired by the Church of England Publishing Company, and is now published at Toronto under the name of The Church Evangelist.

A new trial has been granted in the case of Macrae vs. News Printing Co., Toronto. This was a dispute about the delivery of papers through the city. At the first trial the judge entered a non-suit.

A. G. F. Macdonald, of The Glengarry News, sends a sample of a fire insurance policy printed by him. It is certainly well set and is as clean a piece of press work as could possibly be desired. Mr. Macdonald is one of the "progressivists."

Nisbett's Weekly, 24 pages, published by J. Hill-Nisbett, an Englishman, made its first appearance in Halifax recently. It was put on sale at 10 cents a copy, but before evening it came down to 5 cents. The publisher announces that the second issue will be delayed indefinitely. William McNab printed the first number.

The Colliery Journal and Mining Engineering Journal (formerly The Critic), Halifax, is now entirely in the hands of Mr. A. Dick, M.E., editor, and some mining men, and will be made a thorough mining journal. Editor Dick has had large experience in Scotland and the United States, and will likely make the paper a success.

It would add very much to the comfort of the Montreal staff of PRINTER AND PUBLISHER if the leading papers there would run their presses by electricity instead of steam. The smoke from their chimney pours into the offices on St. James street like a fall of snow in winter. Many of the large offices, such as The Toronto Globe, are using a motor now.

The Italian Typographical Federation now has 3,750 members, divided as follows: Bergamo, 15; Bologna, 70; Brescia, 50; Como, 78; Florence, 200; Genoa, 69 compositors and 25 machine men, etc.; Lodi, 30; Mentone, 23; Milan, 749 compositors and 300 machine men, etc.; Modena, 45; Naples, 200; Novara, 28; Padua, 36; Parma, 27; Navia, 33; Piacenza, 25; Reggio-Emilia, 37; Rome, 887 compositors and 100 machine men, etc.; Savona, 11; Turin, 512; Venice, 150; and Verona,

40. The members of the Roman section have just started a pension fund, which has now 500 subscribers paying 5d. a month.

The Rogers Typograph Co. intend to make quite a new departure in connection with their works at Windsor. Much of the machinery used in turning out the Typographs is readily adaptable for other purposes, and it is the company's intention to enlarge their manufacturing establishment and make bicycles for the Canadian market. The new bicycle will be a distinctive make, and bear a characteristic name.

When Mr. R. W. Shannon bought The Ottawa Citizen some years ago from C. H. Mackintosh, he paid \$18,000 for the property without the book debts. Subsequently he installed four Typographs at an expense of \$6,000. It is said now that some local men are endeavoring to buy the paper and have made an offer of something under \$25,000, but that Mr. Shannon holds out for that figure. Mr. Shannon has greatly improved and strengthened The Citizen, but is said not to be anxious to remain in Ottawa.

A Toronto gentleman is in possession of an interesting relic in the shape of a copy of the first number of The Quebec Gazette, published June 21, 1764. The paper, which has descended to Mr. Steele from his great grandfather, is printed both in French and English, and, among other interesting items, contains a despatch from London dealing with the proposed system of taxation upon goods imported into the American colonies, which ultimately led to their rebellion against the Mother Country. There are also two advertisements of considerable interest. The only paper published in Canada previous to The Quebec Gazette was the Halifax Gazette, of which the first number was published in 1752.

Dr. Playter, of Ottawa, has taken an action for libel against The Ottawa Free Press for \$25,000. About two years ago the doctor made an attack upon the quarantine system of the Dominion Government. He published a letter in the press setting forth his objections in rather strong terms to the administration of this branch of the Department of Agriculture by Hon. A. R. Angers, Minister of Agriculture. A reporter of The Free Press afterwards interviewed Mr. Angers as to this letter. The Minister, according to that interview, used very harsh language towards Dr. Playter. A libel suit was instituted by the doctor against the Minister. The reporter of The Free Press would not, however, in a preliminary examination testify as to the exact words used by Mr. Angers. The result was that the suit against Mr. Angers was stopped, and the doctor now proceeds against The Free Press for the amount mentioned. The writ has been served.



CANADIAN ILLUSTRATORS.



FRED H. BRIGGS.

CANADA has not been behind the rest of the world in illustrators' art, and her engravers have kept pace with the world in half-tone and line engraving. The discovery of these mechanical processes of engraving has been one of the great achievements of this age of invention. Their influence on art cannot be over-estimated. In the old days of wood block and steel engraving, illustrations in newspapers and magazines were a luxury. Now, no paper or periodical with any pretensions can afford to be without them. The cheapness of the pictures from oils produced by mechanical process has placed them within the practical reach of all classes of publishers.

Increased attention is being paid to black and white illustrations, and the leading men in this branch of art are being recognized as holding a position of equality with the best workers in colors. The professional and serious workers in black and white in Canada have not been a large company. There are, of course, many engaged in the various branches of art work, but the enthusiasts who make their work a pleasure, and who sacrifice all other interests for the love of their profession, are very few indeed.

In Toronto they may be found chiefly amongst the members of the Toronto Art Students' League, which institution has done a noble work in the interests of practical art. It was founded by a band of earnest workers in 1886, and occupied, at first, a room in the Imperial Bank building. Recently they opened up more commodious quarters at 75 Adelaide street east. Their rooms have always been the home of a vigorous and progressive art life. Study from life in the nude and in costume has been the chief work of the league, while the inventive and imaginative side has been encouraged by monthly compositions on given subjects. All mediums are used, and some of the leading color men of the city are amongst its members. But it is black

and white illustrating which has given the institution the leading position it holds to-day.

Perhaps the most striking evidence of the success of the League has been the series of Christmas books which, under the titles of "'93," "'94" and "'95," have attracted much attention among the artists and literary community of Canada. These have contained many valuable Canadian scenes and some excellent native verse. We believe that "'96" is already under way, and promises to excel all previous efforts. In these little publications there is an evidence that the artists have fully realized the needs of the process engraving, and have happily adapted their work to its end.



WASH DRAWING FROM LIFE

—F. H. BRIGGS.

Another evidence of the success of the League is the Canadian art colony in New York, which is made up almost exclusively of its members. Among them we might mention T. Willing, the well-known designer, whose initials are seen on many of the most recent book-covers, initials and headings from that centre of brilliant ideas; W. Bengough, who draws full-page subjects for *Once a Week* and other periodicals; R. W. Crouch and J. Jephcott, younger men in the field of design; D. A. McKellar, who draws and writes for *Life*; C. W. Jefferys, the talented pen and ink artist, holding a leading position on *The New York Herald*; and D. F. Thomson, one of the youngest and latest additions to the colony, who is destined to make his mark in the higher fields of lithography.

It is one of the unfortunate sides of art life in Canada that native talent, while it is perhaps recognized, is not supported. In consequence, those of our artists who stay with us do so generally on account of family or business connections, which have to be very strong to make them resist the temptation of fields across the line. Amongst the leading men in Toronto are: A. H. Howard, the designer; C. M. Manly, the well known water-color artist, who has a large part of his



"ON THE BOX."

Pen and ink sketch from nature.

F. H. BRIGGS.

heart given to black and white, and whose pen and ink drawing has an original and delightful quality; R. Holmes, the genial president of the League, resident drawing master of Upper Canada College, and a clever designer; W. W. Alexander, vice-president, junior member of the Alexander & Cable Lithographing Co.; F. H. Brigden; J. D. Kelly, one of our best-known commercial designers. Besides these there are some fairly good newspaper men in Toronto, among whom Mr. Innes, of *The Mail*, and Mr. H. M. Russell, of *The News*, are, perhaps, the best known.

The outlook for this branch of art in Canada is as bright as anywhere, despite its drawbacks. Wherever we find, as we do here, earnest serious work; wherever we find those who are doing for the love of doing, we may look for nothing short of the best. We look forward to the time, desired alike by the publisher and artist, when native talent will receive its full recognition.

In this connection there may be mentioned the work of Fred. H. Brigden, a young man and yet one of the best known of the Toronto illustrators. His father was one of the founders of Canadian wood engraving, he having gained his profession in Great Britain. Twenty-five years ago he was the leading artist in engraving on wood and still maintains his superiority, and is head of the business run under the name of the Toronto Engraving Co. Thus "Fred." was brought up in an atmosphere of art which early developed his innate talent and his artistic intelligence.

He is now going in for applying his knowledge of art to the practical production of artistic plates. For example, he is doing similar work to that done recently in *The Century* and other leading magazines, by which crude process blocks are being placed on an equal footing with wood engraving, by artistic and judicious retouching. This is exemplified in the accompanying sketch, entitled "In April." In this and similar ways, ordinary half-tones are made to imitate the costly steel and wood block engravings.

Mr. Brigden is branching out in another direction. He is experimenting with the three-color process—that is, the method of producing, from three half-tone plates and by three printings only, the full effect of any water-color. The secret of this consists in applying the three primary colors in such rotation as to produce any required shade.

Mr. Brigden is an artist of no mean merit, as may be seen in the original designs, wash



PEN AND INK SKETCH FROM LIFE.

F. H. BRIGDEN.

drawings and pen and ink sketches shown with this article. He is one of the most enthusiastic members of the Toronto Art Students' League mentioned above.

WHITHER ARE WE DRIFTING?

In the beginning after the creation of the heavens, the earth and the newspapers, an advertising agent represented, as a rule, one paper, and received either a stated salary or a commission of at least 25 per cent. on all the business he obtained. The successful agent was a shrewd sort of chap, and he soon found that he could add materially to his income by representing a number of publications, either in the same line or in different lines. The business of soliciting advertising is exceedingly trying on both the temper and nerves, and the old time agent soon found that he could make money easier by acting as a broker and cutting rates. This led finally to the establishment of regular advertising agencies on the modern system of handling business. The commission, however, is a relic of a past age. It has been repeatedly reduced by the leading papers, until now the average

commission does not exceed 15 per cent., and some of the publishers of the larger papers are debating the question, whether it is not advisable to reduce it to 10, or even 7½ per cent.

It is probable that the closest listed publisher does not be



"IN APRIL."

Reproduction of pencil drawing by half-tone and vignetting.

F. H. BRIGDEN.

grudge the agent 15 per cent., or even more, provided he is convinced that an adequate service is rendered therefor; but what he does object to is the persistent cutting of rates and underbidding, which is making the life of both the publisher and advertiser a burden. The statement is frequently made by advertising agents that it is not so much the rate charged so long



ORIGINAL DESIGN.—F. H. BRIDGEMAN.

as it is persisted in, and that all are treated alike; and yet these same agents are the first ones to ask for a special rate, or who divide commissions with their customers. The competition seems to grow sharper and sharper, and in many instances contracts have been accepted from prominent advertisers by reputable agents which could not be placed except at a loss. For example, an advertisement for a list of a dozen first-class papers, nearly all of which are supposed to have "iron clad" rates, and an average discount to agents of about 15 per cent., was competed for, and the agent obtaining the contract took it for nearly 25 per cent. less than the published rates of the papers. Either the agency obtained special concession, or waived their commission and suffered a loss besides. In either event the publishers suffered, the advertising agent made no money, and it is an open question whether the advertiser was very much the gainer. Now the question is: If this method of doing business is persisted in, will not publishers cut off agents' commissions altogether, and sell space as other things are sold, making a wholesale price to the man who buys a large quantity of space, say 3,000 lines, and another price to the transient purchaser of an inch or two?

If the only work done by the so-called agents is securing special rates from publishers or cutting each other's throats to secure business, publishers will soon tire of it, and if the thing is persisted in will cut off agents' commissions altogether. It is time to call a halt and return to honorable methods, at remunerative prices for all concerned.

—J. H. GRIFFITH, in Profitable Advertising.

GOVERNMENT ADVERTISING.

There is far too marked a tendency among Governments in Canada to give public advertising to newspapers of their own political stripe, to the practical exclusion of newspapers opposing them. The Hamilton Herald directs attention to a flagrant case of this kind. It says:

"Because The Herald has had sufficient

independence, sufficient regard for the right, sufficient concern for the interests of the people of Hamilton, to speak a few plain truths about the Ontario Government and the member for West Hamilton, the Government has ceased favoring us with its advertising patronage. This is very distressing. It makes The Herald feel very badly."

This is all wrong. The Herald continues to be just as bright a newspaper, and just as good an advertising medium as it was before it sharply criticised the Ontario Government and Hon. Mr. Gibson.

But this sort of thing is not peculiar to one party, by any manner of means. The last report of the Auditor-General shows how the Dominion Government arranged the same matter in 1894:

Toronto, Empire, \$2,340; Globe, \$36.
 Montreal, Gazette, \$1,182; Witness, \$0.83.
 St. John, N. B., Sun, \$10,569; Telegraph, none.
 Ottawa, Citizen, \$821; Free Press, \$79.
 Halifax, Herald, \$800; Recorder, \$4.50.

It is not necessary to go through the list. These are sufficient indications of the method pursued.

THE REPORTER SCORED ONE.

A Montrealer, who poses as a pattern of sobriety and all other virtues, got drunk recently. He was arrested, appeared privately before the Recorder, and was fined. Before he got beyond police precincts he observed that a city newspaper reporter was examining the list of delinquents. Fearing exposure in the press, he crept near the reporter and pushed a 25-cent piece toward him, imploring silence at the same time. But the reporter had a retort ready. "Sir," he said, with dignified severity, "you must take me for an alderman."



"THISTLE-KNOCK."

Pen and ink sketch from nature.

—F. H. BRIDGEMAN.

A NEW DAILY.



SARNIA has a child of the daily sex. It is the first of that character, and the citizens are proud of it. The Daily Post is its name and it bears an intimate relation to the well known Weekly Post of that town.

The publisher of this new daily is W. B. J. Williams, of whom a writer in *The Globe* says: "W. B. J. Williams, the editor and proprietor, is a hustler, and the success of his venture is as-

sured. There is plenty of room for two dailies here, and there is no reason why one should not succeed when it is known the number of Port Huron, Detroit and other dailies which are sold every day. He has done much to bring Sarnia before the world as an excellent excursion point by publishing several souvenirs of the town, which were neatly gotten up and well arranged. His patronage in job work is excellent, and by securing suitable material to do the work he is rapidly building up an extensive job printing business and keeping the business in the town. Sarnia is all the world to him, and he fights her battles and advances her cause at every opportunity."

Mr. Williams has been in the printing business eighteen years, commencing when he was fifteen years old with a small job outfit in Port Huron. This was the nucleus of what was afterwards *The Telegraph Publishing Co.*, publishers of *The Daily and Weekly Telegraph*. These papers Mr. Williams edited for eighteen months, afterwards removing to Florida.

In 1887 Mr. Williams returned to his native land, locating at Point Edward, close to Sarnia. The Point Edward Post was under his fostering care until 1892, when he purchased *The Sarnia Sun* and consolidated the two papers under the name of *The Sarnia Post*, with Thursday and Saturday editions. The first issue of the daily appeared on June 8th, has been exceedingly well received, and promises to be as successful as the semi-weekly was. Mr. Williams' ability and untiring energy are of the kind needed by a publisher who desires to make a success of his work.

MUST TREAT ALL PAPERS ALIKE.

The editor of *The Montreal Herald* has recently had a little dispute with the authorities of McGill University which is typical of the difficulty publishers often have. The college people gave all their news to *The Gazette* and declined to give *The Herald* any. On one occasion when *The Herald* representative called and was refused a certain piece of news, the information was subsequently furnished to *The Gazette*, and appeared next day in all the glory of "scoop" type. As McGill is a public institution this favoritism was properly resented, and the authorities have undertaken to see that the papers are treated alike in all legitimate announcements pertaining to the college. This is right, and *The Herald* is to be congratulated on fighting successfully to maintain a sound principle. McGill is not state-aided, and under its royal charter is virtually a private corporation, but, appealing as it does to the public for support,

the newspapers can do much in its behalf. Impartial treatment, therefore, to all papers should be the college motto. The authorities ought to issue its announcements in some authorized form and distribute them without bias. Editors and publishers often have reason to complain of public institutions and companies favoring one paper more than another. The effectual remedy is to follow *The Herald's* policy and enforce equal treatment. These are not cases where enterprise succeeds in getting the news, and inertness fails. It is a pure case of "freeze out" for personal or some equally useless motive, and the publisher who puts up with it is a fool for his pains.

TELEGRAPH HUSTLERS.

"It amuses me," said a newspaper correspondent to *PRINTER AND PUBLISHER* the other day, "to see the way the telegraph companies hustle for business. It is my custom to file my despatches for outside papers by the line used by the journal getting the despatch. If it happens to be G.N.W., I use that wire; If C.P., of course, I use that. But, occasionally, for reasons any newspaper man will understand, it is not convenient every night late to follow the rule. A short despatch filed late will once in a while go over the wire not usually employed for the particular newspaper it is being sent to. In such an event I usually hear about it, in a roundabout way of course, but I know that the hand of the telegraph agent is in the business. The editor will inquire why the despatch in question was sent via G.N.W. when the C.P. is the right line, or vice versa. Sometimes this will happen about a 100-word despatch. There never is any doubt in my mind about the telegraph man having gone into the office and kicked. It never affects me at all, because I go right on doing business at the old stand."

MONTREAL NEWSPAPER GOSSIP.

Colin Campbell, editor of *The Toronto Star*, was here a few days ago.

H. Bragg, editor of *Property*, is in Chicago at the A. O. U. W. convention.

The Star is showing signs of the good local work done by its new city editor, A. P. Millar.

T. St. Pierre, of *The Herald* staff, is writing a book on the subject of French Canadian pioneers in the west.

The Herald Company now pays its employes fortnightly, which has the distinct advantage of giving them a longer engagement.

Mr. C. W. Bunting, managing director of *The Mail and Empire*, took in the ceremony of the unveiling of the Macdonald Monument June 6.

Mr. Richard White, managing director of *The Gazette*, has been in poor health for some time from acute rheumatism, and is leaving for a four months trip to Europe.

With commendable enterprise *The Toronto Mail and Empire* has its representative, Mr. Allan, in Montreal just now to write up the principal industries of the city and district.

The Ottawa Citizen's indefatigable business manager, Mr. Jeffrey, was in Montreal last week. He is a profound believer in the co-operation amongst Ottawa publishers to prevent rate cutting.

JOURNALISM IN NEWFOUNDLAND.

AMONG other "advantages" that Canada regretfully resigns through the failure of the negotiations for confederation with Newfoundland, is an infusion into our effete journalistic methods of the breezy ozone-laden style of editorial writing characteristic of the island. Here are a few remarks of The St. John's Evening Herald, directed to The Telegram of that town:

"The Telegram accuses us of robbing the banks. It is wrong; we neither robbed the banks nor the Y. M. C. A. funds.

"It accuses us of compromising with our creditors. Wrong again. We always paid 100 cents in the dollar, and never defrauded a city bookseller out of his goods, given to stock a concern on Walter street.

"It accuses us of fraud and criminality. Still wrong. We never skipped to the United States to escape the consequences of our misdeeds.

"It accuses us of deceit and cowardice. Wrong once more. We never remained 'on the fence' for weeks, afraid to give an honest opinion on a public question, nor did we 'eat crow' for the sake of getting Government printing."

The Telegram retorted by calling the editor of The Evening Herald a "wheezy and pestiferous shrimp." The editor of The Arizona Kicker may hide his diminished head hereafter.—Montreal Herald.

ON THE PROPER EDITING OF ADVERTISEMENTS.

A man who advertises must get returns from the money he invests, says The Journalist, or no amount of argument will induce him to believe that "advertising pays."

The reasons why an advertisement does not pay are too many to discuss in a short article, and do not of necessity reflect any discredit on the medium used, for the simple reason that the fault may rest with the goods advertised—they may not be as represented—or with the advertiser, for he may kill the force of his advertising by incivility or a lack of business methods, etc.

But it is quite possible that the fault may rest with the paper or magazine, or be at least of such a nature that it could be remedied by the publishers.

When a badly worded advertisement is handed in, one so antiquated that it would have been not up-to-date had it been painted on the ark, or one in which the weak points are to be in display and the essentials in agate, not leaded, would it not be wise to suggest that it be remodeled?

Writing, printing and displaying advertising matter demand taste, and something more. Not every one can write a telling advertisement. It is a popular fallacy that to write a good advertisement is "as easy as rolling off a log."

It does not follow because a man is a clever writer or highly educated that therefore he can frame an advertisement that will do its duty in the best and quickest manner. It requires a special training, a special order of brain. Stereo work is not pliable. As it was at the beginning so it has to remain. But local advts. are plastic.

Say that a bad advertisement is received at the office. What is the effect if it is inserted in all its native incapacity or inco-

herency? It does not pay the advertiser as it should, and it not only does no credit to the newspaper itself, but positively mars its proper proportions, symmetry and general effect. Let the revision proposed take effect and this is reversed. It means prosperity for the paper and for the advertiser also.

Let there be a head in the office of every newspaper able to turn the crude material into the finished article, suggest ideas and oversee the compositors and even the foreman himself.

If drastic measures such as these were to be applied to our smaller newspapers there would be a big change for the better, and prosperity would perch on many a banner that now flutters idly in the bankrupt breeze.

Has it ever occurred to our friends referred to that an occasional investment in a new font of type might pay for itself over and over again? Moreover, a whole sermon might be written on the value of contrast and balance.

It is possible for a man who has made a study of such matters so to transpose advertisements on a given page that without altering a word the general appearance will be vastly improved.

PORTFOLIOS PLAYED OUT IN BRITAIN.

The portfolio craze seems to have exhausted itself in Great Britain. A private letter received from a Canadian who went over to manage one of these schemes says: "The market here is overrun with portfolios, more than we had in the United States, and a great many firms have dropped money. Only three or four of us will come out with a profit. At present we are trying every scheme under the sun to get rid of our stock, and I think we have at last got a plan to clear out most of them."

EDDY'S MONTREAL BUSINESS.

"The Montreal branch of our business," said Mr. Hardisty, of the E. B. Eddy Co., to PRINTER AND PUBLISHER last week, "is increasing, and since the opening of the new year sales have steadily grown. Although reports of quiet trade have been heard, we have no reason to complain. Settlements also are fairly good." Mr. Hardisty has just forwarded a large order for news-print on contract to the mills at Hull, amounting to 300 tons, of which 45 tons are for immediate delivery. The Eddy Co. are supplying a great many of the Montreal papers now, notably The Star, Herald, Patrie, Monde, The Witness partly, and some of the weeklies. "Our Montreal warehouse," said Mr. Hardisty, "is too small for the stock we have to carry to fill the demands we now have." The warehouse consists of five flats and a basement, and yet it is found inadequate to the business being done.

EDITORIAL REPARTEE.

A man has been fined \$2 and costs for assaulting a Hamilton reporter. What we want to know is how much it would cost to kick a Hamilton editor. Would 50c. be about right?—Dundas Banner.

It all depends, Aleck, upon which Hamilton editor you want to kick. If it is the one we think it is—and that's us—it will cost your folks precisely the price of a bang-up funeral. Hamilton Spectator.

THE LIBERTY OF THE PRESS.

THE recent decision of the Appeal Court in Montreal that The Montreal Star has libelled Pelland and must pay up to the tune of \$150 and costs, has naturally excited the sympathy of newspapers everywhere in Canada. As noted elsewhere, the Canadian Press Association has taken action by resolution. The leading journals have declared themselves outspokenly in favor of The Star, and it is hoped the agitation will end in changing the law, supposing the paper should happen to fail in its suit. The case will be carried to the court of last resort by The Star. This is a course decidedly in the interest of the entire newspaper press of Canada, and meantime that journal is entitled to any support its contemporaries can give it. To enlighten the general public upon the injustice involved in this decision is the best means they could adopt.

The facts are well known: The Star published a report of a speech made on the hustings by Hon. J. A. Ouimet, containing an attack on Pelland. The report was accurate, was published in good faith, without malice, and intended for the public information. The jury admitted all this, but they declared that Pelland had been injured to the extent of \$150, and the court has now decided that The Star must pay. The case, if appeals go on, has yet to come before the full Court of Review in Montreal, the Canadian Supreme Court, and, finally, the Judicial Committee of the Imperial Privy Council. Mr. Graham, of The Star, is a man of determination, and when he starts out to defend a principle does not know what surrender means. THE PRINTER AND PUBLISHER wishes him every success.

That a newspaper cannot report a public meeting, where the speeches contain attacks on individuals, without assuming legal responsibility for every sentiment of the speaker's, is a doctrine too preposterous to be upheld for a moment. If this is Quebec law, and we sincerely hope it is not, it is a travesty upon press liberty. Such a decision, if sustained, would hamper the operation of every newspaper either published or circulated in the province of Quebec. Hence, the duty which devolves upon the entire Canadian Press of backing up The Star in this controversy, and exposing to the public at large the momentous consequences that flow from such a decision.

NEWSPAPERS IN 1834.

NEWSPAPERS in 1834 were different from the newspapers of 1895. The Montreal Herald, of May 18, 1895, describes its issue of January 11, 1834, and says:

"Just how great was the interest in matters political at that time may be judged from the fact that three columns of the second page are given to the day's proceedings of the House of Assembly of Upper Canada on January 2nd, and another three to those of the House of Lower Canada on January 7th.

"How different newspaper work was then is the first thing that strikes the modern newspaper man. Telegraphic news there was none, for the very excellent reason, of course, that there were no telegraphs, but the almost entire absence of what is known as local news can only be ascribed to a feeling prevalent in those days that ordinary local happenings were not worth chronicling. There is no sporting news nor are there notices of amusements, for either the business of turning out a

newspaper in 1834 was far too serious to permit of the encouragement of such frivolities or else the young people of the day did not indulge as they now do.

"The local news consists of exactly three items. One announces that 'John Redpath, Esq., has been elected a director of the Bank of Montreal in place of Geo. Davis, Esq., who some time ago resigned his seat at the board;' and another that 'On Wednesday last the election of a member to succeed the late Mr. Forbes in the Common Council took place in the St. Ann's Ward, when Turton Penn, Esq., was duly elected.'

"What fate would overtake the present day reporter who turned in for Saturday's paper the result of a Ward election of the preceding Wednesday, it is hard to imagine.

"The one other item of local interest is a semi-editorial which says that 'We were present yesterday at the attempt made to discover the cause of cahots, which took place in the field belonging to Hon. Toussaint Pothier, in the rear of the Champ de Mars.' From this article and from a letter nearly a column in length on the same subject, it is obvious that the cahot question was a very serious one. Cahots, it may be explained, are deep holes broken in the snow and these frequently became so bad as to seriously interfere with traffic."

AN HONEST MAN DISCOVERED.

Since the famous Athenian philosopher, Diogenes, started out with his lantern to look for an honest man, the world has kept up the search. For 2,225 years they have looked, and generally in vain.

But the publishers of The Canadian Grocer claim to have discovered one. A subscriber recently remitted \$4 for two years' subscription to that weekly, which sum was due on January 1, 1894. Besides this, he remitted 18 cents as 1 1/4 years' interest on that sum. He is a grocer living in Woodstock, Ont.

Here is a deed worthy of being perpetuated in printers' ink and being held up to the world as an example worthy of emulation. He did simply what was just and honest, but there are many times when justice and honesty seem sublime, and this is one of them. So few persons consider that they are robbing a publisher of his just due when they hold back their subscription that to find one who does is an event.

NEW REAL ESTATE PAPER.

Harry Bragg's new paper "Property, the Investor's Guide to Land, Buildings, and Shares," made its first appearance June 8, in Montreal. It is a 12-page small-sized paper, neatly printed, illustrated, and well edited. It has plenty of advertising and has made a prosperous start. Mr. Bragg says of his venture: "The fact that two private issues are appreciated as they deserve, appears to point to the fact that a public paper, issued by a newspaper man, instead of by a firm that is interested in the subject of which it treats, may be supported by the public."

The publisher of Property is a competent man, highly thought of in Montreal, and his paper should succeed. Subscription price, \$1 per year.

FOR SALE. - A half interest in a Reform weekly in one of the most thriving towns of southern Manitoba. For particulars apply to this office.

NEWSPAPER MEN AND TITLES.

If the newspaper men of Canada—all sizes, ages, political opinions or creeds—were canvassed on the subject of knight-hoods they would probably declare, by a large majority, against having any at all in this country. Not because journalists have always been passed over in the distribution of these honors, but for other reasons, chiefly controversial, and not necessary to be discussed here and now.

It remains, however, a notable fact that no Canadian newspaper man, in his capacity as such, has ever been given a title. Sir George Brown declined the honor, though it appears to have been actually conferred upon him, willy nilly, if we are to accept the evidence of the recent work on colonial notabilities published in England. But this was for his services as a plenipotentiary to Washington on behalf of Great Britain in 1874, and doubtless also for his eminent abilities. The rest of us have never been overburdened with offers of knighthood.

In England, however, of late the tendency has been to single out journalists and literary men. Lord Rosebery has made a feature of this tendency, as the two last batches of Queen's Birthday decorations show. The most Radical of journalists got the honor. Such men as Sir John Robinson, editor of *The London Daily News*; Sir John Long, of *The Dundee Courier*; Sir Wemyss Reid, of *The Speaker*, and others, all exemplify this. In Canada the titles go to politicians, professional men or judges—none to journalists. Yet Sir John Willison, of *The Globe*; Sir Christopher Bunting, of *The Mail*; Sir John Ross Robertson, of *The Telegram*, or Sir Hugh Graham, of *The Star*, and others, would all wear it well. As Mr. Charles Coghlan says in the play, "W-h-y n-o-t?" Echo answers, why?

LAWYERS AND FAKE ACTIONS.

HERE is an advertisement from a recent issue of *The New York Herald*, which will strike a responsive chord in the breast of the Canadian newspaper publisher:

Wanted:

GENTLEMAN of nice appearance and address to drum up business for lawyer on commission; big money to right man. Lawyer, 132 Herald.

This is putting it rather plainly. On this side of the boundary lawyers do not show their hand so frankly, though some of their business is certainly "drummed up," such as libel suits against newspapers. The number of fake actions and unnecessary suits brought against newspapers is swelled away beyond reasonable proportion by the lawyers who manufacture an aggrieved client and stand the expenses until some return is got out of the paper.

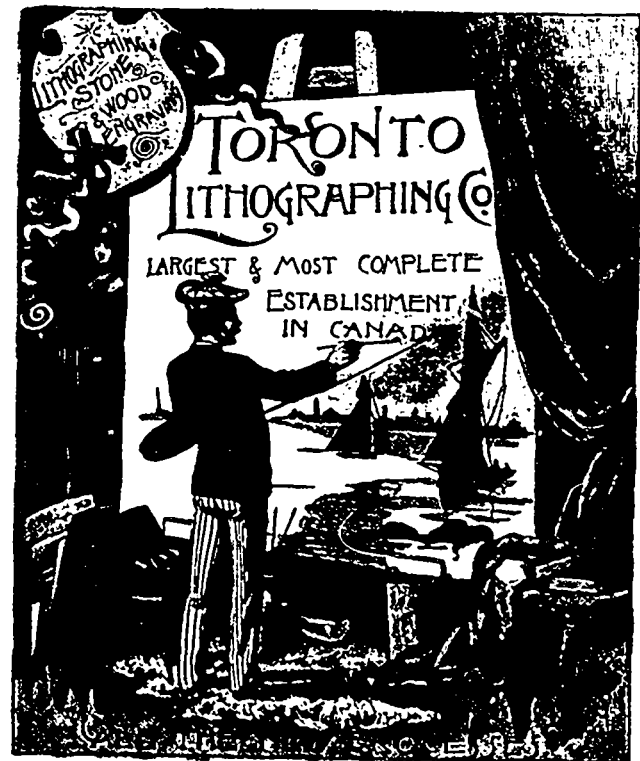
Unless publishers themselves take these gentry in hand, and thoroughly show them up, we may look in vain for any vigorous measures from the legal profession itself. Yet it is clearly the business of the profession to stop it. We have given to lawyers, through Acts of Parliament, the most extraordinary powers. They are allowed to say who shall be, and who shall not be, lawyers. They are permitted to decide when a member of their profession has disgraced himself. They can strike his name off the list of barristers if the governing body of the legal fraternity so resolve. Yet we do not find, in return for these exceptional

privileges conferred upon lawyers, that there is any evidence of constant vigilance to protect the general public from legal tramps and legal frauds.

On the contrary, it is a rare thing to find one of the brethren disrobed. The other day a Toronto lawyer who had been found boodling in civic affairs was stricken from the roll. It took the legal incubator nearly six months to hatch out a verdict. The punishment came late, and was reduced to a minimum, seeing that the culprit had already left the country and migrated "to fresh woods and pastures new." As a rule, the governing body of the bar exhibits the strongest reluctance to purge the profession of black sheep. When a suspect is actually hauled before the legal Star Chamber, closed doors shut out the impertinent curiosity of the general public. If he gets off, he is free to go and sin again, no man the wiser. When the ordinary citizen transgresses, he has to stand all the notoriety of a public trial, and bear forever afterwards some of its awkward consequences, and oftentimes its odious stigma. Why permit this discrimination to continue, if the power which confers it is not going to be used with constant watchfulness to protect the public and punish fraud?

If newspapers had this power to regulate their own profession and punish offenders—and I am not prepared to say that it would be an unmixed benefit either to themselves or the community at large if they did possess it—they would at least exercise needed discipline with a far greater degree of justice and sagacity than the law societies do. Publishers are very long-suffering in this matter of fake actions. They will soon be forced to begin a regular campaign against the existing power of close corporations.

WANTED.—ADVERTISING AND SUBSCRIPTION MANAGER, for a Western Ontario daily; one with a knowledge of job printing preferred. Address, stating salary expected and experience. "PUSH," PRINTER AND PUBLISHER office.



A COMPLIMENT TO MR. GRAHAM.

A newspaper publisher, Mr. Hugh Graham, of The Montreal Star, took a prominent part in getting up the fine monument to the late Sir John Macdonald recently unveiled in Dominion Square, Montreal. Mr. Graham subscribed \$1,000 to the monument fund, being one of five persons who subscribed similar amounts. The other \$1,000 subscribers were: Lord Mount-Stephen, Sir Donald A. Smith, H. & A. Allan, and H. J. Beemer. Mr. Graham might well pay this handsome tribute to the dead statesman, because Sir John Macdonald thought highly of him. Sir John once happened to ask the writer where he had got his newspaper training, and the reply was: "On The Montreal Star." "Then you were well schooled," said Sir John Macdonald, "because Mr. Graham has been a wonderfully successful newspaper man. He has given his journal a large circulation, which makes it influential, and he has the reputation for enterprise which I think he thoroughly deserves. A newspaper does not obtain, and hold, a circulation like that without good reasons."

I wonder if Mr. Graham ever knew Sir John had such a high opinion of him.

BAD BUSINESS MANAGEMENT.

The manager of an advertising agency informed PRINTER AND PUBLISHER the other day that he did not mind paying a little more on business secured for a well-run newspaper. He got the worth of his money out of the prompt replies and the satisfactory service furnished by a paper of that sort. This is a case where good management has its value in hard cash. In too many offices dilatoriness in answering letters, want of punctuality in keeping engagements, irregularity in inserting contract advertisements, are all responsible for direct loss of business.

HE DID NOT KNOW A "BEAT".

An experience of how knowledge comes with experience, and a proof that the universal tendency of the newspapers is to be honest is given in a story from the west. It seems that The Omaha Bee had a reporter who showed every evidence of cleverness, except that he never brought in "beats."

Finally the city editor called him to account. "I am told," said he, "that you were in O'Hallahan's saloon yesterday afternoon when a fight occurred; incidently one man was stabbed to death; you returned before the last night edition went to press and never said or wrote anything about it. How is this?"

"Well, you see," said the reporter, "I saw that O'Hallahan had a two-line advertisement in The Bee, and I thought you would not want to say anything about the trouble."

The city editor had little to say, but when he was through the young man had visited the business office and drawn the money due him. He did not have time, however, to bid good-bye to the rest of the force.—Ex.

C. A. C. Jennings, of The Mail and Empire editorial staff, had an encounter with burglars one night recently. Mr. Jennings is an expert swordsman, and, with the aid of an oak stick, he drove three men out of his house, with a few gentle reminders that he didn't care for company at 3 a.m.

Buntin, Gillies & Co.

HAMILTON

Have just purchased a large
consignment of . . .

Woronoco Bond . .

ALL SIZES
AND WEIGHTS.

SEND FOR SAMPLES
. . . AND PRICES.

Buntin, Gillies & Co.

Wholesale
Stationers
And Paper
Dealers

HAMILTON, ONT.

Agents for H. D. Wade & Co.'s

Printing Inks

Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

THE NEW PAPER MILL.

UP AT the Canadian "Soo", all is bustle and activity with the Sault Ste. Marie Pulp and Paper Co. The water-power canal is completed; the headgates are in their place and in working order. They now have a water power equal to 2,000 horse power.

After this preliminary, the ground wood pulp mill was begun and about July 1st it will be ready, considerable progress having already been made. The building will be 300 feet long and 75 feet wide, with a capacity of 96 dry tons per day.

The next thing to be completed will be a large sulphite mill to have a capacity of 60 tons daily. This will not be completed until Jan. 1st, 1896.

The quantity of wood transformed into pulp will be about 100 cords per day. The situation of this water power is exceedingly favorable. Lake Superior affords magnificent water for the production of the finer grades of paper, and the water has been subjected to careful analysis by experts, who testify to its adaptability for this purpose. The situation is also very convenient for transportation, and the materials necessary for the production are close at hand and in abundant quantities.

The paper to be manufactured will be news paper and manilla. The cost of production is extremely low, and the company expects to be able to produce it at the mill door for the low sum of one cent per pound. The same quality at the present time is sold in the English market at three cents. In all probability the English market will be the principal goal of transportation. The paper can be placed on the London market for about one and a half cents per pound.

MICHIGAN AND JACK PINE.

MICHIGAN has more jack pine now than ever she had white pine. Up to the present it has been valueless, but in a Canadian mill it has been demonstrated that it will make good paper.

The experiment by which this was demonstrated is thus described by The Cheboygan Democrat:

"A. F. Newman, of New York, a chemist and practical paper pulp maker, who has been in Au Sable for some time, recently took a committee of citizens of Au Sable to William Barber & Bros.' paper mill, at Georgetown, Ont., and also a car load of jack pines, and then and there, before the eyes of the committee, converted the jack pines into paper, the result of the test being as follows:

"Three and three-fourth cords of wood yielded 5,000

pounds of raw pulp. One-half of this amount was finished into pulp and paper. There resulted 685 pounds of gilt edge No. 1 book, worth 6½c. per pound, or \$41.10; 775 pounds of No. 1 news paper, worth 4c. per pound, \$31; 534 pounds No. 1 finished pulp, worth 3c. per pound, \$16.02; being a total product in value from 1⅞ cords of wood of \$91.05. One-half of the raw pulp was left in the mill, together with four cords of wood, which the committee was paid for by the owners of the mill.

"The experiments demonstrated that jack pine produced about 125 pounds more of pulp to the cord than other woods produce; that it can be produced much cheaper, and when finished is far superior to any other wood pulp made. These statements will be borne out by affidavits of the experts in the mill if there is anyone who doubts the report of the committee. By this showing it can be determined that while a failure was made at Alpena in the use of jack pine for pulp, both as to quality and cheapness of production, by the sulphite process, Mr. Newman's soda process does the work and does it completely. In all the 5,000 pounds of pulp, to obtain the results which were obtained, Mr. Newman used \$3 worth of chemicals at retail price, in addition to the chemicals used by the mill operatives. Part was used in reducing to pulp and part also in bleaching the pulp."

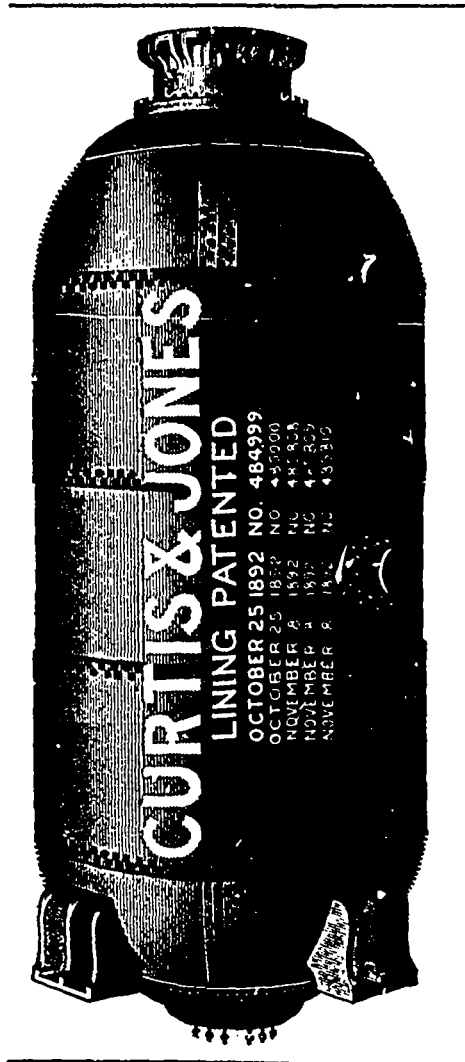
A NEW CANADIAN PRODUCT.

The Niagara Falls correspondent of The Paper Mill tells of a new Canadian product and says:

"James Davy, a well-known Thorold, Ont., pulp manufacturer, who has a reputation for getting the most and the finest quality of pulp out of his little mill, is jubilant over a new move. I met him this week and he gave the information first hand. He has been turning out some pulp which is used for boxboard, book covers and fibre bags. A new process, so claimed, but an old one in Europe, has been adopted, on suggestion of Superintendent O'Brien, of the Lincoln mills, at Merritton, Ont. Mr. O'Brien has selected young spruce for this process, which is called the boiling process. The wood is barked and prepared at the Davy mill and is then carried down to the Lincoln mill, where it is put through the boiling vats. This colors it a rich brown. It is then taken back to Davy's mill and turned into pulp. It is shipped back to the Lincoln mill again for manufacture into the articles noted above. Over 6,000 bundles have been furnished the Lincoln mills during the past six months. Superintendent Foley, of the Davy mill, says that as

Parties contemplating building or making any changes in their Sulphite Mills will find it greatly to their advantage to consult with us. We take pleasure in referring to the following successful Sulphite manufacturers, nearly all of whom we have furnished with entire plans for their mills, as well as machinery, etc., and with all of whom we have placed the

CURTIS & JONES DIGESTERS



Howland Falls Pulp Co., Howland, Me.

30 ton Plant. 6 C. & J. Digesters.

Glens Falls Paper Mill Co., Fort Edwards, N.Y.

50 ton Plant. 8 C. & J. Digesters.

J. & J. Rogers Co., Au Sable Forks, N.Y.

25 ton Plant. 4 C. & J. Digesters.

Glen Manufacturing Co., Berlin, N.H.

30 ton Plant. 5 C. & J. Digesters.

Katahdin Pulp & Paper Co., Lincoln, Me.

25 ton Plant. 4 C. & J. Digesters.

Bangor Pulp & Paper Co. Basin Mills, Me.

25 ton Plant. 5 C. & J. Digesters.



There is no question but what a stronger and much higher grade of fibre is obtained by the use of the

CURTIS & JONES DIGESTER

And at a less cost to the manufacturer, and with the use of our other latest improvements,

C. & J. Blow-off Pipes

J. & T. Sulphur Reclaiming Process

J. & C. Blow Pits

N. M. Jones Hot Water Heating,

and C. & J. Improved Acid Plant,

Even a much greater saving is made. These are all improvements that no Sulphite Mill can afford to be without. We are prepared to demonstrate these facts to parties contemplating the building of new mills or replacing digesters.

We have our own man start all mills built and equipped under our supervision when completed, and guarantee them to run successfully. All of these mills were up to their full limit of production within thirty days after starting up, something unprecedented in the history of Pulp Mill enterprise.

Curtis & Jones

Works: Bangor, Me.

220 Devonshire Street

BOSTON

the demand for this quality of pulp is increasing a boiling plant will be added to the mill.

"Mr. Davy bore out all of these facts in my talk with him to-day. The color of the boiled material is a light brown. The pulp has the advantage of being strong enough for all purposes without the aid of sulphite or other chemical matter. There is one drawback, inasmuch as not so much pulp can be made. Mr. O'Brien, of the Lincoln mills, who introduced this process, comes from Lambertville, N. J., and has proved himself a very bright man for the Lincoln Company since he has been connected with it. Superintendent Foley, of the Davy mill, so the proprietor says, is doing splendidly with the mill. All of the Foleys are born pulp and paper makers. One brother is with the Hollingsworth & Whitney mill at Waterville, Me., while another is with the Newtons, at Wellington, N. H. Mr. Davy has two of the brothers with him."

RIGHT, YOU ARE.

THE North Eastern Lumberman is quite correct when it says: "The time is liable soon to arrive when Canada may desire to throw some protection around her forests and may not be anxious to ship logs and wood free of export duty to the United States."

That's just it.

Canada has been supplying the United States with pulp wood freely and fully, while the same United States has been imposing an import duty on ground and chemical pulp and on paper.

This is not reciprocity.

It is not a fair exchange.

It is a robbery—a robbery of the Canadian workman for the benefit of the United States workman. This robbery is due to the preference of the Canadian Government for timber limit owners over the Canadian laborer.

Yes, Canada may not always be anxious to do this.

Wisdom may come.

ANOTHER MOVE.

The Algoma Pioneer states that F. H. Clergue, the manager of the Canadian Lake Superior Water and Light Company, has succeeded in purchasing the great water power at the Michigan Sault, and has paid \$72,000 on the deal. The channel enters the River Ste. Marie on the south shore above the ship canals and extends southeasterly four miles to Little Rapids at Hay Lake. The work of cutting a canal was commenced several years ago, but stopped short through lack of funds. The outcome will be to establish at the two Saults a number of large manufactories with a great number of artisans and laborers.

STILL THE WIND BLOWS NORTH.

They are coming.

They must have our spruce forests.

As a proof read the following paragraph from Fox River, Wisconsin:

"W. S. Taylor, manager of the Pulp Wood Supply Company, Will C. Ten and James M. Millan, returned home from

Canada on May 31. Their trip was in the interest of the Pulp Wood Supply Company, which will soon be compelled to cross the border for its supply of wood. A large tract of land belonging to the Canadian Government and covered with a fine quality of spruce was inspected, and a report will be made to the officers of the company at no distant day. The country covered by the party lay along the Canadian Pacific Railroad for several hundred miles, close to the northern shore of Lake Superior."

On the Fox River are many pulp and paper mills, and last year they took 100,000 cords of Canadian wood. But that is a trivial quantity compared with what they will want five years from now. Their own supply is running out.

ENGLISH PAPER SUPPLY.

It is curious now to remember the panic which prevailed in England among paper-makers as to the duty on rags, and the difficulty in obtaining raw material for the manufacture of paper. Stationers indulged in the most gloomy forebodings of the future of their trade. Dr. Lindley was among the foremost to show the quantity of fibre available for the manufacture of paper in the common furze, and now nearly all our best paper is largely composed of esparto grass, while in the common kinds wood forms an important factor. Instead of the English paper trade being ruined, it has advanced by leaps and bounds.

The entire weight of paper for the whole kingdom in 1859 (the duty was repealed on the 1st of October, 1861) amounted to just over 97,244 tons. At the present time four Scotch mills send out a quarter of this quantity, the whole of which is used for newspapers and publications of high class. Last year two well-known publications, Lloyd's News and the Daily Chronicle, consumed, the former 4,250 tons, and the latter 4,200 tons of paper. Previous to the repeal of the duty these would have had to pay a tax of £59,500, £58,800, respectively. Sittingbourne mill produces 400 tons weekly on seven wide machines.

In the manufacture of paper, as in most other branches of trade, the tendency is for the smaller makers to be absorbed in the larger ones. In Scotland there are fewer mills than there used to be, and in Ireland, although within the century there were fifty-two mills, at the present time there remain only eight; this great decline is mainly due to the absence of coal.—The Athenæum.

WORK HAS BEEN STARTED.

There has been a great deal of talk about a new pulp mill at Chatham, New Brunswick, and work has at last begun. The Advance says:

"On Monday work was begun on the site of the pulp mill to be erected by the Maritime Sulphite Fibre Co. The mill is to turn out thirty tons of pulp per day. There were eight men at work on Monday, and the force is being daily increased."

Canadian paper and pulp mills are steadily increasing in number.

The California Trade Review is the name of a new weekly journal and trade directory published at Los Angeles, California, by Mr. D. M. Carley, formerly editor of The British Columbia Commercial Journal.



THE LONG and rapid strides made by us in the paper industry of Canada place us in a position from which we look with satisfaction upon a success achieved by studying the interests of printers and publishers, and giving them what their requirements call for.

To supply the many and varied demands made, at the same time keeping up an unvarying and uniform quality of paper, a mill must be fully up to date in all its appointments, equipments and general efficiency, and always hold an enormous stock on hand, so that failure in filling orders becomes an impossibility.

We occupy this unique position. Our wide machines turn out an average of 250 tons of paper weekly; our stock never runs down; our paper is in the foremost row; its excellence is assured and proved by the enormous quantity now consumed.



THE E. B. EDDY CO.

HULL, CANADA

BRANCHES

Montreal Branch : 318 St. James St.
Toronto Branch : 29 Front St. West

AGENCIES

F. H. Andrews & Son	Quebec, Que.
Alfred Powis	- Hamilton, Ont.
J. A. Hendry	- - Kingston, Ont.
Schofield Bros.	- St. John, N.B.
John Peters & Co.	- Halifax, N.S.
Tees & Persse	- Winnipeg, Man.
Jas. Mitchell	- - Victoria, B.C.
Permanent Agents	St. John's, Nfld.
not yet appointed,	- Sydney, Australia
	Melbourne, "

Fine Half-Tone Work

. . . A Specialty



Toronto Engraving Co.

Corner King and Bay Streets.

CANADIAN PHOTO ENGRAVING BUREAU

BEST PROCESS

HALF-TONE & ZINC ETCHING (ZINC & COPPER)

MOORE & ALEXANDER PROPRIETORS

16 ADELAIDE ST. TORONTO.

THE ROGERS TYPOGRAPH

More Rogers Typographs in use in Canada to-day than all other typesetting machines combined.

MAKE NO MISTAKE

But get the machine that works

ALL DAY, EVERY DAY, AND ALL THE TIME.

OTTAWA, ONT., 5th June, 1894.

THE CANADIAN TYPOGRAPH COMPANY, LTD., Windsor, Ont. :

Gentlemen, We have been using the Rogers Typograph in this office since March 24th, 1891. The longer we use it the better we like it. The machine effected a large immediate reduction in the cost of composition, and this saving has been steadily increased up to the present time. The compactness, simplicity and durability of the Typograph are qualities which render it valuable. It is easily understood and easily kept in order. This office was the first in Canada to introduce the machine, and its success at that time was considered by many practical men to be problematical; but it has met all our expectations, and more.

Yours sincerely,
(Signed) R. W. SHANNON.

THE CANADIAN TYPOGRAPH CO., LTD. . . WINDSOR, ONT.

THE J. L. MORRISON CO.

Manufacturers, Importers, and Dealers in

Sole Agents for the
SEYBOLD MACHINE CO.
DAYTON, OHIO, U.S.A.

Wire Stitching Machines, Wire

**Paper Cutters and
Bookbinders' Machinery**
OF ALL KINDS.

Correspondence-Invited.

28 Front Street West

TORONTO, ONT.

... IF YOU WANT A FIRST-CLASS PURE LINEN PAPER, USE ...
"SUPERFINE LINEN RECORD"

(Each sheet contains above water-mark)

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

SOLD BY THE LEADING WHOLESALE PAPER DEALERS THROUGHOUT THE DOMINION

USUAL WEIGHTS IN EACH SIZE

The following are the stock sizes (white or azur):
Cap 14x17 Royal 19x24 Dbl. Demy 21x32
Dbl. Cap 17x28 Super. Royal 20x28 Dbl. Medium 23x36
Demy 16x21 Imperial 23x31 Dbl. Royal 24x38
Large Post 17x22 Dbl. Royal (long) 19x48
Medium 18x23

MUNROE & CASSIDY

Correspondence Solicited and Estimates Furnished

Bookbinders

Our Bindery ...

Is the most modern in Canada. Our facilities for binding Cloth or Leather editions are unexcelled.

**PAPER RULERS,
BLANK BOOK
MANUFACTURERS**

28 Front St. West - Toronto

Change of Stand



As our business has been growing, we have felt that our duty to customers demanded a better location, so that

Printers and Publishers

will now find us with many new lines at

NO. 1 MARKET SQUARE
St. John, N.B.

AGENCIES:
The E. B. Eddy Co
John Ford & Co.

SCHOFIELD BROS.

PRINTING INKS—Best in the world, Camines, 12½ cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application. Address, **William Johnston**, Manager Printers' Ink Press, to Spruce St., New York.

CENTRAL PRESS AGENCY

F. DIVER, Manager.

83 YONGE ST.,
TORONTO.

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

THOUSANDS OF DOLLARS ARE LOST YEARLY,

By subscribers who are bamboozled by canvassers and agents and induced to place their announcements in shady trade mediums.

Ours is Known all Over the Globe

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

We have a large advertising connection, and those who ONCE TRY OUR COLUMNS STICK FAST TO US.

If you want to cultivate a sound British and Colonial trade don't hesitate to give us your advertisement. We are the right sort. **THE STATIONER, PRINTER AND FANCY TRADES REGISTER** is read by everybody who is anybody in the English kindred trades; it has the largest circulation and is the finest medium for effective and judicious advertising for stationers, printers, bookbinders, publishers and manufacturers of fancy goods.

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

Specimen copy cheerfully sent on application to

THE EDITOR,

"The Stationer, Printer and Fancy Trades Register,"

60 & Fleet St., E.C., London, Eng.

BOOKS FOR PRINTERS AND PUBLISHERS

The Most Useful Works Ever Published.

The Printer's Art.—"Truly admirable little work." "Full of good ideas," are some of the comments. 113 pages in colors. Paper cover, \$1.00; cloth, \$1.50.

Challen's Job Printer's Record.—Indexed through to enter on the left hand page the customer's name and address, particulars of the job, date of order, and on opposite or right hand page, when wanted (189), size of paper or card, weight, price, quantity required, cost of stock, cost of composition, alterations, and press work, total cost, amount charged, remarks, so that in one list all the essential items of a job can be quickly entered and instantly referred to. Prices: 52 pages, \$1.00; 100 pages, half-roan, \$2.00; 200 pages, \$3.00. Size, 9 x 12 in.

Challen's Advertising Record.—Indexed through to enter on the left hand page the advertiser's name alphabetically, agent, commission, space, position, rate, number of insertions, date beginning, date ending, amount, when payable. The right hand page, opposite the months (189), wide space for monthly, intervening spaces for weekly, and spaces down for daily, to check when an "ad" begins and ends. Prices: 52 pages, \$1.00; 100 pages, half-roan, \$2.00; 200 pages, \$3.00. Size, 9 x 12 inches.

Challen's Subscription Record.—FOR WEEKLY, SEMI-WEEKLY AND MONTHLY JOURNALS. Indexed through to enter on the left hand page date received, blank spaces for the subscriber's name and the post office. The right hand page has the date of expiration, amount and date paid repeated five times, so that one entry of a subscriber's name does for five years. Also space for remarks. It is especially useful for all journals whose patrons renew year after year. Prices: 52 pages, \$1.00; 100 pages, half-roan, \$2.00; 200 pages, \$3.00. Size, 9 x 12 inches.

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

The MacLEAN PUB. CO., Ltd.,

26 Front Street West, Toronto.

The _____

“Cottrell Pony”

Four-Roller Two-Revolution Press

NEW SERIES

With Four Rollers Covering a Full Form

There is scarcely a printer to-day who does not have a certain quantity of illustrated work to do :—wood engravings, photo-engravings, half-tones, or zinc etchings.

Need for it.

But many of them do not have enough of this particular class of work to warrant the purchase of a large Four-Roller, Two-Revolution Press. To many of these printers we are now selling our Pony Four-Roller, Two-Revolution Press.

What it does.

It puts them immediately in a position to accept any kind of illustrated or color printing, and execute it in the finest manner, and at the lowest cost. At the same time, it gives them a press which is fitted to do all the ordinary work of the office, at an easy speed of 2,000 an hour on a 24 x 36 sheet.

Size.

A considerable portion of illustrated work comes inside a 26 x 37 size, and all work in excess of this size can be cut in halves, and the high speed at which this press runs will prevent any serious loss in time from this division of the form. Thus, this press fills a wide field, and has no rival in a class of work that includes small illustrated booklets, art brochures, frontispieces, magazine covers, insets, small catalogues, half-tone cuts, etc

Another Use.

And yet it is the best press in your office for ordinary, everyday work, at a conservative easy speed of 2,000 an hour.

Whether you have cut work in hand or whether you don't have cut work to do, it is always a profitable machine, earning its way every day of its life. It is an all-around press, which combines the speed of the Pony with the finer printing qualities of the large Four-Roller, Two-Revolution Press.

For a Small Office.

In effect, it is a press which makes it possible for a small office to compete with a large one, for it combines two kinds of presses in one, and gives high speed with the finest quality on a medium sized sheet. The smaller office, as it has less of illustrated work to do, can afford to divide the form much better than to refuse such work altogether, for it is no longer a question of the purchase of a large and more expensive press, as it has heretofore been.

Conclusion.

In conclusion, all that the large Four-Roller, Two-Revolution Press can do in the direction of quality, and nearly all that the Pony Two-Revolution Press can do in the direction of speed, are combined in the press. The purchaser secures the best all-around press in the world, and one which, as it will never be idle while there is any work in the office, must be a most profitable press to run.

One of the above presses has been ordered by THE CANADIAN PRINTER AND PUBLISHER.

SIZE.	No.	Size Bed inside Bearers.	Size Form covered by Four Rollers.
	3	26 x 37 inches.	22 x 34 inches.

For Prices and Terms
apply to . . .

JOHN J. PALMER

Mail Building

SOLE AGENT FOR CANADA

TORONTO, ONT.