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TORONTO, MARCH, 1897.

\$2 00 PER YEAR.

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A JOURNAL FOR PRINTERS AND PUBLISHERS

PUBLISHED MONTHLY BY

THE MACLEAN PUB. CO., LTD.

TRADE JOURNAL PUBLISHERS AND  
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NO. 26 FRONT ST. WEST, TORONTO

Subscription \$2.00 per annum.

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## THE WEEKLY PRESS.



THE plan carried out at the last meeting of the Press Association by Mr. Thompson, of Thorold, and others, of organizing a section where matters specially pertaining to the weekly field could be discussed, was a good idea. The same principle, modified, seems to have actuated the Toronto newspaper men, as recorded elsewhere. In Canada the newspaper men are separated by distance. The formation of district and provincial associations shows the difficulties in the way of a Dominion body. Ultimately, no doubt, one will grow into existence, as Mr. Brierley has so wisely advocated. Meantime, the drawing together of the newspaper men in their own localities is a good tendency. Once organized in this way for local purposes, there seems reason to think that the desirability of having a common authority will become apparent. The weekly publishers, therefore, in the association may have started a movement outside of their own ranks which will have important consequences.

\* \*

Reference has been made before to the poor policy displayed by weekly editors in allowing the discussions of party politics to become too acrimonious. The local editor is so close to his constituency, and is personally so well-known, that angry feeling does harm to the business interests of his paper. An instance of the fairer method of treatment of opponents is that which Mr. Eedy, of The St. Mary's Journal, displayed. The Journal was expected to copy an attack made upon the chosen candidate of the opposite party. But it declined to do so, stating frankly that while it would support the regular nominee on its own side when election time arrived, it was strongly indisposed to circulating discourteous attacks upon the man on the other side of the political fence. "Such methods," concluded The Journal, "defeat the very purpose they are intended

to accomplish. It is a sad reflection on our day and generation that a man cannot aspire to a public position amongst his fellowmen without being made a butt for the abuse and abominable insults of every unprincipled individual who may differ from him in creed or in politics. The Journal at least will be a party to no such methods; nor will it lend its columns for love or money to either the individual or the party that adopts such tactics." Now, without going into the moral considerations at all—and these, of course, are wholly admirable—it is clear that a policy of this kind is manly and will appeal to the sense of fairness which is found in every community. And thus the paper benefits.

\* \*

The question of illustrating the weekly is yet in its early stages. We see excellent attempts in special numbers, where a superior grade of paper is used and artistic results are aimed at. But there is a middle ground which might with advantage be developed to a greater degree. Local events and prominent individuals are usually overlooked except when the special number is being brought out. The obstacle to regular attention to this class of work is the cost. But new methods are coming to the front. The editor can have his own camera, and with some knowledge of new processes he can print from zinc etchings made by himself. Or he can have his own photographs turned into cuts at a moderate cost by city establishments. The feature is worth more attention than it gets, and would greatly enhance the popularity of the local paper, because it would be practically beyond the reach of outside city competition.

\* \*

Any town so situated as to be capable of becoming a summer resort ought to be glad to have its paper work up that feature. A summer-resort number, in such cases, might well be worth both the town's and the publisher's while. Last summer in Digby, Nova Scotia, The Courier found by enquiry that 3,200 tourists had visited the place, and a calculation was made of the actual money gain to the locality by the growth of tourist travel. It was estimated that during the whole season a sum not far from \$36,000 was spent by these visitors in the hotels, stores, etc., in most instances by merely transient guests. There are places well adapted for permanent summer residents as well. The advertisement of an enterprising local hotel in a city journal is not enough. The place should be written up from this point of view and a souvenir number of the local paper is the best way of doing it.

\* \*

Akin to this, but more specially intended for new towns, is the suggestion made by the veteran newspaper man, George H. Ham.

In his opinion the local paper should keep standing a brief descriptive paragraph relating to the place. Persons who want to invest are attracted by a notice of this kind, which forms the best kind of an advertisement for a town. It would pay the town to stand the cost of such a permanent means of attracting money and people to the district. A British Columbia journal, *The Golden Era*, has an item of this kind which we quote as an example :

OUR TOWN.

Golden, on the main line of the Canadian Pacific Railway, at its connection with the steamboat navigation of the Columbia River; the mineral and commercial centre of Eastern British Columbia; headquarters of the Golden Smelting Works, the Upper Columbia Navigation Co., and lumber industry; the outlet for the widely-known and far-famed agricultural and grazing land of the Columbia and Kootenay Valleys; unrivalled for scenery of all kinds; the distributing point for the richest mineral country on the continent.

\* \*

The question of publicly dunning subscribers is open to discussion. A contemporary in the United States is opposed to the practice, and gives these reasons: "It has been an old established custom, now happily passing into 'inocuous desuetude,' for a publisher, when he is especially hard up, to insert in his paper an earnest appeal to all who owe him to come right up and liquidate. This appeal, generally worded in very pathetic language, calculated to move their 'very bowels of compassion,' as it were, is disregarded and oftentimes treated with derision. A survival of the old custom may be found in many papers of limited circulation and conducted by managers of equally limited experience, and it is well that their attention should be called to the matter. Constant requests for cash offend those who have already paid, and should no response be made to a business like bill, sent in the regular manner, it is a waste of space and gray matter of the brain to say anything more about it."

\* \*

The *Whitby Chronicle* has uttered a protest against free notices for local social events: "I wish to say a word about concerts, teas, etc. There have been so many lately that we fancy no particular body will feel specially aimed at when we mention that a habit is growing upon this town of filling the local papers with free announcements of entertainments, and then even charging the reporters an admission fee for the privilege of reporting these affairs. How on earth they suppose a newspaper can live on free advertising and pay admission fees in every case for the privilege of reporting we do not know. One thing we do know, however. If those who run shows do not know when they are more than well used we shall shut off on them in future and advertise nothing without pay, and report nothing to which we are not admitted free. This is the way in every other town but Whitby. The people have been too well used here, and are mean enough to take advantage of it to the last possible inch." This is plain language, and there is ground for it. The chief difficulty is that one may sometimes miss a good item by boycotting the "free notice" people.

\* \*

The big fire at Shelburne, Ont., a few weeks ago, destroyed *The Free Press* office. An item referring to Mr. Mortimer's loss was got ready for the last issue of *PRINTER AND PUBLISHER*, but went astray, as items are known to do sometimes. Since

then *The Free Press* has resumed its former excellent appearance. New quarters have been secured and an entire plant, first-class and up-to-date, was purchased from the following firms: Messrs. Miller & Richard, Gwatkin & Son, the Toronto Type Foundry Co., and John H. Vivian. *The Free Press* did not miss an issue, being able to print from *The Economist* office through the courtesy of Mr. W. L. Smith, whose friendly assistance Mr. Mortimer gracefully acknowledges. The energetic publisher of *The Free Press* has the sympathy and best wishes of his brethren in his successful effort to get over the hardship of a destructive fire.

\* \*

*The St. Mary's Journal* is developing a good idea. The paper goes to many old residents of the district now living in the States or in other parts of Canada. Letters from these have been solicited, giving an account of their new home and their doings since leaving Perth county. Already several have been published and are very interesting.

\* \*

No authoritative news regarding the re-imposition of postage has transpired since the association meeting last month. The general impression is that Mr. Mulock intends to carry out his policy. We shall soon know. *PRINTER AND PUBLISHER* believes that the association took a practical stand in this matter. The post office is a socialistic feature of modern governments, and no vital principle is at stake in the matter of free carriage of newspapers. If there is, why do not the residents in a large city resist free delivery of letters as "sponging" on the rest of the community? What the Department should do at once is to stop abuses, and prevent publications which are not newspapers at all from being carried free. Then, there is the question of notice being given before a change is made. Even Mr. Goldwin Smith, who was inclined to disapprove free carriage, thought due warning should be given to publishers who have adapted themselves to existing conditions by lowering their subscription rates and thus giving readers the benefits of free distribution.

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**THIRTY PER CENT. DISCOUNT.**

The Toronto Type Foundry Co., Ltd., are sending out a 32-page catalogue showing hundreds of styles of type, all made on the celebrated point system. All this type is new and in original packages, and is offered at the large discount of 30 per cent. to make room for an entirely new stock from the celebrated foundry (The MacKellar, Smiths & Jordan Foundry), belonging to the American Type Founders' Co. Those printers who are thinking of stocking up their offices should not miss this chance. If you have not received the catalogue write and get it.

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**RUST ON MACHINERY.**

A practical machinist says he has found the following mixture very effectual in preventing machinery from gathering rust. Melt together one pound of lard and one ounce of gum camphor. Skim the mixture carefully, and stir in it a sufficient quantity of fine black lead to give it a color like iron. After cleaning the machinery thoroughly smear it with this mixture, and allow it to remain thus for 24 hours. Then go over it with a soft cloth, rubbing it clean.

## LOCAL PRESS ASSOCIATIONS.

By John Lewis, *The Globe*, Toronto.



THE measure of success achieved by the Toronto Newspaper Club is that it has brought a large number of the working journalists of the city together, under circumstances favorable to the making of friendships and the exchange of ideas. What they shall do, having come together, may be regarded as still an open question. At present the programme is a fortnightly or monthly dinner, held at the usual hour of the evening meal, simple, informal and inexpensive, occupying the two or three hours between the afternoon and evening work of the newspaper writer. The result has been such as to vindicate the wisdom of our British custom of beginning an undertaking with something to eat and drink. People have chatted together at our gatherings who might not otherwise have met in intimate relations in a lifetime. Last week, for instance, we had the editor of *The Catholic Register* sandwiched in between the Methodist minister who conducts *The Christian Guardian* and his Presbyterian brother who edits *The Westminster*. We have also a kind of intercourse of which in my younger days there was very little—between the older and the younger men of the profession. Hitherto the talk has consisted mainly of civilities and pleasantries—good in itself, better as bringing the promise of lasting friendships and of an exchange of the thought that lies below the surface.

To illustrate: at our last gathering we were listening to "reminiscences," and one speaker happened to say that in his youth he had a very exalted idea of the dignity of an editor until the two editors in his town began to bandy personalities and both were dragged from their pedestals. There was food for reflection. Either of these editors would probably have endured a good deal of work and worry to obtain the mayoralty of the town, or an office in a church or secret society, for the sake of the dignity and distinction of the position. But here were both of them wantonly throwing away the respect naturally attaching to their occupation, and thus injuring not only themselves, but all their comrades and successors. For the boyish feeling of awe for the editorial position, exaggerated though it may have been, was founded upon a true instinct. It was exaggerated if we consider our poor performance; it was not exaggerated if we consider our opportunities.

In the reaction from the cant about the "power of the press" we are apt to underestimate the real power of the newspaper as an agent for the transmission of thought. There are newspapers in the United States whose daily circulation is reckoned in hundreds of thousands and yet whose influence, except perhaps for mischief, is very slight. The reason is that in the most exact and literal sense they are sensational—employed not in the dissemination of thought, but in the production of a succession of transitory sensations. They are intended not to nourish the intellect, but merely to tickle the intellectual palate.

The fault of some of these papers is not so much in the space they devote to crime as in their mode of treatment of crime. If it were possible to get a report of a session of the police court from a great criminal lawyer, from a detective, from an eminent penologist, from a novelist like Dickens, from one of

the promiscuous crowd of idlers who amuse themselves with the proceedings, we should have five accounts, which, without any wilful falsification, would vary widely. Now, the newspaper writer may, up to the measure of his abilities, enable his readers to see the proceedings from any or all of these points of view. He may weigh the evidence, he may discuss the causes of crime and their remedies, he may analyze and describe the characters of the frequent occupants of the dock. And no matter how strictly he may be bound to a bare narration of the facts, the bent of his mind, whether it is the mind of an artist, or a lawyer, or a reformer, is sure to show itself in his work. The reporter, just as surely as the editorial writer, will leave the mark of his character and attainments on his work. The more thought and information a man brings into his task, the more thought and information he will bring out of it. And now I find I have wandered all the way from the last gathering to the next, which is to be devoted to the exchange of the experience and the ideas of newspaper reporters.

Newspaper men throughout the province find profit and pleasure in the annual meeting of the Canadian Press Association. The chief fault found with it is that it is annual and too brief; that the members sometimes part just as they realize the benefit of meeting. A system of city, country or district associations would give opportunities for more frequent gatherings, and for the consideration of local interests. Of these associations the Press Association would be, in substance if not in form, a federation; and the annual discussions would be all the better if the ground had already been broken in the local meetings. The form and procedure would vary with the locality; here it might be a social gathering, there a business meeting; the view of the writer might be prominent in one, the view of the proprietor in another; and the Canadian Press Association would be the common friend and helper of all.

### MR. GEMMILL'S PARLIAMENTARY COMPANION.

Perhaps none of our Canadian books of reference are as useful to the press as the "Parliamentary Companion." Mr. Gemmill gets into the 450 pages of this small volume a mass of political information which can be found literally nowhere else. The new volume is for 1897, and therefore records the changes in Parliament, Governments and Legislatures which have taken place since the last issue of the book in 1891. Mr. Gemmill beats us all at condensation. There is not a line of space wasted, in fact not an em, and the biographical sketches are filled with dates which are extremely useful to us in many matters outside of politics. For the desk of the editor the "Parliamentary Companion" is simply indispensable, and it, like the desk, should never be lent. The publishers are J. Durie & Son, Ottawa, who can supply copies.

### NEW EQUIPMENT.

The Eddy Company, of Hull, are asking tenders for eight new boilers 5 by 14 feet, intending to have the most modern, complete, up-to-date battery in Canada. The new boilers will be auxiliary to those now running, and will be used chiefly to operate some special paper and printing machines and pumps. When these eight boilers are added, the Eddy Company will have in steady operation 32 steam boilers, quite apart from their water power development, which equals about 5,000 horse power. These boilers are being put in to insure sufficient power when the water is low.

## JOURNALISTIC REMUNERATION.



HE remuneration of writers generally proves an interesting subject in these days when so many people of all grades and classes make use of the pen as a walking-stick: nevertheless this is a side of the great question strangely neglected by the so-called hand-books to journalism. People who only write occasionally have, as a rule, very curious ideas of what

their efforts are worth from a mercenary point of view, and it must be understood that in this article no attempt is to be made to compare or dilate upon the incomes of salaried journalists, the enlightenment of the "fugitive contributor" alone being considered.

There can be little doubt that the great literary boom, concerning which that veteran journalist, Mr. James Payn, prophesied some sixteen years ago, is now in our midst. Nearly every day sees the birth of some new issue, and hence in London, where papers on the bookstalls are returnable, the bookstalls at the railway stations threaten to extend into the tunnels, so great is the strain upon their accommodation. It is still, however, the custom to speak slightingly of journalism as an ill-paid and half-starved profession; Mr. Stead has said that a man must be unusually mentally active, and ever on the alert, to make four or five pounds a week; but the latter observation was made some few years ago, and hardly applies to the present state of affairs in the journalistic world. In fact, an energetic and capable "free-lance" can pick up a very snug little income, untrammelled by any of the drawbacks of an office life; and while all cannot be members of the regular staff of a newspaper, it should be remembered that there is always room for good copy, even in the most exclusive of journals. Unquestionably most of the best writing for the press is done by the "free-lance;" his articles must be good or they will be rejected.

The Times will pay from five to ten guineas for an article contributed by a correspondent, and rather than lose a good one, considerably more. If one has really got anything to say of great public interest, or any information of a peculiarly exclusive character, it is always better to begin with the Jupiter of Printing House Square. No paper is more prompt and courteous in returning unsuitable manuscript, provided, of course, that the golden rule of always enclosing a fully stamped and addressed envelope is carefully attended to. The rate on the other great London dailies is, as a rule, two guineas per column; The Daily Telegraph, The Daily News, The Standard and The Morning Post all paying that sum. Formerly The Daily Chronicle would have nothing to do with that obsolete coin, the guinea, reckoning its remuneration in pounds, and that at the rate of one to a column; but with increased circulation the rate has probably made a corresponding advance. Articles exceeding a column in length, or at the most a column and a "stick," are not encouraged. As a well-known newspaper man once told the writer, articles should just turn the column and no more; space being an important consideration with all editors, and therefore allowance for copy exceeding the column is rarely given, payment being in reality two guineas for an article rather than per column; though The Daily News always gives its con-

tributors the benefit of all that is printed. The "halfpenny" mornings vary so much in size that it is difficult to lay down any hard and fast rule concerning their scale of remuneration. A guinea and a half per column will be found near the mark, the latter being the rate on that extremely prosperous venture, The Daily Mail; while the provincial dailies rarely exceed an honorarium of one guinea. The daily morning journals, however, take very little from outsiders, having large staffs and correspondents of their own in all parts of the world. Therefore, the free-lance will do far better by bombarding the evening papers with his lucubrations, since for their copy these subsist to a far greater extent upon that sent in from extraneous quarters.

Among the London evening newspapers The Pall Mall Gazette holds pride of place for most munificently rewarding its contributors, two guineas per column being the usual rate, while for special articles a good deal more is given. The Evening Standard, whose literary matter is practically confined to the entertaining essays that form the leading feature of its outside page, pays for them at the rate of two guineas a column, but a contributor fortunate enough to receive a proof will have to wait some time before his article will appear. The St. James's Gazette at one time was said to pay as much as three guineas for an article, now the remuneration is a guinea and a half, while should the copy submitted be converted into a "leader," two guineas will be allowed. The Westminster Gazette pays a guinea and a half per column; and during Baron Grant's regime this was the sum given by The Echo, which now rarely renders more than a guinea. The Globe rewards the writers of its "turnovers" with a guinea, and as with such a small paper space is very much cramped, litterateurs should be careful to cut their effusions intended for this journal as short as possible.

The weekly reviews, The Spectator, The Saturday Review, etc., gives as much as five guineas for accepted articles, but in their case special attention should be drawn to the editorial warning that the sending of a proof is no guarantee of acceptance. The editors of these periodicals appear to agree with the dictum of everything reading raw in manuscript, and not improbably strike a proof of anything that seems promising. Again, contributors should be careful to keep copies of their manuscript, since the rule that no rejected matter can be returned, even when stamps are enclosed, is rigidly adhered to.

The remuneration for the letterpress of the weekly illustrated papers it is impossible to define; for since this class of journal is so entirely at the mercy of the art-editor, contributing articles to them is fraught with a good deal of uncertainty. Probably no papers have done more towards bettering the condition of the middle-class author and sharp paragrapher than those of what are known as the "bits" class. During its early years Tit-Bits, the forerunner of innumerable similar productions, only paid one guinea for its weekly prize-story, outside contributions for its other columns not being invited; now, however, one guinea per column is the rate throughout the paper, and quite recently a special premium page has been instituted on which the remuneration is at double the above. Answers, The Success, The Golden Penny, all pay one guinea per column; and the first named by the weekly award of a five-pound note for what is considered the best article in each issue may be said to reward its fortunate recipi-

ent in a truly liberal manner. Pearson's Weekly gives two guineas a column for original articles ; and this shall close our list.

One of the most important considerations, however, to the great army of writers is the question of when they are paid for their work. A paper might offer to pay ten pounds a column, but if one had to wait several years for it, the brilliancy of such an arrangement would in the meantime lose some of its lustre. In America many magazines and newspapers pay promptly on acceptance, and it is often urged that English editors should follow their example. Over here monthly settlements are the general rule, though a few offices like The Daily News, for instance, pay their contributors weekly. One of the promptest newspapers under the former arrangement is The St. James's Gazette, which mails its cheques on the first of each month, while the majority clear them off as fast as circumstances will permit, at any rate, contributors need suffer no uneasiness on this score.

Much also has been written concerning the relations between editor and contributor, clerical editors being frequently singled out as being sadly deficient in the rules of official politeness ; as a matter of fact, high-class trade journals are the most punctilious in this respect, their courtesy and good feeling often coming as a surprise to those who have received what to them may seem unnecessary rebuffs in the gentle art of contributing manuscripts—as far as the general run of periodicals is concerned.—Chambers's Journal.

#### AN UP-TO-DATE WEEKLY.

"The editorship of an 'up-to-date' weekly paper is an office, which adequately to fulfil, requires tact, discrimination and judgment, combined with some original thought and play of fancy.

"Its editorials must be fresh and vigorous, breathing a liberal air, although never sacrificing the underlying principles it has laid down as a rule of conduct. It should gather around it writers zealous for its success, and aiming at purity of tone, and giving to the paper their best efforts, and excluding slipshod and perfunctory work. Its synopsis of current news should be culled with great care, aiming at conciseness, but never sacrificing brevity to lucidity. It should strive after correctness, so that its weight and authority would be recognized. It should be crisp and sparkling, giving place to wit and humor, and really good new stories.

"It should avoid polemical discussion, but should ever give manly utterance to its own deliberate judgments, always allowing fair and courteous expression of opinion, within reasonable limits, to each and all. It should be so attractive and distinct within its own sphere as to be looked for and welcomed in the homes of its subscribers. It should above all else have some quite special sphere of work, and be so clean that it can circulate anywhere.

"Its paper, and print, and arrangement should be good and artistic.

"It should never lie on its oars, but should steer straight ahead, with a vigorous pull."

The above clipping is from an American exchange, and appears to me to be a true portrayal of what an up-to-date weekly newspaper should aim at.

ALBERT DENNIS.

New Glasgow, N.S.

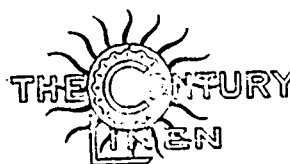
#### THE TRUE POLICY FOR SUPPLY HOUSES.

PRINTER AND PUBLISHER has for some time refused, with other publishers, to deal with supply houses who have been using their capital to start up printing offices in districts already crowded, by selling to new starters on the long credit system, or, in other words, lending money to irresponsible concerns to enable them to compete with the established printing trade. The Toronto Type Foundry Co., Ltd., being now under new management, PRINTER AND PUBLISHER saw the president of the company, Mr. John J. Palmer, and asked him what was going to be the policy of his company in regard to this demoralizing system of credits. In reply, Mr. Palmer defined the future policy of the Toronto Type Foundry Co., Ltd., in no uncertain terms. He stated that the Toronto Type Foundry Co., Ltd., were not going to be parties to the starting up of new printing offices in places already crowded unless the parties put up the cash for their plant. He said. "We want to be on the best of terms with the established printing trade, and that could not be possible if we loaned out capital and type and presses to parties who wished to start up printing establishments without any money."

#### THE LATE GEORGE HARRINGTON.

Many newspaper men heard with regret of the death of George Harrington, who was well known to the craft in Toronto and Montreal during the last fifteen years. Mr. Harrington was born in Kingston in 1856, and learned the printing business early in life. He became a reporter, with special talents in the line of dramatic criticism and sporting news, and a thorough knowledge of general work. He was connected with the press of Hamilton, New York and Montreal before settling down in Toronto. In Montreal during the early 80's he was city editor of The Post, the Catholic daily of that period, and was also for a time on The Gazette staff. Coming to Toronto, he occupied for some time the position of sporting editor on The Mail, and was employed also in other capacities. When The Empire was established he became connected with it, but after a short period returned to The Mail, on which he continued until his illness of about three years ago, from which, with the exception of a brief intermission, he never recovered, and died at his mother's house in Toronto. Mr. Harrington's remains were followed to the grave by a number of newspaper and other friends. George Harrington was the soul of genial good humor and kindness, and he had many warm friends in the newspaper offices of the country.

#### A FAVORITE PAPER.



Buntin, Gillies & Co. report that they have received a large shipment of their well-known brand of paper "Century Linen," in cream laid and white wove, and can now fill all orders.

#### GALLEYS FOR NEWSPAPERS.

The all-brass riveted galley introduced as a substitute for the old style wood rim galley by Golding & Co. is something that every newspaper office should be on familiar terms with. It is light, convenient to handle, and very strong. Made in all regular sizes. Write to Golding & Co., Boston, New York, Philadelphia and Chicago, for prices and discounts. Special terms will be made on quantity orders.



## THE TENDENCY TOWARD SPECIAL LINES.



It is noted for doing certain classes of work well, is a good maxim for the printer. A writer in a contemporary points out that the job printers of to-day are most successful when they devote their offices to specialties. Close observers, he says, of recent changes in the printing business cannot fail to notice that it is drifting into specialties. Like law, medicine and literature, printing offices and printing office men and women are now being equipped and educated for special work. Seemingly the day of the all-around printer has passed; from being conducted

by practical men the business is passing into the hands of specialists who will look at investments in printing from a purely financial point of view. What was an exception thirty-five years ago has now become the rule, and offices equipped to print everything from a wedding circular to a mammoth poster are now among the things of the past. Judging from the apparent success of the specialty movement in the larger printing centres, it will soon have to be seriously considered by the employing as well as the journeymen printers of the country at large.

Establishments are now exclusively devoted to law and book printing, catalogue, directory, theatrical, railroad, mercantile, and artistic work; others are confined to labels, bills of fare and showcards, some printing from electrotype and engraved plates, also doing exclusive booksellers' and publishers' work; setting type by machines and preparing plates for press rooms and patent matter for country newspapers, have a considerable following. The latter has grown into large proportions, and one can go into the market and purchase matter on every conceivable subject, at so much a column or inch. Many advertising and miscellaneous sheets are made up entirely of plate matter with a few paragraphs of original news or editorials to give it a semblance of freshness.

There is scarcely an establishment in New York at present doing all the work formerly known as book and job printing. This is a great change, for even twenty years ago there were many large establishments in that line, also the leading newspapers had large job printing offices, all of which are now abandoned, as unprofitable investments, in consequence of not being able to compete with the specialists. Not only the newspapers of New York, but those of Chicago, St. Louis, Cincinnati and other large cities have been forced by the competition of the specialists out of the job printing business, and now the only remaining legitimate competitors the printers have to contend with are the stationers and solicitors. This class is fast disappearing, for under the competition which specialists have inaugurated job printing is done at figures which neither the influence of newspapers nor the advantages which stationers have by reason of office and store conveniences can set aside or counterbalance. The presence of this class of middle-men undertaking to do printing without being practically engaged in it necessarily partakes of considerable dissatisfaction, for the work has to be given out to the lowest bidder who cuts in stock, ink, and workmanship in order that the printer shall realise his legitimate profit. Upon reflection it will be seen that specialties present many advantages. It does not necessitate

the building up of colossal printing establishments, with all the modern attachments of binding, stereotyping, half-tone work, and lithography, requiring the manager to take in so much work every day at any price in order to keep up running life; whereas specialists can generally find enough work to keep all fully employed. If slack times happen to come the losses would be comparatively trifling. In that way the commercial printer will find constant use for his material, and the book, law, show and railroad specialists can keep their expensive presses and heavy founts of body and display type moving. Besides, there is the saving of insurance, rent, taxes, interest on money invested. It can safely be estimated that under the old system fully two-thirds of the printing material in large job printing offices is standing idle waiting for customers, with many founts not being used even once a year.

The foregoing suggests reflection as well as investigation by both printer employers and employes, more particularly when it is remembered how other trades and professions have become divided and subdivided amongst specialists.

### NEW PAPERS BY THE PIRIES.

Mr. Hunter, who represents on this continent the well-known firm of Alex. Pirie & Sons, Ltd. of Aberdeen, Scotland, is passing through Canada on one of his regular trips. Speaking to *PRINTER AND PUBLISHER* Mr. Hunter said: "In addition to our late new lines of fancy octavo note for ladies, we have brought out for this season two or three additional new ones. Prominent among these is the Royal Record note, which is proving on the other side a very good seller. We have also the Silver Cross in vellum and satin finish; Fleur-de-lys note in Silurian laid, water marked, which is a much higher grade than the ordinary Silurian on the market, being tub sized, while the ordinary Silurian are engine sized.

"In flat papers we have also brought out a few new ones: Silurian, cream laid and woves. These are in addition to our ordinary high-class papers, and are suitable for commercial and fancy stationery. Other notes that sell in Canada are Antient Scottish Vellum, Old English Vellum, Olde Irish Vellum, Pure Alabaster, Pentelic White, Claudian, Augustan, Liviana and Carrara White. These papers are handled largely by the Brown Bros., Ltd., and all the wholesale and jobbing stationers. Retailers would do well to call for these high-grade and moderately cheap papers." Mr. Hunter has visited Toronto, and is now on his way to the Maritime Provinces via Montreal.

### A CHANCE FOR BUSINESS.

Ever alive to the interests of their customers, Buntin, Gillies & Co., Hamilton, offer to supply printed samples of envelopes without charge in sufficient quantity for the printer to distribute as an advertisement among his customers, soliciting their orders. If you have not received an offer of the sample drop a card to the house. The samples will be printed without expense to you with your name and address. Buntin, Gillies & Co.'s name does not appear, and the firm trust that if the advertisement brings any business they will get the orders for the envelopes.

D. Ford, job printer, of Toronto, has put in a pony drum cylinder Cottrell, for fine work, from the Toronto Type Foundry Co.

MANUFACTURERS OF

# STANDARD LINO TYPE METAL

Our Linotype Metal is the best  
in the market, and Price is right....

## Toronto Type Foundry Co. Ltd.

### ... Toronto

#### JOB PRINTING PRICES.

SOME RULES FOR CONDUCTING A NEWSPAPER JOB OFFICE FOR PROFIT.

"JOB Printing Prices--Where Are We At?" is the title of an interesting paper read before the annual meeting of the Michigan Press Association by D. H. Bower, of The Buchanan (Mich.) Record. He said:

"With every wide-awake newspaper publisher, especially if located in one of the smaller towns, the job printing department of his plant should be a valuable aid to the ultimate success of his paper from a financial standpoint. In a number of instances I am well aware that such is not the case, and the question naturally arises: 'Does it pay to run my job plant in connection with my newspaper?' Some members of this association have answered this question negatively, having either leased or disposed of their job departments.

"In the matter of prices for job work there are several points to be considered, and much time might profitably be given to their careful consideration, but it is not my purpose to more than briefly touch on one or two salient points.

"There is, to the practical printer, a vast range of possibility as to what constitutes a fair price for a job of printing, and this difference is largely dependent upon the facilities at his command for turning out the work in question. This applies more particularly to large editions or long runs of presswork. Many printers fail to realize that often the use of a couple of sets of electros will save many times their cost in presswork, besides the wear and tear on expensive faces of type. In large jobs of printing these factors are important, for the job office equipped with a quarto-medium Gordon or Universal, cannot hope to bid successfully against the office equipped with two-revolution and perfecting presses, power folders and wire stitchers. As a result, the quarto-medium job printer simply has to decline the work or meet the price and run the job at a loss.

"In my opinion, the greatest demoralizers of fair prices for job printing are what might be termed, 'Mail Order Printing Offices.' By these I mean concerns offering to get up a single thousand billheads for \$1.50, or a single thousand cards or envelopes for \$1. The Record job department is hustling after all the printing it can secure, but down our way we draw the line at such prices, for all work done at the figures quoted must be slighted somewhere or some way; if not, it is only a question of a short time when the sheriff has a printing office on his hands.

"Someone asks, What is the remedy for this demoralizing state of affairs? I do not claim to be competent to prescribe a general cure-all for every case of low prices, but I can merely give a few suggestions, based upon some twenty years of prac-

tical observation, about ten of which were spent as business manager of one of the large printing offices in New York state—an office employing about fifty hands. The suggestions, briefly, are these:

"First, have some kind of a fixed price-list, and have sand enough to stick to that list. It may seem aggravating to have a job get away from you and to see 'the other fellow' capture it, now and then, but stiffen up your backbone, and you will win in the long run.

"Second, encourage a sentiment among the readers of your newspaper to patronize a newspaper job office. When you have turned out an exceptionally nice piece of work, tell your readers all about it. Do not be afraid of using printers' ink to boom your business. You should practise what you preach.

"Third, do not engage in cutting prices with competing offices in your town or city. Nothing is ever gained by cutting prices, such a policy being simply suicidal. The better way to do is to turn out a better class of work from your plant than is turned out by your competitor. Fix your prices at a reasonable figure, and then adhere strictly to them.

"Fourth, establish an individuality about the work turned out by your office, always trying to fill each order promptly, as promised, and, if possible, in a little better shape than the preceding one. Use good paper and the very best inks you can afford in a job. Many a fine piece of composition has been spoiled by cheap paper and inks, many times making the work of holding the customer much harder.

"In conclusion, while some of my hearers may fail to see where these suggestions have any bearing upon the prices paid for job work, let me say this: If you will give these suggestions a careful trial, you will find that, as the reputation of your office becomes established for turning out the best class of work, in just that ratio will you find it easier to secure the work at established prices.

"The Buchanan Record job department has been conducted upon this plan for the past three years, and I have found it easier each year to secure the work at my established prices, even though some of my competitors underbid me. Only last week I secured a contract for nearly \$300 worth of printing from a party who informed me that my figures were above those of other bids received, but that he wanted The Record to do the work as he was satisfied the difference would be made up in the quality of the work turned out. I simply cite this instance to show that I am not dealing in theories, but merely giving the practical experience of a newspaper job office that has been conducted along these lines, and with eminently satisfactory results as regards job printing prices."

The Berlin News Record have put in a 4-roller two-revolution Campbell from the Toronto Type Foundry Co.

### THE EARNINGS OF PRINTING PRESSES.



IS the ultimate profit of a printing establishment usually proceeds from its press-room, it is of vital importance that no illusions should be indulged in concerning the earning capacity of that department. Some authentic and startling statistics bearing on this question were given in a paper read by Mr. W. B. Conkey, of Chicago, to the United Typothetae. In the essay the conclusion is reached that in many offices the output of a press will not average 3,000 sheets per day for a period of one year. The speed of a press is no indication of what its output may be, as the time consumed in making ready, waiting for proofs and by idleness may be safely assumed to be equal to the time during which actual printing is done.

The reports on this subject made to the Typothetae by its members and quoted in Mr. Conkey's paper came from successful printers, and teach the necessity of that eternal vigilance which is the price of success in a press-room.

In a press room containing nine cylinder and four job presses, working on periodicals and general job work, the output of 300 working days was 11,239,703 impressions, which was accomplished in 13,107 hours of actual printing time, and 8,094 hours were taken up in making ready and 398 hours in waiting for proofs and corrections. The waiting time is supposed to be charged to the customer. The idle time is not reported. The average per press per day is given as 3,746 impressions. Observe that the making-ready time is 61 per cent. of the actual printing time.

In a press-room with twenty two cylinder presses, during 103 working days, or 1,008 working hours, 5,307,556 impressions were delivered in 7,384 hours of actual printing time, with 4,245 hours of make-ready time. The idle time was 9,066 hours. The waiting time was 1,491 hours, which may or may not have been paid for; but assuming it was paid for, we have out of about 22,000 hours of time, during which rent, wages, taxes and other charges went on, a dead loss of over 9,000 hours, or over 40 per cent. of the total time. In this office the average product per day per press was 2,343 impressions.

In a press-room with ten presses the output in ten months was 10,849,507 impressions in 10,707 hours of actual printing time. The waiting time was 596 hours—paid for, let us hope. The make-ready time was 3,930 hours, one-third as much as was consumed in printing; while the idle time was 7,896 hours, which is over one-third of the entire term of ten months. The presses in this office averaged 1,000 impressions per hour during that time.

In a press-room operating five job and five cylinder presses during ten months the result was 6,771,798 impressions, done in 6,880 hours of actual printing time, with 2,483 hours for make-ready—again about one-third of the actual running time. The idle time was 15,199 hours, or over 62 per cent. of the total period of ten months. The average output of job presses was 2,437 impressions, and of cylinders 2,873 impressions per day.

Mr. Conkey, speaking from his large and successful experience, offers some valuable suggestions. "The first thing needed is a good press." All corrections should be made, and justification and registering and imposition should all be perfect, in a form before it goes to the press-room. Presses should be

cleaned, oiled and heated before starting time, so that the customary loss of fifteen to thirty minutes in the morning may be avoided. At night, instead of closing down at a quarter to six, let the presses run five minutes of six, and instead of having the feeder wash the rollers, have them washed after quitting time by the man who puts the presses in order for running in the morning. By these last two economies the product of half an hour may be added to each press in operation. Finally, Mr. Conkey states that "if the same system, detail and care that other manufacturers use in running their factories are used in a press-room, the output of a press should be nearly 80 per cent. of its capacity of revolutions when running at any speed."

### AUTOMATIC NEWSBOYS.

Hamilton Herald.

A test is to be made in this city of what is known as the Kennedy news-vending machine, a device on the nickel-in-the-slot principle for selling papers. There are two sorts of these machines, one for the street corners and the other for the trolley cars, and four of each sort are to be tested. If the trial proves satisfactory, a company will be organized to engage in the business of selling papers by this method.

In the test the papers that will be sold will be The Herald in the afternoon and The Toronto World in the morning. The street machines are arranged so that when all the papers are sold the slots are closed automatically, while those in the cars under the same circumstances give warning by a sign that the would-be purchaser who drops in a cent will get a frost.

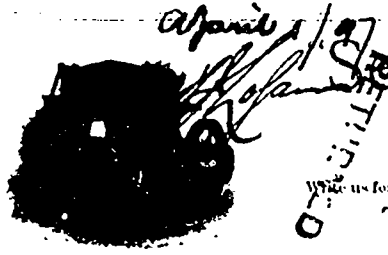
The machines can be arranged so that a buyer may drop in a cent and receive a paper, or five cents and get a paper and four cents in change. The street machines will be located on four leading corners.

### A GOOD JOKE.

They are telling a good story around town at the expense of a young lady in the office of The Orange Sentinel. Rev. Father E—, a well-known priest, is a subscriber to The Sentinel, and went in the other day to renew his subscription. "The name, please," said the young lady in charge. "Father E—," responded the subscriber. The young lady looked distressed. "I'm afraid," she said, "you are in the wrong office. This is The Orange Sentinel, and The Truth office is downstairs. Isn't it that you want?" "Oh, no," quoth his reverence, who likes a joke. "Oh, no, if I had wanted the truth I'd never have come here." The young lady renewed the subscription without further observations.—Toronto Globe.

### THE FIFTY THOUSANDTH.

The 50,000th machine was finished some days ago in the well-known manufactory of Karl Krause, Leipzig. Mr. Krause, the founder of these works, still enjoys, in spite of his advanced age, good health. He is an example of a man who understood how to build up a business from the most primitive beginnings, and to develop it. Thanks to his energy and his unalterable determination, "to furnish only the very best," is due the leading position the house occupies now in the business of paper-working machine makers. We heartily wish the indefatigable proprietor the best success in the future.



# "Steybold" Paper Cutters

The foremost Power Paper Cutter on the Market.

See this list of Canadian Users

Write us for particulars

The J. L. MORRISON CO.,

28 Front Street West Toronto

- Methodist Pub. House, Toronto
- Elliott Paper Box Co., "
- Canada Paper Co., "
- Murray Printing Co., "
- Canada Publishing Co., "
- Modern Office Systems Co., "
- Rolph, Smith & Co., "
- Rolland Paper Co.,
- St. Jerome and Montreal

### THE ART OF REPORTING.

NEWSPAPER. DOM records the case of a verdant reporter who went to interview Edison. The reporter knew nothing about electricity and he carried a large note book. He began by asking Edison a leading question, and the electrician is said to have replied: "Young man, you are inexperienced in this business, and my time is valuable. If I talked to you you would not be able to publish it straight. I discovered long ago that a man's standing on a paper might be judged inversely by the number of notes that he took during an interview. Your preparations frighten me, and the size of your note book appals me." According to the story, the reporter did not get his interview, and the moral drawn from the incident is that "the man who goes about with a big note book in his hand, and a wild and hunted expression in his eyes, bears, as a rule, about the same relation to real and valuable newspaper writers as the boy who blows the bellows does to a first-class organist."

This sounds well and is, doubtless, true. But you cannot dispose of the whole system of reporting by relating an episode like this. Reporting is a fine art. The note book should, in most cases, play an unimportant part, and there are many cases where it should never be produced at all. But when the interview is once under way, and you feel sure of your man, and are being given figures and technical data a note of them must be made. If not during the interview, then immediately afterwards. The plan of "going it blind" is the ruination of correct reporting; in fact, if there is no accuracy it is not really "reporting" at all. A reporter with the memory of Macaulay may never require to take any notes, but there is too much "chance" in this system. A big note book, doubtless, is absurd, and when a man is a stenographer only a very small book is necessary. The question arises. How much trouble is taken in training young reporters? Are they not, as a rule, allowed to acquire their business by long experience? Before attaining proficiency they commit errors, often because accuracy is not drilled into them as the first principle to be followed. A reporter may be clever and able to put things in a

terse way; so much the better. But if accuracy is allowed to play a secondary part all through his career, he never reaches the highest rungs of the ladder. C.

### EASTERN TOWNSHIPS PRESS ASSOCIATION.

The Eastern Townships Press Association met at Granby on the 8th. Among those present were: A. L. Lance, Times, Richmond, president; E. S. Stevens, Examiner, Sherbrooke, secretary-treasurer; W. E. Jones, Guardian, Richmond; I. A. Belanger, Progres, Sherbrooke; E. R. Smith, News, St. Johns; C. H. Parmelee and J. H. Lefebvre, Advertiser, Waterloo; J. A. Chagnon and Chas. Thibault, Journal de Waterloo; J. N. White, Coaticook Examiner; G. C. Wilcocks, Leader, Granby; J. C. Holland, Journal, Stanstead; L. S. Corey, Mail, Granby; J. S. Brierley, managing director Montreal Herald; John Bayne MacLean, president of the Canadian Press Association. The members discussed a uniform rate for advertisements and agreed upon one.

In the evening a banquet was tendered to the visitors by the citizens of Granby. Mr. J. Bruce Payne occupied the chair, and made a model presiding officer. The usual toasts were proposed and duly honored by Messrs. C. H. Parmelee, M. P.; M. T. Stenson, M. P.; A. F. Savaria, M. L. A.; J. B. MacLean, president C. P. A., Montreal; James S. Brierley, Herald, Montreal; Dr. Gatién, W. E. Jones, A. L. Lance, W. H. Robinson, N. A. Meyers, H. G. Guilline and E. R. Smith. Mr. Brierley's speech was a thoughtful and brilliant effort. It was framed on the lines of the broadest patriotism and attachment to Queen Victoria. Mr. MacLean's reply to the toast of "The Press" was timely. He pointed out that the local newspaper is being more appreciated than formerly, as business men of rural parts had learned the value and importance to trade and the community of the possession of a live, progressive weekly news paper. The chairman in his address gave some interesting facts regarding the industries of Granby, the output of which now approximates one and a half millions yearly.

# Mailing Machines..

We can learnly recommend to the Trade...

## The "BENNETT" Mailing Machine

The price is only

\*\*\* \$12.50

A list of agents is given on page 10.

TORONTO.  
MONTREAL.  
WINNIPEG.

TORONTO TYPE FOUNDRY CO. Ltd.

## WHICH TELLS, CIRCULATION OR CHARACTER?

A COUNTRY editor in Wisconsin, writing to Newspaperdom, complains that advertisers lay too much stress on the quantity, rather than the nature and quality, of circulation. "The circulation," he declares, "of the average country newspaper is uniformly small, but nearly every copy of the paper goes into the rural home, where it is read and re-read—advertisements and all—by nearly every member of the family; it is then often loaned to neighbors, who eagerly devour its contents from first to last, and finally it is wrapped up and mailed to an absent friend, 'to save writing letters.' Thus, a single copy of a country weekly not infrequently reaches a dozen thorough readers, many of whom may see no other paper or publication from week to week. Especially is this true in the newly settled portions of the country, where a local weekly of 1,000 circulation may be the only publication of any kind in a territory forty or fifty miles square, and may be thoroughly read by several thousand people. It is manifestly absurd, in my opinion, to compare the circulation of such a paper with that of a nondescript city publication, that usually has some inviting 'fireside' title, but whose sole object is to secure advertising at big prices—one whose subscription price is usually from 10 to 50 cents a year, but whose circulation is principally made up (notwithstanding the postal laws) of 'sample copies' sent to business men and postmasters whose names the publishers secure from directories, nine-tenths of whom, if they ever receive the paper at all, consign it to the waste-basket, unopened. Still a newspaper directory will tell the advertiser that the circulation of some such publication is 5,000 or 10,000 and that of a leading local paper of known influence and legitimate purposes is only 1,000 copies a week. Both statements may be literally correct, yet they are misleading to advertisers, since the country weekly may still have twenty readers to every one of this great 'fireside' chestnut, and the percentage of probable purchasers among the readers of a country paper may be several times as great as among those of its city neighbor.

"It will readily be seen that the rigid, inflexible rule of so much per inch per 1,000 circulation for advertising space, applied indiscriminately to all publications, is grossly unjust to the country press, and it is this practice which has driven the general advertising out of many of the first-class country papers, greatly to the detriment of not only the publishers (who have refused to carry the advertisements for little or nothing), but also to the advertisers themselves, who have often been sorely disappointed by the results from their advertising. Thus, the whole business has been injured, and the fruits from advertising in legitimate publications greatly underestimated.

"It is true that the practice of some country publishers, to admit anything and everything into their advertising columns, and to allow themselves to be imposed upon by all manner of fakes and unscrupulous advertisers, has had a depressing effect upon prices for space in the country press; but such publishers are their own worst enemies, and their total disregard for the value of their space is usually in keeping with their lack of dignity and business principles in the conduct of their affairs."

But the editor of Newspaperdom, in commenting upon this protest, thinks something more than circulation tells. He says, "At no time has the character of a publication entered so largely into the selection of mediums by the foreign advertiser as right now, when greater care than ever is exercised in the

expenditure of advertising appropriations. In fact, character receives the intelligent consideration of every large advertiser in equal measure with the extent of the circulation. While the latter is the guide-post, the former points the way for the advertiser. The 'rigid, inflexible rule of so much per inch per 1,000 of circulation for advertising space, applied indiscriminately to all publications' exists only in the imagination, and has no foundation in fact."

So far as Canada is concerned the prevailing tendency is to go by circulation. Yet, get a number of publishers together, weekly or daily, and they will, in the majority of cases, say that the local influence and standing of a paper carries weight and that by holding out for their rate they get it. All this proves that where circulation is necessarily limited and you begin to see the end of expansion, it is well to cultivate the standing and importance of your journal and you will find that this too has a market value in the fixing of advertising rates.

## A JAPANESE NOVELTY.

A novelty for printers is a Japanese paper, or rather imitation paper, being a thin shaving or veneer of wood made wonderfully smooth and uniform. It can be cut, folded and printed upon just like paper, and would make very unique folders, catalogue covers, etc. Buntin, Gillies & Co., Hamilton, offer to send a sample to all applicants.

## SITUATION WANTED.

POSITION WANTED A COMPETENT REPORTER WOULD LIKE POSITION on good live paper, town or country. Not afraid of work, five years at case and five years reporting; shorthand. Correspondence invited. Address "Scott, care MacLean Publishing Co. Ltd., Montreal"

## FOR SALE.

THE COLOR PRINTER, BY J. F. EARHART: A COPY OF THIS STANDARD work, just as good as when purchased, and not in the least soiled: cost \$12.50 Address "The Reformer," Galt, Ont. (3)

FOLDER  
FOR  
SALE

A Newspaper Folder, in good condition. Suitable for Weekly with large circulation or Daily with moderate circulation. Only \$100 l.o.b. in Montreal.

HERALD PUBLISHING CO.  
... Montreal

Press Blankets  
and Tapes..

We have imported a complete stock of TAPES and PRESS BLANKETS (Rubber and Felt), and are prepared to fill orders promptly and at reasonable prices.

TORONTO  
MONTREAL  
WINNIPEG

Toronto Type  
Foundry Co. Ltd.

# Printers' Rollers

Satisfaction  
Guaranteed

AND COMPOSITION

TRY our Rollers and be convinced of their Superiority.  
If you want GOOD ROLLERS order from US.

## Toronto Type Foundry Co. Ltd.

286 Portage Ave.  
...WINNIPEG.

646 Craig Street  
...MONTREAL.

44 Bay Street  
...TORONTO.

### THE TORONTO NEWSPAPER CLUB.

**A** MOVEMENT has been started amongst the newspaper men of Toronto to hold regular social gatherings. The first step was the calling of a preliminary meeting, which was held in the Canadian Institute on Saturday afternoon, Feb. 27. Mr. J. S. Willison, editor of *The Globe*, presided, and there were present over thirty of the prominent and active members of the city press, including Messrs. John Lewis, John A. Ewan, H. S. Scott, C. E. Hamilton and other members of *The Globe* staff; Messrs. Arthur Wallis, E. J. Phillips, C. R. Morrison, V. H. Ross and others of *The Mail and Empire*, Messrs. H. C. Hocken, W. J. Wilkinson, H. W. Charlesworth, W. A. Hewitt, James W. Cowan and others of *The News*; H. F. Gadsby of *The Star*. Rev. A. C. Courtice, *Christian Guardian*, W. I. Edmunds, *Canadian Grocer*; Rev. J. A. Macdonald, *Westminster*, John A. Cooper, *Canadian Magazine*; J. T. Clark, Saturday Night.

It was decided that the organization should be of a temporary character and the gatherings informal in their nature. The name adopted was the Toronto Newspaper Club. A committee of three, consisting of John Lewis, Hector W. Charlesworth and A. H. U. Colquhoun (secretary), was appointed to conduct the arrangements. The first "function" came off on Tuesday evening, March 2, when the members took dinner together at McConkey's restaurant at 6.30 p.m. Mr. Arthur Wallis, upon the motion of Mr. J. S. Willison, had been named as the chairman. Mr. Wallis accordingly presided, and over thirty members of the press attended. Several members of the Press Gallery in the Legislature came down town to have their evening meal with the brethren. After dinner those who had early assignments went away. Those who could stay did so till 9 p.m., the hour agreed upon for breaking up. Short speeches, jokes and an informal mingling of the various persons present made up the unambitious programme. It was resolved to hold another similar gathering a fortnight hence.

The second dinner was held in a private dining room of the Grand Union Hotel on Tuesday evening, March 16. Mr. John A. Ewan presided, and thirty-eight members of the press attended. The after-dinner subject was "Newspaper Reminiscences," and Messrs. W. J. Hambly, J. T. Clark, Rev. A. C. Courtice and H. C. Hocken gave some highly interesting and amusing stories of the early days. The closing hour arrived all too soon.

It is hoped that one or two more meetings will be held

before the summer begins, and that autumn will see the Toronto press organized in a thoroughly sociable way, without any expensive attempt to set up a regular club.

### THE MODERN CUTTER.

Mr. O. C. A. Child, of the Child Acme Cutter and Press Co., Boston, is in Canada, looking after the firm's interest in the Dominion. Business in the States is very good with them. They shipped during February one of their large 64 inch cutters to Philadelphia, Pa., one 44-inch to The Boot and Shoe Recorder, one 44 inch to the Worcester Corset Co., Worcester, Mass. The Dominion Corset Co., Montreal, also have one of their cutters. Another went to the Argentine Republic, and a 64 inch has to be ready for shipment on or before April 1 to London, England. The Child "Acme" cutter is equipped with the latest improved friction clutch and automatic brake (which stops the knife instantly). There are other improvements which they describe, with illustrations, in their catalogue, which can be had on application to them. A cutter in use in a large number of factories should be a strong recommendation for cutting paper.

### CATALOGUE WORK.

For handsome catalogue work of the very finest class one need not go out of Canada. *PRINTER AND PUBLISHER* has inspected several turned out by the Miln Bingham Printing Co., and they reach a high degree of excellence. The covers are specially well done. One shows a green maple leaf embossed with gilt lettering and a cream ground - the effect is striking. Another cover has a floral design, embossed, silver on a pale blue surface; in the centre a panel in blue-black with the firm's name in light blue letters. The catalogue of a bicycle tire firm is done in scarlet borders, the cover being a simple text design, with white and gilt border and the embossed figure of a girl bicyclist - this catalogue is very artistic. Another bicycle catalogue is a fine specimen of color printing. The illustrations, fancy letters and bicycles are worked in colors, and the page matter is well arranged in the forms. This is as pretty a piece of work as we have lately seen.

### IN MONTREAL.

The Toronto Type Foundry Co., Ltd., have opened a branch warehouse in Montreal at 646 Craig street. A full stock is being kept of type and printing materials; also a large stock of the celebrated Ault & Wiborg's black and colored inks.

**RUNNING A LOCAL WEEKLY.**

By a Journalistic Old Boy.

Written for PRINTER AND PUBLISHER

**I**N general, the same qualities of forethought, energy and perseverance which bring success in any other line of business are those which tell also in publishing a weekly paper; but assuming that you have not missed your vocation in going into the newspaper business, the following are a few of the many things to be kept in mind in publishing a local weekly:

Look to typographical effect. Let your paper be one whose appearance invites to perusal of its contents instead of repelling. Many a literary gem has been practically lost because a clumsy printer has given it such a slovenly typographical setting that the public have passed it by. The successful merchant presents his wares to the public in an attractive form, and the publisher should do likewise. Make your journal a model of neatness.

Of course you will see that the ads. are artistically arranged, but there is another feature concerning them that is also worth giving some attention to. The science of advertising is getting to be much better understood than formerly, but there are yet many merchants who have no idea how to make their announcements attractive, and it will pay you to give them hints. Above all, see that no old fogey puts in an ad. of spring goods and keeps it running without change till fall, and see that every ad. with a date in it is promptly jerked out when the date has arrived. The presence of these stale old ads. gives the public the impression that the paper, as well as the merchant, is a back number. And don't—pray don't—keep a stock of patent medicine stereos on hand to fill up when the devil has taken a holiday and not done his usual stint. Some country papers look as if they were a dumping ground for patent medicine blocks, and they are appreciated by the public accordingly. Good, fresh, up-to-date advertising columns may be just as interesting as any other part of the paper, and it will pay you as well as the merchant to see that they are made so.

No doubt the city weeklies, giving more for the money, such as it is, than the country publishers can afford, interfere somewhat with the circulation of the local paper. Do not try or profess to be in any competition with them. You have a field in which they cannot compete. Work that diligently, and let

the city papers go their gait. Remember, that the same principle which applies to the intensity of light and heat also applies to the interest in news—it is in inverse proportion to the square of the distance. The average woman learns with more interest that her neighbor, Mrs. Jones, has become the mother of twins than she does that the population of China has increased five millions. And if Dick Thompson, of the third concession, breaks his leg, the whole township will want to know how it happened and all about it, while they will hardly give a passing thought to half a dozen men having been killed in a European city. Be diligent, then, in gathering and presenting the town and neighborhood news.

Never go out without a note book or memorandum pad in your pocket. It is wonderful in what unlooked for places good ideas or interesting items may be picked up.

Be wide awake in making suggestions and discussing and advocating schemes for the benefit of your town and country. The city papers can give no more attention to schemes for the good of your locality than they do to a hundred other places, but you can make your paper one of the institutions of the locality, which town and county will be proud of, and glad to patronize.

While local news should be its special feature, make your publication also a good general newspaper. Don't run away with the idea that because a few people in the town where you publish get the daily papers, the general news of the week is known to the whole community, and you are traveling over ground already covered in presenting it. With the exception of a few of the startling events, the bulk of your readers, even in the town, will be ignorant of the general news of the week till you present it, while in the rural parts nine out of ten of your subscribers will take no other paper, and be wholly dependent on you for the news. See that you furnish a complete summary of the news of the week, so that your readers will be well informed of what is going on throughout the world, though they may not have as complete details of some of the events as they would wish. This is a department in which the country editor who knows his business can make a paper that will be prized by its readers.

If you publish a continued story—and many publishers find

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## JUST RECEIVED . . .

---

Twenty-five tons Tub-sized and Loft-dried Writing Papers. All perfect goods and regular lines. To sell from nine to fifteen cents per pound. Also a large consignment of

**“DIAMOND”** Shipping Tags.

It will pay to see samples of these goods.

---

**THE BARBER & ELLIS CO.** Nos. 43, 45, 47, 49 Bay Street **TORONTO**

it helps to keep up their circulation—see that a synopsis of previous chapters appears each week. Not only new subscribers, but many of the old ones, for one reason or another, may miss the opening instalments of a story, and it then becomes aggravating week by week to pick up the paper and find so much space occupied with matter which is lost to them because they can't catch on. The business of railroads is largely helped by the passengers picked up at way stations. Make it easy for way passengers to get on.

See that you know the subjects you discuss. Slipshod statements and pretentious ignorance may pass for a time, but soon someone possessed of correct information discovers that you don't know what you are talking about, and when it gets noised abroad that you are in the habit of talking that way, your utterances cease to have any weight attached to them, and you fall into contempt. A newspaper should be a public teacher, but the teacher must fit himself for the task by understanding his subject. This means hard work, delving into facts while other people are content to skim over the surface. But it will pay you. A newspaper, like an individual, soon acquires a character in a community, and when people find that you have a grasp of the facts and may be relied on to be in the right, your paper gets a reputation which gives it influence and patronage.

If, proud of your calling, you diligently and conscientiously apply yourself to your work, you will have the consciousness of living a life of usefulness, and be respected and honored in the community—they may even make you a town councillor or send you to Parliament. But if money is what you are after, keep a saloon, start a mining broker's office, or go into anything else, but don't publish a newspaper.

**A LEGAL DECISION OF INTEREST.**

The Miln-Bingham Printing Co., Toronto, was invited by a manufacturing firm to prepare a specimen catalogue. Considerable trouble, and some expense, were incurred in getting up a design with the expectation that the order would go through when the firm were suited. But the firm decided to give the order elsewhere. The Miln Bingham Co. then naturally asked to be paid for their work and outlay. The judge decided that the claim was just. This decision possesses interest, and Mr. Miln would, if applied to, give the facts in detail to those who are somewhat similarly situated.

**THE COURIER'S SPECIAL.**

The Brantford Courier got out a fine illustrated supplement to commemorate the Sons of England meeting there recently. The supplement was on toned paper, and the Union in colors adorned the first page. A history of the order and of the branch in Brantford was given, with a large number of half tone cuts of officers. The issue was a most creditable one, and timely in every respect.

A pharmaceutical student named Dufay has started from Paris to travel round the world in three years, walking wherever possible. His object seems to be to prove the weather-resisting qualities of paper, for he has undertaken to wear no other suits than those made of that material. A large crowd gathered outside the newspaper office from which Dufay set out and chaffed him unmercifully. He goes first to Havre, where he will embark for America.

**DEXTER**  
**FOLDING**  
**MACHINES**

Recognized as the Standard of Excellence

*For Books, Pamphlets, Circulars,  
Newspapers and Periodicals.*

Up-to-date in Mechanical and Electrical Devices.

Correspondence respectfully invited

♦ ♦ ♦

**Toronto Type Foundry Co.**

General Agents for Canada. *Limited.*

646 Craig Street, MONTREAL.

286 Portage Avenue, WINNIPEG.

44 Bay Street, TORONTO.

**CARDBOARDS**

Printers will find it worth their while to consult our samples and prices before quoting or ordering.

Our low priced colored board will fold, and we sell it at lowest market prices; our finer qualities are unequalled at the price.

SAMPLES ON APPLICATION.

Prompt shipment and careful attention to letter orders.

**CANADA PAPER CO.**

Toronto and Montreal.

The paper in this magazine is the Canada Paper Co.'s celebrated No. 1 Litho. Book.



## BRIEF NEWS OF THE MONTH.

## ONTARIO.

THE Kingston Whig has appeared in a new dress. It is now a six page paper of seven columns each, and printed at one impression on a perfecting press. Mr. Pense is to be congratulated on his enterprise in keeping The Whig abreast of the daily press of Canada.

J. R. Gemmell, for years editor of The Chatham Banner, has been appointed sheriff of Kent County.

Charles Ryan, formerly connected with the Toronto press, is now on the staff of The New York Journal.

W. J. Findlay has his printing office fitted up and is bringing out the new local weekly, Public Opinion.

The Canadian Typograph Co. have just installed their line-casting machines in the office of The Whig, Kingston.

The Fort William Journal have placed their order for one Rogers Typograph machine to be shipped by April 1st.

The Ottawa Journal will be represented in the Ottawa Press Gallery by John A. Garvin, lately of The Montreal Herald.

At the Brantford meeting of the Sons of England Grand Lodge it was decided to start an official organ for the order.

H. D. Carman, for several years city editor of The Sarina Post, has accepted a position on the editorial staff of The London Daily News.

The Windsor Record have ordered a third Typograph machine for their composing room. The Record is bound to keep to the front.

The Waterford Star will henceforth be under the control of Mr. P. Geo. Pearce, son of Mr. P. J. Pearce, who had conducted it for twenty years past.

Roden Kingsmill has severed his connection with The Toronto Telegram, and will go to Ottawa for the session as an independent gallery correspondent.

Wilton Crysler, founder and editor of The Delhi Vindicator, has left his paper in charge of Mr. Fritz and takes a position in the editorial department of The Toronto Telegram.

The London News, after an experience of some months, have disposed of their Mergenthaler Linotype machines and put in a battery of five Typograph machines, manufactured by the Canadian Typograph Co., Windsor, Ont.

The Windsor Evening Record is going to have a new office. Messrs. McNee & McKay have leased a piece of vacant land, which is Government property, and will erect a building "suitable for the growing requirements of The Record's publishing business and its extension which is in contemplation."

The new building of The Hamilton Spectator will be erected on James street south. The main building will be six storeys high, containing the newspaper's business office, editorial apartments, and office suites. In the rear will be a three-storey annex, to contain the press, news, job rooms and bindery. The cost is set at \$33,000.

## QUEBEC PROVINCE.

Mr. Louis A. Belanger, proprietor of Le Progres de l'Est, Sherbrooke, has added an electric motor to his plant.

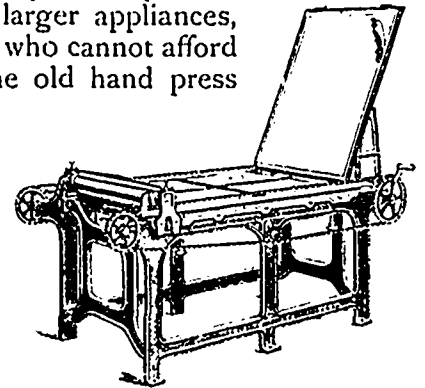
The Montreal Herald has become a union office. It is the only English daily there issued under similar conditions.

Mr. C. B. Keenleyside, manager London Daily News, spent

# Many Country Printers

Can't afford large cylinder presses and many of the larger appliances, but there are none who cannot afford to dispense with the old hand press and put in the

## Ideal Hand Cylinder



It saves its cost many times in excellence of work and economy of time. No small newspaper office should be without this up-to-date machine. Write your dealer for illustrated circular.

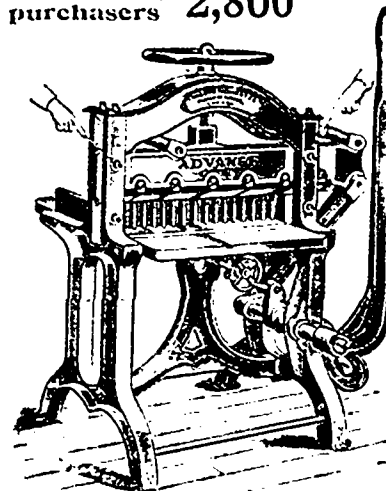
For Sale by Dealers Only.

## Advance Lever Cutter

Four sizes, 22½, 25, 30 and 33 in.

You want a first class cutter, one that will last a life-time? Then you will buy the Advance. It has all the important advantages enumerated below:

We refer to purchasers 2,800



- INTERCHANGEABLE in all parts.
- All shafts, screws and studs are steel.
- NO LEAD or soft metal used in bearings.
- Has interlocking gauge and clamp.
- It has figured scale sunk in table.
- NEW STYLE LEVER gives more room for handling stock and greater leverage.
- Knife dips, making easy, shear cut.
- GIBS AND SET SCREWS to take up wear.
- Every machine fully guaranteed.

Sold by Type Founders and Dealers Only.

THE CHALLENGE MACHINERY CO.

Write for our New Illustrated Circular.

CHICAGO

WIRE !  
WIRE !  
WIRE !

FOR . . .  
**Bookbinders  
and Printers**  
AT ———  
**Reduced Prices**

Having a large stock of Superior Wire for Wire  
Stitching Machines, we offer it in lots of Not Less  
Than 20 Lbs. at the Following Prices :

No. 20, 21, 22, 23, 24, 25, 26, 27, at 14c. per lb.  
No. 28 and 30---light - - - at 15c. per lb.  
Spools, 15c. each.

**Toronto Type Foundry Co., Ltd.**

646 Craig Street,  
MONTREAL.

44 Bay Street,  
TORONTO.

THE  
"ACME" SELF-CLAMPING  
CUTTER

The only AUTOMATIC Self-Clamping Cutter made We  
combine Self and Hand Clamp. Also, Self and Foot Clamp.

Used by . . .

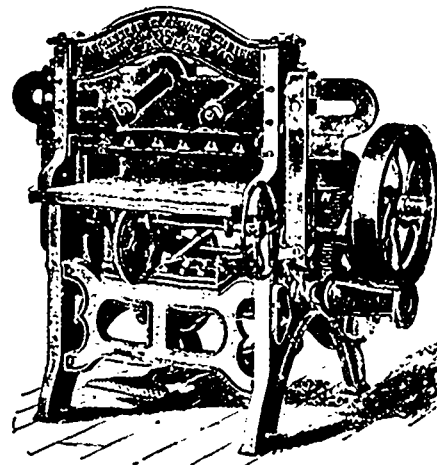
MUNSEY  
McCLURE  
HARPER BROS.  
COSMOPOLITAN  
YOUTHS' COMPANION  
INLAND PRINTER

And the leading . . .

PRINTERS  
BOOKBINDERS  
PAPER MILLS  
etc., etc., etc.

Send for Catalogue  
and References.

It will pay you. . .



Labor saved will pay entire cost of Cutter in two years.  
HIGHEST AWARD at the World's Fair.  
FORTY sizes and styles, 28 to 72 inches.

**CHILD ACME CUTTER & PRESS CO.**

64 Federal St. BOSTON, MASS.

Subscription  
and . . .  
Advertising  
Departments

Next month's issue of PRINTER AND  
PUBLISHER will illustrate a labor and  
money-saving device for the subscription  
and advertising departments of up-to-date  
publications. Look for it.

a few days in Montreal this month and went home with some good advertising orders in his pocket.

#### THE MARITIME PROVINCES.

The Springhill Tribune is to be enlarged.

H. Harris has bought The Kentville Advertiser.

The Westville News has amalgamated with The Free Lance.

The Record is the name of a new paper at Parrsboro, N.S.

The Gazette is a new paper published at Gagetown, N.B., by Lockhart & Stewart.

The Guysboro Gazette is advertising for 10 cords of wood in exchange for subscriptions.

The Advertiser is the name of a new paper published by Mr. Stevens at Hartland, N.B.

Hartland, Carleton Co., N.B., has a new paper called The Hartland Advertiser, being an eight-page weekly.

The Glace Bay News is one of the best papers in Nova Scotia and has adopted the modern cash-in-advance price of 50 cents.

George H. McConnell, eldest son of Robert McConnell, editor of The Halifax Chronicle, died at Halifax March 12. The deceased was in his thirtieth year, and leaves a widow to mourn his loss. Prior to his illness, which had been quite lengthy, being due to lung trouble, he had been associated with his father on the editorial staff of The Chronicle. The late Mr. McConnell has also been associated with newspapers in several places in the Maritime Provinces, as well as Boston and Chicago. He was for some time connected with The Herald, of Montreal, previous to going to Halifax in 1892. The late Mr. McConnell was a brother of J. Miller McConnell, and J. William C. McConnell, of The Herald, Montreal.

#### MANITOBA AND THE WEST.

Trail has a new weekly. It is called The Trail Creek Miner.

At the last regular meeting of Rossland Typographical Union, No. 335, the following resolution was passed: "Resolved, That a committee of four be appointed to interview the candidates for aldermen and mayor, and request them to have all the city printing bear the label of the typographical union, and that all city printing be done in Rossland."

#### A HINT TO PUBLISHERS.

If any of your local advertisers happen to deal in these lines, it might be well to direct their attention to the fact that the E. B. Eddy Co., Ltd., of Hull, are in the market for the following: 3,000 or 4,000 large key arch fire bricks, 17,000 to 20,000 square fire bricks, 7 or 8 tons of fire clay, to be delivered in Hull the end of April or the 1st of May. They are also asking for figures on an iron frame roof to be covered with bolted corrugated iron with which to cover the boiler house, to be erected for the new eight-boiler battery.

The point system type made by the American Type Founders' Co. is fast supplanting the Scotch and English type that is not on the "point." The Custom House returns show that during the past two years the importations from Great Britain have largely fallen off, and the importation of point system type from the United States has very largely increased.

# Buntin, Gillies & Co.

HAMILTON



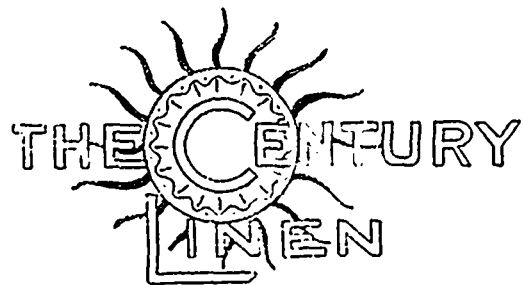
Offer for sale the latest  
novelty for printers

# Genuine Veneer

20 x 30. \$5.00 per 100 sheets.



We have just received a large  
shipment of . . . . .



and can now fill all orders.

Our Envelopes are the best value offered.  
Ask about our new scheme for letting your  
customers know this.



# Buntin, Gillies & Co.

Paper Dealers

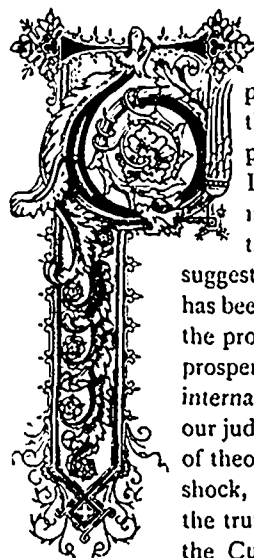
HAMILTON

# Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, MARCH, 1897

## A TIME FOR ACTION.



THE publication of the new tariff bill which the McKinley Administration proposes to put into force has removed the last vestige of hope to which some people clung that the Government of the Republic to the south cherished warm, in fact almost paternal, feelings towards the industries of this Dominion. Every suggestion for an export duty upon pulp wood has been met with the reply: "Do not endanger the prospects of reciprocity and its attendant prosperity." In the pursuit of a millennium in international trade we have perhaps allowed our judgment to be warped by the sentiment of theory. But the awakening has been a rude shock, and the Canadian people have realized the truth that trade is essentially selfish, and the Customs tariff is but too frequently the channel through which that selfishness eagerly finds an opportunity for obtaining what is perhaps far more than its fair share of business. The deputation representing the paper and pulp industries, which waited upon the Government recently, was a unit in declaring for an export duty on pulp wood sufficiently to offset the duty upon Canadian wood pulp going into the United States. The merits of this question have been too frequently discussed in these columns to need repetition. The situation may be summed up in a few words: We have the supply of spruce wood, and the United States mills are allowed without let or hindrance to take Canadian spruce to their mills to be ground up by United States citizens and converted into paper to compete with the Canadian article. On the other hand, if the same article manufactured by Canadian workmen out of the Canadian raw material attempts to enter the United States it is taxed heavily for the protection of their workmen. The whole arrangement is jug handled, and Uncle Sam has a firm grip of the handle, while the Canadian workman can only get a firm grip upon idleness. He is not even allowed to cut the pulp wood, as in some instances the mills from the other side of the line send across their own men to cut our wood.

Fortunately, however, the legislators who are anxious to carry out their pledges to legislate for the interests of the United States alone have discharged their duty with fidelity. They have made it plain that the hope which may have been entertained that the welfare of Canada would receive the remotest degree of consideration at their hands was a will-o'-the-wisp. For years past the lumbermen have been at best but lukewarm

supporters of an export duty upon pulp wood. Not because they were able to controvert the justice and propriety of the duty from an economic standpoint, but because they feared retaliation upon their business. But the blow which they feared has fallen, and it was not hastened by the imposition of an export duty on pulp wood either. They have suffered because it suited the business interests of their competitors to the south of the boundary line. They have, therefore, been placed in the position that they can now ally themselves with the pulp and paper men, and seek that protection which will result in our raw material being converted into the finished article by Canadian workmen. The march of progress of recent years has developed the fact that the forest wealth is not represented by the lumber industry alone. The use of wood pulp for paper and other manufactures has imparted a value to what has hitherto been regarded as waste. Millions of acres of forest formerly regarded as of nominal value are now reckoned as most important assets. This being so, the Government of the country must in the future recognise the fact in dealing with our forests. The interests of the pulp industry and those of the lumbermen are one. As with spruce so it is with pine. Canada has the supply of both and the Government should see that as far as it is possible to do so by legislation the employment afforded in converting the raw material into the finished article should be retained for the Canadians, who have the best right to it.

The pulp and lumber men who have both been hit hard now have an opportunity to join hands, and, supported by an indignant and disgusted electorate, demand that Canada no longer offer the other cheek to the smiter, but that a policy be adopted which will enable the Dominion to reap adequate advantages from its natural resources.

Reports to hand show that in several localities where the importance of the pulp industry has been recognized and its value appreciated by the community which has benefited from its establishment, resolutions have been passed endorsing the proposed export duty. The pulp men, the paper men and the lumber men can, through the Boards of Trade with which they are connected and by means of public meetings, do good service in educating the public and in securing support. The time for action has arrived, when a ripe public opinion will secure action by the Government.

## THE INDUSTRY IS GROWING.

The Nova Scotia Legislature has passed an Act incorporating Hon. Alfred G. Jones, Alfred E. Jones, and Walter G. Jones, merchants; John F. Stairs, manufacturer; Thos. Fysche, bank manager; Benjamin F. Pearson, barrister, all of Halifax, N.S. Geo.

E. Pomeroy, of Toledo, Ohio, banker; Geo. A. Clarke, of Boston, pulp merchant, and a banker of London, and other stockholders, by the name of the Acadia Pulp and Paper Mills Company.

The capital stock of the company is \$550,000, with power to increase the same, as the wants of the company require, to \$5,000,000. The business of the company is, in effect, to take over all of the pulp mill industries in Nova Scotia.

#### WHAT UNITED STATES MANUFACTURERS SAY.

THE American Paper Manufacturers' Association midwinter meeting at the Waldorf, New York, was a great success. The association now numbers 180 members. Mr. W. F. Whiting, vice-president, for the "Writing" division, reported a steady decline in prices for three years. The two reasons to which existing conditions are attributed are the large number of new mills and increase in capacity of old ones, and the dull times. An improvement is predicted on the strength of a firmer market and restricted production.

James U. Mohr, of Philadelphia, for the "Book" division, reported the crisis reached and the trade on the verge of an era of prosperity.

The reports from the "Wood Pulp" and "Chemical Fibre" divisions are especially interesting to readers of PAPER AND PULP. That from the first named was read by K. B. Fullerton, who said: "I have not taken time to make a report, because since the report was made last summer there has been no change in the condition of the wood pulp market. It is the one article that has not gone down as other things have, and so far as I can see it is worth about the same to-day as it was six or twelve months ago. The fact is, however, that nearly all the mills that are using wood pulp are now making their own wood pulp and this has stopped selling to some extent. There are very few buyers and very few sellers. There has been very little demand for pulp and there has been very little pulp offered; it is now only once in a while that anyone wants to buy a car or two, because most people are getting their supplies regularly under contract. The prices are not what wood pulp manufacturers would like to have them, but I think there is a little more profit in ground wood than there is in some of the paper into which the pulp is put."

Col. A. G. Paine, in the absence of A. G. Paine, Jr., reported for the "Chemical Fibre" division as follows: "Somebody has given to the consumer, as in the case of the book paper trade, as represented by our friend Mohr, the idea of bulk, and consequently we have to give two carloads of chemical fibre for the same price that we formerly gave one (Laughter.) The trade, as a whole, is improving in one respect, and that is in respect to consumption; I refer especially to that branch with which I am quite familiar. It seems to me from the information that I have and from our experience that the consumption of soda fibre has increased in the last year 50 per cent., and is rapidly approaching the entire capacity of the mills. There has been fierce competition in our departments owing to the surplus production, but it looks as if we were about to resume good business in a very short time, and as though there would be a demand for fibre nearly up to the supply. We may be able to get higher prices. We are hoping for them, as our fibre is much below its value. The outlook is better for the reasons stated."

The above reports are perhaps the best indications of the state of the market in the United States that can be obtained.

#### HOW IT STRIKES OTHERS.

CANADA has not yet settled the matter of an export duty on raw wood. Considering her position, she will do wrong not to protect herself against the premature destruction of her forests. Canada should make her own pulp and sell it, in preference to disposing of her raw material. If it pays her neighbors to buy the raw wood, Canada can reap all the advantages the Americans do, together with the cost of the carriage of the exports.--Paper Making (London).

\* \* \*

American exchanges are not very interesting this month. By the tone of their remarks upon a future Canadian export duty on wood, one would suppose that such an eventuality would be of no moment whatever to the wood buyers. Whether this be the case I cannot say, but how is it that the pulp-makers in the United States have been buying timber so largely from Canada, and for so long?

The Canadians will, doubtless, set an export duty on their wood; but surely they ought to work it up themselves, and send the manufactured pulp to the States. I always thought that the wood supply in the States was unlimited, and that there was "any quantity" to be had.

This reminds me that when I was in Jamaica, a nigger brought me, one morning, about seven or eight pounds of a beautiful fibre—the white lace bark—and told me, in reply to my enquiry, that there was "any quantity, sah!" I gave him an unlimited order. In a month's time he turned up with five pounds more and said there "was no more of him left, sah!"—English Exchange.

\* \* \*

Pulp mills in New York, Massachusetts, Maine and New Hampshire are receiving large quantities of their raw material from Canada in the form of spruce logs. The middlemen who buy the wood from Canadian farmers and lumbermen and deliver them to the pulp mills on the other side of the line, make a handsome profit. What is the matter with Canadians *working their own pulp wood in their own country?*

#### FOR AN EXPORT DUTY.

THE people of Penetanguishene, in mass meeting assembled, spoke out in a manly fashion in reply to the United States Government's proposal to raise the tariff wall still higher against Canada. The following are among the resolutions which were adopted:

Resolved, therefore, that in the opinion of this meeting the Government of the Dominion of Canada should, in the interests of the Canadian people at large, as well as of the Canadian lumbermen, impose an export duty upon all saw logs leaving this country for any foreign country, the Government of which imposes an import duty upon lumber, dressed or undressed, and that such saw log export duty should be equivalent to the foreign import duty upon lumber.

Moved by H. H. Thompson, seconded by F. H. Corbeau:

That whereas the manufacture of paper and pulp from pulp wood is in its infancy, and Canada has an abundance and almost a monopoly of such wood; and whereas Canadian pulpwood is now being very extensively shipped to foreign countries; and whereas it is desirable that the manufacture of pulp from Canadian pulp-wood should be conducted in this country; and whereas, in the opinion of this meeting, that end might be accomplished, or to a great extent assisted, by the imposition of an export duty upon such pulp wood;

Therefore resolved that the Dominion Government be urged to impose a reasonable export duty upon such pulp-wood leaving Canada for any foreign country.

**CANADIAN OPPORTUNITIES.**

**A**N interesting feature of the meeting of the American Paper Manufacturers' Association was the report of the Committee on Export Trade. Although it was prepared for the benefit of the members of the association who are competitors with the Canadian manufacturers, and with a view to their benefit only, there is much in the report which is worthy of consideration and study by those engaged in the industry north of the boundary line. The report opens with a wail because the paper industry can only claim one per cent. of the total value of the exports of United States manufactures. Of the imports of paper into Great Britain the United States supplied 6¼ per cent., almost entirely of wood fibre papers. The British trade recognize the superiority of the wood fibres obtained from this continent and in that fact the committee sees an avenue for development of the export trade which the manufacturers are advised to cultivate. The nine South American republics take \$8,000,000 worth of paper annually, and it is pointed out that although freight rates from United States ports are 10 to 20 per cent. lower than from European ports, so far this trade has been entirely neglected. The great bulk of this business has gone into German hands, which is accounted for by their superior methods of cultivating the trade. They have established permanent branch houses, placed bright young salesmen there who study the requirements of the people, and cater to them.

The foundation upon which the United States manufacturers hope to build a large export trade is the superiority of the raw material from which the manufactured article is produced. Against keen competition from the Scandinavian article a decided preference has been shown by the British paper maker for American pulp and fibre of ordinary grades, even at advanced prices over that which obtains for foreign fibre. The superior working qualities in the production of the better grades of news, book, and wrapping papers of the American chemical fibre indicate another reason for encouragement in the effort to build up an export trade. With all these natural advantages there is, however, one great drawback to the development—the heavy freight rates on wet pulp and fibre to seaboard, which are almost prohibitory. It is suggested that the mills near the seaboard enjoy an advantage in this respect, which enables them to take advantage of the foreign market and by so doing to relieve to that extent the pressure upon their brethren who are not so favorably situated.

The chief interest which Canadians have in the efforts of their competitors across the line to expand into a great paper exporting nation is the fact that the great natural advantage upon which they build their hope of success is the superior quality of their pulp and fibre, which are to a very large extent the product of the spruce wood they are allowed to carry away in enormous quantities annually from our forests. Their stepping-stone to success is the excellence of our raw material. This fact emphasizes the justice of the campaign which PAPER AND PULP NEWS has conducted to prevent the spoliation of our Canadian forests. With the immense quantities of spruce wood at our command, and our unrivalled water-powers, every word of the report referred to respecting the opportunities for building up an export trade by our competitors from the United States applies with tenfold force to the Canadian manufacturers.

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### THE PULP WOOD QUESTION.



THE movement for an export duty upon pulp wood is rolling along, but, unlike the proverbial rolling stone, it is steadily gathering moss at every revolution. The daily press of the Dominion have not only taken favorable notice of the movement editorially, but some of them have opened their columns to correspon-

dents who have given great assistance in the education of the Canadian people to a due appreciation of the immense possibilities which their natural resources place at their disposal. In a recent issue of *The Montreal Gazette* appeared a letter written by Mr. J. H. Lefebvre, which is a valuable contribution to the literature upon this subject. Mr. Lefebvre calls attention to the necessity which exists that the Canadian Government, in the impending negotiations with the United States for the re-adjustment of the tariff, shall be impressed with the importance of protecting our forests and deriving greater advantages from the sale of their products. These results can be obtained by restricting the exportation of timber and also by protecting and encouraging the pulp industry. After discussing in an able manner the situation respecting lumber, Mr. Lefebvre proceeds as follows.

"With regard to the pulp industry the anomaly is still more striking. The Charlton clauses are so drawn up that it is impossible for Canada to impose any duty on any kind of timber, even pulp wood.

"Canada occupies an exceptionally advantageous position to manufacture pulp, and under a wise and careful husbandry our forests can supply indefinitely a colossal and paying industry. It is an established fact that half of the spruce logs cut in the United States are used for making pulp, and it is acknowledged that before many years our neighbors will not have wood enough to supply their mills. Actually, the wood used in many mills of New Hampshire, Connecticut, New York, Pennsylvania, and even Maryland, comes from Canada. It is to be hoped that one day our Governments will see the necessity of restricting the exportation of pulp wood, and then the Americans will be compelled to buy their pulp in Canada, instead of buying our wood to manufacture it into pulp, which will necessarily create an immense demand for the product of our pulp mills. But till that desirable change is effected, we have the markets of Europe, especially Great Britain, which can absorb much more pulp than we can manufacture. The Americans are selling yearly several millions of wood pulp and paper to England and other European countries. If you visit the pulp and paper mills of New England and New York you will see there large numbers of Canadian workmen, working on Canadian woods, for the profit of American manufacturers. Why should we thus send abroad our workmen and the raw materials which we could so profitably utilize in our own country? In 1894 Great Britain imported \$25,000,000 of paper and paper-making materials. Could we not supply the fourth or the fifth part of this? In this case five or six millions would flow into our country.

"There is no industry which contributes more directly to the advancement of colonization than that of the manufacture of pulp. The settler to clear his land is obliged to cut down and burn large quantities of spruce and balsam trees, too small

to be used for saw logs, but most suitable for pulp making. It may be called a national industry, and deserves the attention of promoters of colonization. It is the apparent duty of local Governments to protect the industry of the country by imposing differential or higher tariff upon pulp wood destined for export purposes to the United States. It is incumbent upon all promoters of the success of the pulp industry to take the necessary steps to force the Dominion Government to impose export duties on pulp wood and allow the free importation of pulp and paper machinery into Canada."

### PULP INDUSTRY IN NOVA SCOTIA.

THE DIGBY, N.S., COURIER has been investigating the pulp wood and wood pulp business, and in a lengthy article has drawn the attention of its readers to the importance of this industry. In this connection *The Courier* says: "The lumber business of Digby county is one of our leading industries, and its importance has been greatly increased since the inception of wood pulp manufacture. Of late years the export of pulp from the provinces and border states has assumed almost mammoth proportions and the prospect is for still greater things. It is not fully known that some of the best pulp on the American market to-day comes from Digby county, and not a great number of our citizens appreciate the magnitude or relative business value of this industry which is as yet in its infancy here. The future of our country, however, is certain to be affected very considerably by it and the progress of the present is, therefore, of interest."

An interesting description of the plant and operation of the Sissiboo Falls Pulp Mills, which is the pioneer, and, so far, only concern of its kind in the neighborhood, is given. The mill is situate on a magnificent water privilege on the river from which it takes its name eight miles above Weymouth Bridge in the heart of the timber district, with Port Gilbert for its shipping station. The output of the mill is sold chiefly in the American market. Messrs. F. M. Steadman and W. E. Palfrey, of Lawrencetown, are the only Nova Scotian shareholders. The success of the company has aroused the interest of the local capitalists, and a company is in course of formation by them for the purpose of erecting a large pulp mill upon a water privilege in Clare, which has been selected.

### A GOOD WATER POWER SECURED.

The trouble between the Sturgeon Falls Pulp Co. and Mr. Russell respecting the water privileges, which was before the courts, has been compromised. On Feb. 9th the application of the company for power to exercise certain powers under the Water Privilege Act came before Judge Varin at Sturgeon Falls. There was a great array of legal talent in attendance, D'Alton McCarthy, Q.C., and H. E. McKee appearing on behalf of the applicants; and T. D. Delamere, Q.C., and Jas. Craig for Mr. Russell. The Pulp Co. made an offer to purchase the Russell power for \$6,000, reserving to that gentleman a small water power and some land on the east bank of the river. A brief adjournment of the court was taken. The terms of settlement were then accepted by counsel for both parties and the case was adjourned until Feb. 26th, when it is expected it will be finally settled. By the terms of the settlement the Pulp Co. is put in possession of from 8,000 to 12,000 effective horsepower. The work of erecting the mill is progressing rapidly, the foundation and rock-blasting being nearly completed.

**A REORGANIZATION EFFECTED.**

**L**ATEST advices are that the recent changes in the Laurentide Pulp Co., of Grand Mere, Que., have resulted in materially strengthening the influence of that organization. As previously reported, General R. A. Alger, of Detroit, the new Secretary of War for the United States, has acquired from ex-Senator Warren, of Herkimer; Warren Curtis, of Palmer, N. Y.; and A. Pagenstecher, of New York City, a large interest in the company. He has associated with himself in the company Sir Wm. Van Horne, president of the Canadian Pacific Railway Co., and Mr. R. B. Angus, president of the Bank of Montreal. General Alger has put into the company his extensive and valuable St. Maurice timber limits, and the capacity and output of the mills will be increased next spring by the erection of a sulphite mill with a daily capacity of 50 tons, and a paper mill which will turn out 100 tons per day. It is reported that Mr. Meurer, of the Hudson River Pulp and Paper Co., Palmer's Falls, N. Y., will be given charge of the mills.

The composition of the company suggests a happy combination in its personnel as embodying the essential elements necessary to carry a large industry to success. In General Alger the company receives an accession of business energy and enterprise, which has proved most valuable in other directions where it has been applied. Mr. R. B. Angus represents the financial aspect of the question, and his connection with the monied institutions makes him an especially desirable member of the company. The great drawback experienced by the pulp and paper men of Canada, especially in connection with an export trade, is that of freight rates. Sir Wm. Van Horne has in connection with his railway interests displayed a shrewdness and foresight to which the present position of the railway of which he is at the same time the representative and guiding spirit, is a monument. His intimate connection with the manufacture of pulp and paper will, it is hoped, result in convincing him and his railway of the great future that awaits the industry in Canada if the railways will only consent to be satisfied with reasonable rates with an assured very large increase in the volume of business. It is quite possible that Sir Wm. Van Horne's advent upon the scene, as a manufacturer of this particular article of commerce, may mark the commencement of an era of fairer treatment in the matter of freight rates, and consequently of great expansion of the industry in Canada.

**WHAT THE TRADE ASKS.**

A committee waited on the Tariff Commission to discuss the duty on paper and pulp, composed of Mr. Barber, representing the Georgetown mill, Riordan mill and Toronto Paper Co.; Mr. Alexander McArthur, Mr. J. C. Wilson and Mr. W. H. Rowley, of the E. B. Eddy Co. Mr. John MacFarlane, of Canada Paper Co., was spokesman and gave the Commissioners some figures as to the number of paper and pulp mills in Canada, capital invested, hands employed, wages paid, production and so on, and asked as far as paper was concerned that the duty of 25 per cent. be not touched, and so far as other manufactures of paper were concerned, namely paper bags, boxes, envelopes and the like, that the duty on this be 35 per cent. Mr. MacFarlane also incidentally urged an export duty on pulp wood. Mr. Wilson spoke in the same strain and explained in answer to the Commissioners how it was, and why it was, that occasionally American mills could lay down news paper at a lower price than Canadians could offer to make it.

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**Canadian Paper and Pulp News**

Board of Trade,

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## NOTES OF THE TRADE.

THE Jay Paper Manufacturing Co.'s mill has disposed of its plant at Jay, Me., to the Rumford Falls Paper Co., of Rumford Falls, Me., at a price in the neighborhood of \$450,000. The mill contains four Fourdrinier machines, with a capacity of 60 tons. The company which purchased the plant is also making extensive improvements at Rumford Falls. A 162-inch Fourdrinier machine is being put in, and by June next it is expected that the combined plants will turn out 170 tons news print daily, making it the second largest concern in the United States.

The use of paper in Denmark increased 60 per cent. last year.

A pulp mill in the Pembroke, Ont., district is wanted by the residents. There is an ample supply of spruce wood.

A great many changes in ownership of paper mills in England is announced in Paper Making. Some mills are announced for sale at the hammer.

The Town Council of Chicoutimi has voted a bonus of \$10,000 to the proposed new pulp mill. The vote is subject to ratification by the people.

H. R. McLellan is investigating the supply and price of poplar wood, which he can rely upon, with a view to the erection of a sulphite mill near Fredericton, N.B.

The Ontario Gazette contains notice of an application by Edward Spencer Jennison for the necessary power to develop a water-power at Ecarte Rapids and Kakabeka Falls on the River Kaminstiquia.

The paper trade of Finland amounts to 12 per cent. of the entire production of the country, and ranks next to the butter and wood cutting industries in point of magnitude, being third on the list.

Special goods are being manufactured in every line of trade to celebrate the Diamond Jubilee. An English exchange announces that a special note paper to celebrate the Queen's long reign is coming out shortly.

The importations of paper and manufactures of paper into Mexico in 1895 amounted to \$1,400,000, an increase of 27 per cent. over the previous year. The United States supplied 30 per cent. of this amount and Spain 25 per cent.

Mr. F. H. Clergue, of Sault Ste. Marie, was in Ottawa again a few days ago and had an interview with some members of the Government upon matters connected with the pulp and paper industries. He strongly urged upon the Ministers the necessity for an export duty upon pulp wood.

Canada is taking the first steps toward a wonderful industrial development. As a necessary preliminary it has awakened to a full appreciation of the value of its natural resources. Just how to make them available is the problem which is now perplexing the Canadians and their Government.—Paper Mill.

Recently the Ontario Government offered for sale certain water-power privileges at the Canadian Sault Ste. Marie. The highest price offered was the bid of Mr. F. H. Clergue, of the Sault Ste. Marie Pulp and Paper Co., but as it was several thousand dollars short of the reserve bid, the property was withdrawn.

The Newfoundland Wood Pulp Co., Ltd., is a new concern which has been formed in England, with a capital of £10,000 in £1 shares, to adopt an agreement with certain parties for the

acquisition of certain property and rights in Newfoundland. A mill will be erected to make wood pulps. The registered office is 20 Jewry street, E.C.

The Pulp Wood Supply Company, of Long Tail Point, has contracted to deliver to the Appleton Paper Mills, Wisconsin, 20,000 cords of Canadian spruce during the summer. Most of it will come from the North Shore, and will be brought across by the new method of rafting, which an ingenious driver has applied to pulp wood.

A bill is before the Legislature authorizing the development of the water powers at Ecarte Falls, near Port Arthur. Several attempts have been made by Mr. Conmee, the member for West Algoma, to establish pulp mills in this district, which is well supplied with spruce. If the bill goes through in all probability a pulp mill will be erected.

An influential deputation from Port Arthur, Fort William and the Rainy River district waited upon the Ontario Government recently to ask for a bonus of \$6,000 per mile for the Ontario and Rainy River Railway. The new road will open up a country rich in spruce and minerals. There are several good water-powers along the line of the new road.

Speaking of the use of wood pulp as a material for covering floors, the material being applied in a liquid state, Paper Making regards it as impracticable. It offers the suggestion that the pulp would be all right, presenting a soft and noiseless padding, and being especially effective in preserving a uniform temperature, and enquires why it cannot be sold in the web ready for laying instead of in the liquid state.

Archibald Rennie, book-keeper with the Montague Paper Co. at the burnt mill, whose engagement has expired, has accepted a similar office in the Ottawa region and expects to leave Lake Megantic about the 27th of this month to assume his duties there on the 3rd of April. He was re-elected by acclamation to Council last January, but much to the regret of his supporters his removal necessitated his resignation.

At the annual meeting of the Canada Paper Company, the following directors were elected for the ensuing year: Messrs. Andrew Allan, John MacFarlane, Hugh McLennan, H. Montagu Allan, Hugh A. Allan, W. D. Gillean and Chas. R. Hosmer. At a subsequent meeting of the Board of Directors, John MacFarlane was elected president, Mr. Andrew Allan, vice-president, and Mr. John G. Young, secretary-treasurer.

Mr. F. H. Clergue, president of the Sault Ste. Marie Pulp & Paper Co., is putting up a ground wood pulp mill at the celebrated Onatchonan Falls near Roberval, Que., on the Quebec and Lake St. John Railway, about 185 miles from Quebec. He is going to put in two of the new Challenge grinders, and the mill is intended to produce 40 tons of pulp per day. It is to be hoped that the mill will not damage, in scenic effects, one of the most beautiful falls in the Dominion.

Negotiations are proceeding and will, it is expected, be completed in the course of a few days, which will have a material influence upon the market for news print. Mr. Weeks, of Skaneateles, N.Y., who manufactures mill wrappers, is closing a deal with the Glen Manufacturing Co., of Berlin Falls, N.H., to purchase the Haverhill, Mass., mill, which has a capacity of 45 tons of news daily. He intends utilizing the mills for mill wrappers for the New England paper manufacturers and so save the freight on wrappers from his present mill into New England States, which now costs him about 10 cents per hundred more than it will when the change is made.

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**THE BRITISH MARKET.**

THE wood pulp market is very quiet at present, the bulk of the paper makers having contracted for their year's supply. While there has been no advance in mechanical, there has been no decline in prices, the tendency being rather upward. The rise of nearly 50 per cent. in Scandinavian deals has contributed to this firmness, and induced makers of mechanical pulp to hold out for higher prices. Wood Pulp sums up the situation as follows: "Makers of mechanical pulp are holding out for higher prices, but we have not heard of any orders being booked at what they now ask, nor does there seem to be any prospect of their getting what they want at the present time. As most of next year's contracts have been made papermakers can afford to wait, and the efforts Canada is making to obtain a hold of the market here justifies, to a certain extent, their decision to wait. There is little doubt that in the near future Canada will prove a very important factor in this market. Already she is offering to supply mills with regular consignments at short intervals at almost the same price as the Scandinavian article, and Canadian pulp has the reputation, whether justly or not, of being superior to Scandinavian. The same thing, however, does not apply to the case of chemical pulps, as America does not yet seem to be able to compete in either quality or price with the European article. The market is accordingly firm at recent prices, while makers are now holding out for higher figures. There is not much of either soda or sulphite to be had now, however, and what little there is, is being reserved in the hope of getting higher prices later on."

It is noted that prices of pulp have increased materially during the past year. Mechanical has not benefited so much as the others, but the rise in this has been material, being from 40 to 46s. c.i.f. Sulphate, which was not in much demand at the beginning, at 125 to 135s., was more enquired for at the end of the year at 145 to 160s. Sulphite has experienced an increasing demand for the whole year, first quality increasing from 155 and 170s. to 160 and 190s. A great deal of all grades is in the hands of speculators who are buying for a further advance.

**CHEMICALS** Business still hangs fire and things are dull. Very little life appears to exist and buyers are very slow. Alkali is dull all round, soda ash is quiet, whilst there is only a moderate demand for caustic at old quotations. Bleaching powder is also inactive, but prices remain at old quotations.

**UNITED STATES MARKETS.**

The paper trade appears to be waiting—presumably for Congress and the tariff. Trade conditions generally have not improved much during the past week, but the trade finds some consolation in the fact that they are not so bad as they were at the beginning of 1897, and that the future promises a revival, the beneficent effects of which must in due course of time be felt by the paper trade. The situation among the makers of news paper is practically unchanged. The makers of book and manilla are doing good business.

Ground wood is in fair demand, and the price at the pulp mill ranges from \$12 to \$15.

The market for sulphites, foreign, is firm. Prices hold steady. Foreign sulphite bleached, No. 1, is quoted at 3.30 to 3.75c.; No. 2, at 3.20c.; unbleached, at 2.50c. Foreign

soda fibre, bleached, is now 3c.; unbleached, No. 1, 2.05c.; No. 2, 1.95c. In domestic sulphite, unbleached, we note sales of 25 tons at 1 1/4c. on dock; 25 tons better grade at 2c. delivered at the mill. One carload unbleached foreign sulphite brought 2 10c., ex store.

**THE CHALLENGE WOOD PULP GRINDER.**

GREAT changes have been made in the grinding of wood pulp in the last fifteen years, at which time nearly all the grinders were of the "Voelter" system, and no greater steps forward have been made in the manufacture than those by a firm at Bellows Falls, Vt., and the "Challenge" grinder, which forms the subject of this article. This grinder has only one hydraulic cylinder (instead of 2 or 3 in other machines) to force the wood up against the stone, and the pockets are so arranged that two are always grinding on opposite sides of the stone, so that the pressure on the journals is balanced. As soon as two pockets of wood are ground up, by a motion of a lever the other two are put in motion, these two having been filled while the other two were grinding. The grinder weighs twelve tons, and is strongly made in all its parts, so that breakage is almost impossible.

It is claimed:

That there is no change in the speed of the stone when the piston is reversed, and the newly filled pockets are started grinding.

That the feed is continuous and at full capacity.

That the pockets are set up to 1/32nd of an inch from the stone, so that it grinds all the wood up and leaves no sticks.

That it uses the stone, 54 inches in diameter, down to 41 inches, and the stone is held on an eight-inch shaft by cast steel flanges, 38 inches in diameter.

That the wood cannot roll in the pockets, as the ends of the pistons are corrugated.

It has a turning-off machine and a sharpening machine built in the frame of the grinder, and this prevents the stone getting out of truth and enables it to make a perfectly uniform pulp one day with another.

It is also claimed that it will make a ton of pulp with from 27 1/2 to 37 horse-power, and on the 23rd and 24th December, 1896, a test was made with the grinder at the Genesee Paper Co.'s mills at Rochester, N.Y., with the following result:

	Diameter of water wheel.	Working head of water in feet.	Times round of wheel.	Revolutions of wheel per minute.	Tons of pulp in 24 hours.	Horse-power per ton.
Dec. 23	54	27	27	224	2.5	37
" 24	54	27	27	224	2.5	37

To replace a worn-out stone with a new one is the work of only a few minutes, as the cover of the grinder is divided and hinged in the centre, so that the upper half can be swung open. When the wood in two pockets is ground out a gong sounds automatically, calling the attention of the attendant to the fact. The "Challenge" grinder does not occupy more floor space than the ordinary grinders, and its maker says: "You can't break it in any part, and it will run 365 days in the year without lost time for repairs, while mechanically it is the best that can be built."

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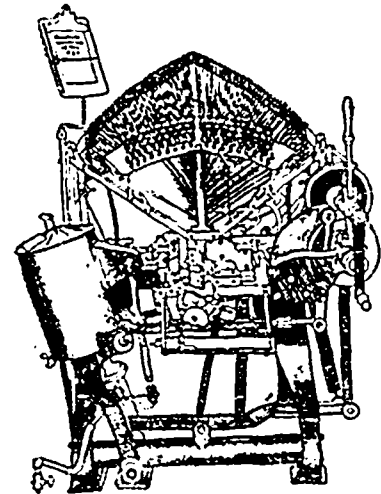
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