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VOL. VII.—No. 6.

TORONTO, JUNE, 1898.

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TORONTO, JUNE, 1898.

\$2.00 PER YEAR.

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## THE WEEKLY PRESS.

### MARKET REPORTS.



It is a fact, now pretty well understood, that the first duty of a newspaper, whether metropolitan or local, is to give news. This being the case, it is to the interest of every paper to have within its pages the news most suited to, and most desired by, its particular constituency. Then, as the major portion of the subscribers of the average local newspaper belong to the farming class, what can be more important, more desirable, than good weekly reports of the condition of the market, regarding grain, cereals, farm produce, etc.? Yet, there are country weeklies, and even country dailies, which have no regular market reports, good or bad. One of these country dailies, in a recent issue, mentioned the fact that farmers in the vicinity of the town in which it is published had been complaining of not getting for their produce what they expected, and advised the farmers to get accurate information concerning the market before bringing their goods to town. Yet there was not in the whole issue a single paragraph regarding prices.

What a chance was here missed for making the paper really valuable to a large class, and of materially increasing circulation. And the farmers are not the only ones who appreciate a good market report, for the merchants like to see it, and will be found in almost every town ready to give all the information in their power toward such an end. The whole work of preparing all the report necessary or advisable can easily be done in an

hour, and, in cases where a reliable merchant is near by, in much less time. The later it is done before going to press, the fresher, therefore the more accurate it will be when it reaches the subscriber. If you make a habit of printing accurate market reports, keep that fact before your subscribers.

### A CANDID CONTEMPORARY.

One weekly journal in this country is remarkably candid about its circulation, and is also kind enough to make open confession of its yearly revenues and expenditures. Its total circulation is 1,575 copies, of which only 83 are paid subscribers. The publisher even gives away the deadheads: judges, public departments, the exchange list, etc. Its expenses last year amounted to \$4,377 and its total revenue was \$5,291—a tidy little surplus of over \$900. The paper gets out extras on occasions, just like the rest of us, and appears to have a bright future before it (also like the rest of us). The journal referred to is The Canada Gazette, issued at Ottawa, by the Dominion Government. It supports every Ministry, in turn, without being accused of inconsistency, and never seems to have had a libel suit on hand.

### THE EDITORIAL COMPARISON.

The following is the way editor Gibbard of The Whitby Chronicle tells his delinquent subscribers that money is needed to run a newspaper: "The longer we work on this newspaper the more we note its resemblance to a man's better half. To be perfect it must be the embodiment of perfect types; its form is made up; it is chased, though inclined to be giddy; it enjoys a good press; it has a weakness for gossip, and tells a great deal; it cannot be kept in good humor or do satisfactory work without cash, so you who are in arrears, hurry up and pay it the small allowance due only once a year, and it will work on without a murmur and with a pleasant word for you whenever you come to its home."

### AN EVENT AND A LIVE PUBLISHER.

There are times in every country town when the people of the neighborhood are unusually interested in some event. Happy is the newspaper publisher who has the foresight, ability and cash to rise to such an occasion, and in one way or another connect his paper with the topic of interest. A good instance of this was furnished by the death in Waterford, Ont., of its own "Grand Old Man," Rev. A. Slaght. Mr. Slaght seems to have been a favorite in the neighborhood, and The Waterford Star,

in a spirit of commendable enterprise, published a supplement in memoriam. On the front of the supplement is a good photograph of Mr. Slaght, and on the back a short biography of him. Many of the friends of Mr. Slaght will keep the photograph, and in every case it is kept, it cannot but be a tribute to the enterprise of *The Star*.

#### PLAIN SPEAKING ON THE POSTAGE QUESTION.

The *Simcoe Reformer* delivers itself boldly of sentiments regarding the new postage law, which are held by nine out of ten publishers in Canada. The *Reformer* says: "in our opinion the present law, impartially and strictly enforced, is all that is necessary. It is claimed that under the 'free postage' system the mails are loaded with tons of 'fake' publications. 'Fake' publications is a term supposed to indicate papers issued by fraternal societies, or by large concerns for advertising purposes. As a matter of fact, the present law is sufficient protection against any periodical that is not fairly entitled to such privileges as are extended to the great body of newspapers.

"The postage was taken off newspapers without the publishers requesting that it be done. Present business conditions have grown up under a decade of free postage; it should be reimposed only because there is a grave reason for putting it back. If Mr. Mulock came forward and explained that the postal deficit had to be wiped out, that it cost \$400,000 per year to the department to handle the newspapers of the Dominion, and he proposed to stop the leak by compelling every paper to pay its quota, share and share alike, towards meeting that expense *The Reformer* would not have one word of complaint to offer. But, instead of this, we are to have a charge of  $\frac{1}{2}$ c. per pound practically levied only upon daily papers. This rate of  $\frac{1}{2}$ c. per pound will not produce more than \$60,000 per year, which is certainly far short of the \$400,000 which the carriage of papers is supposed to cost. As we view the question, it was not necessary to reimpose newspaper postage, there was no popular demand for it in the country, and the income the department will get out of its reimposition is far from worth the trouble. But our opposition to newspaper postage is weak compared with our utter contempt for the time-serving piece of class legislation that Mr. Mulock is fathering. If we are to have newspaper postage at all let every paper pay alike, and let the rate be sufficient to pay the full cost, not a small fraction of it."

#### THE CLOSE CORPORATIONS.

The *Toronto Weekly Sun*—formerly the organ of the *Patrons of Industry*—has opened out on the Ontario Medical Act. This interesting piece of legislation gives powers to the medical council which are liable to be abused. Sometimes they are abused. A doctor who advertises can be disciplined, and finally struck off the rolls, so that he cannot practise his profession in Ontario. If the weekly papers want a good subject for agitation, let them open out on all the close corporations, which have been set up by the Ontario Legislature. The doctors' and lawyers' are the worst. One party in the Legislature is as guilty as the other in conceding these laws to the professional bodies. If a doctor acts unprofessionally, or a lawyer robs his client, let the ordinary courts only have jurisdiction. The power to try the offender should not be left to any irresponsible body elected by the professions themselves. The truth is, the Ontario Legislature has been the camping ground for these

close corporations the last twenty years. There are 94 members in the House; not more than 25 are professional men. Why don't the others bestir themselves? The weekly press has a good field for agitation here, and the farmers, who have to fight hard for every bit of legislation they get, would like it.

#### A NEBRASKA EDITOR ON A CASH BASIS.

THE uninitiated would think that the life of a country editor was one of continual drudgery, without either thanks or pay, if he was to believe the continual whine of a certain class of papers that must be run by ex-hod-carriers and commercial college "graduates." The editor of *The Grit* has heretofore said nothing of himself in these columns, but in this souvenir number we will take the liberty of "blowing our own horn," as the saying is, just a little bit. In the first place, we find, from experience, that the country editing business is both pleasant and profitable; that the editor, instead of being a miserable half-starved nonentity, is in reality a king—the people's friend and counselor—treated with respect and consideration by the men, admired by the ladies and loved by the children. Perhaps this happy state of affairs may be attributed to our peculiar methods of conducting a paper. *Grit* is published in the smallest town in Greeley county, and yet has a better advertising patronage than the other three county papers combined. It never begs its patrons to "drop in and pay up," for no one owes it a cent. We give away no "sample copies" and allow no one to become a subscriber until he lays down the cash. We work for the best interests of this community, and the people are our friends and have extended to us a liberal support. As a result of our labors we own this most desirable newspaper property, a splendid suburban ten-acre tract, upon which competent gardeners are engaged now setting out over one thousand trees and vines, and where we have made arrangements to build a comfortable \$3,000 residence. Just one thing more. If the editor of this paper owes a dollar, anywhere, it's because he doesn't know it.—Spaulding *Grit*.

#### THE WAR.

There's a war just now (in the papers),  
And a fearful row (in the papers),  
And the powder and shot  
Are making it hot  
For the Spanish lot (in the papers).

There's a terrible strife (in the papers),  
And "Great loss of life" (in the papers);  
And your heart would heave,  
And you'd deeply grieve  
If you could but believe (in the papers).

There's a Spanish fleet (in the papers),  
Which the Yanks should meet (in the papers),  
If they come a'nigh,  
Then a lot will die,  
And the sparks will fly (in the papers).

There's much to amuse (in the papers),  
And a great deal of news (in the papers);  
But we've got so far  
It's convinced we are  
That there's only a war (in the papers).

—Sunday Chronicle.

## CANADIAN PRESS ASSOCIATION.

LETTER FROM SIR ALFRED JEPHSON REGARDING CANADIANS IN ENGLAND.

ONE point of value to the Canadian press was brought out with definite clearness at the Ottawa meeting of the association in April. That is, the mistake of allowing men, who have no connection with the press, to go to England bearing letters that are used to secure press privileges, to the injury and inconvenience of bona fide Canadian journalists. The president, in his address, pointed out the difficulties that arose during the Jubilee celebration, and Mr. Willison, who was in England shortly after that date, added his testimony to the unwisdom of allowing men without newspaper status to usurp privileges intended only for working members of the craft.

The policy of having some means of certifying to the standing of genuine members of the press who visit England, and, perhaps, of co operating in this respect with the British Institute of Journalists, is borne out by the following letter, which Col. J. B. MacLean, the past president, has just received from Sir Alfred Jephson, secretary of the Imperial Institute :

"You are right in saying that I was in no way to blame over the matter of the Australian correspondent at the banquet to the Premiers. I signed the letter regretting we could not find a place for him at the banquet, but did it by order of my superiors. I simply obeyed the orders I received, and, had a little enquiry been made, this could have been demonstrated, as I had the written evidence of an eye-witness as to the reply I was ordered to make. It is foreign to my nature to treat anyone connected with the press with anything but courtesy and civility, and one of the London papers stated this of their own knowledge without communicating with me on the subject. The fact is, as you say, all sorts of unauthorized people ask for privileges on their own statement that they are bona fide press representatives, and the person who has to deal with their request is apt to get bewildered. Now, if in London, persons in my position had some central body representing the whole of the press to refer to, we could submit these claims to banquets and meetings, accept the decision of this body, and act on it. Everyone who applies says his paper is the only one truly representing the part of the colony he comes from, and that he alone does this, and that, and the other, and then what are you to do? But, if we had a press council, or some such body to decide for us, their decision would be final and acted upon. \* \* \*

"I hope the day may come when we shall be able to refer such delicate matters to a committee of pressmen, elected by themselves, and thus avoid any chance of friction, which neither side wishes to encourage. If my suggestion is of any use at your future meetings of the Canadian Press Association pray use it. That great country always has my best wishes for its future. I have been there, and have identified myself with it by marrying a Canadian, and I have the greatest faith in its future.

"Yours very truly,

"ALFRED JEPHSON."

### INVITATION TO CANADIAN JOURNALISTS.

Lieut.-Col. MacLean, late president of the Canadian Press Association, has a letter from Mr. Herbert Cornish, London, Eng., secretary of the Institute of Journalists, saying that their

annual conference will take place in Nottingham during the last days of August and early September, when he hopes that they may have an opportunity of heartily welcoming Col. MacLean. Mr. Cornish says that the officers of the Institute "wish to have the honor of bringing together, under social auspices, as many colonial and Anglo-Indian journalists as possible, together with the members of our council, and others."

Another matter arising out of the Ottawa meeting is the formation of a tourist association for the Ottawa Valley. A member of the press who is on the board of trade's committee in connection with the project is Mr. P. D. Ross, of The Ottawa Journal. These tourist associations, as was pointed out, bring travel to a district, and directly and indirectly benefit merchants and the newspapers.

The members of the association will be glad to know that Mr. D. McGillicuddy, an active and popular member of the executive, has recovered from his tedious and painful illness. On PRINTER AND PUBLISHER notifying Mr. McGillicuddy a few days ago of its intention to announce his restoration to health, the following characteristic reply was received: "I have looked up the statutes, and I find that there is no possible way of restraining you, so long as you keep within the spirit and letter of the law."

Members are now purchasing return tickets to and from some Ontario points at less rates than the 2c. per mile, which is supposed to be so great a concession to the association. This indicates what would be done if the Grand Trunk and Canadian Pacific authorities really desired to concede a reasonable rate to the press in return for the enormous amount of free advertising the railways get from newspapers.

### MAKING A GOOD USE OF THE POSTAGE LAW.

The publishers of The Carleton Place, Ont., Herald, W. H. & S. J. Allen, have issued a circular to their subscribers giving reasons why the payment of postage compels them to limit the \$1 rate to those who pay in advance. The circular puts it neatly thus: "The Dominion Government having decided to reimpose postage upon newspapers, the new law to go into effect in a few weeks, we take this means of notifying you that on and after July 1, 1898, all subscriptions to The Herald at \$1 per year must be paid in advance. This is no change of price, but, as we have to pay the postage fees in advance, it is but reasonable that we should collect in the same way. To those who are not paid within 30 days the \$1.50 rate will apply, and to those who do not pay until the end of the year the \$2 rate will be charged. The publishers have no desire to charge the latter prices, but in order to enforce the advance rate, are obliged to make the distinction specified."

### FOR LOWER PROVINCE PRINTERS.

The Toronto Type Foundry Co., Limited, have opened a branch house at 146 Lower Water street, Halifax, which will be stocked with full supply of type, printers' machinery, materials and ink. This branch will be under the management of Mr. James C. Jones, who is well known to the printing trade of the Province.

## WAR CORRESPONDENTS' WORRIES.

TIMELY OUTLINES OF A CORRESPONDENT'S DUTIES  
AT KEY WEST.



HERE never was a war in which the unfortunate war correspondent was so beset with perils, and so harassed by that most awful of possibilities, "getting left on the news," as in this present remarkable war, says the Key West correspondent of The Buffalo News.

To take the men who are stationed at Key West as an example. This is, of course, the great centre for war news. If Manila has had the first great war story, it is here, in Key West, where the Cuban news centres, that the most important events of the war are destined to occur, and where the newspapers have stationed their best men. With the cable cut there is only one way of getting news—by means of swift despatch boats. Now the broad expanse of blue sea is a very wide stretch for a little boat to cover. No matter how active the crew, and how vigilant the captain and the newspaper men who are on the boat for the purpose of witnessing and writing up anything that may occur of importance afloat, it is not possible for the boat to be in more than one place at a time, and while she is cruising off one section of the coast of Cuba, it is not at all improbable that a great battle may be taking place at another point.

While one despatch boat is piling up steam in an earnest and well-meaning effort to keep up with a cruiser or gunboat that is chasing a Spanish fishing smack or lumber barge, the rival despatch boat, better informed or more lucky, may be racing to Key West with news of a bombardment, or of a capture that double discounts that of the fishing smack or lumber barge.

And the men at Key West. Out across the sea there is a blank expanse of blue water. Away off in the distance there suddenly appears a despatch boat, piling along apparently for dear life. The men ashore are snatching a few hours' sleep. They have been watching all day for the news that did not come, and just as soon as they are wrapped in slumber there comes a hurry call to get up and go to meet the incoming craft. Then hurry, slap-dash down to the docks to meet the incoming steamer. Any craft the newspaper man can get hold of is hired so that he can go out and be the first, if possible, to catch the news from the incoming steamer, or, at least, get it as soon as the next man.

If the newcomer proves to be the despatch boat of a rival newspaper, it is sad for the man who meets her. There is no such thing as "dividing up" down here. It is every man for himself, and a sorry fate for the hindmost. The beaten man knows that his own despatch boat has been gloriously left when he sees the rival come in and no other boat in sight, but he must swallow his grief and wait for the next arrival. Meanwhile the telegraph office is in possession of the victorious newspaper man, and there is no sleep for the rest of the fraternity.

Possibly the boat that comes in is a gunboat towing a prize, or a captured boat in charge of a prize crew. In that event, the newspaper men must swarm out and meet the vessel, catching at any straws in the way of news that may be floating on the surface. The reporter must ascertain the circumstances of the capture, the name of the prize and her value, get any interesting

point about the officers and crew, and get it the best way he can, for United States naval officers, even when flushed with the happiness of walking the deck of a captured boat, are not going out of their way to provide news for the newspapers.

Having got the news, then the reporter's troubles are just about beginning. It is the man who first gets hold of the wire down here who enables his newspaper to be ahead with an extra on a live incident of the war. The reporter who allows himself in his enthusiasm to stay too long getting material for his story is likely to find the telegraph wire pre-empted by a whole row of rivals, and his despatch left until all the others are sent.

Have you ever tried to write on board a boat that is pitching and tossing in a choppy sea? If so, you will know why the men who are getting the news here are acquiring the art of using the pencil under circumstances never before considered possible. It is fatal to leave the despatch to be written when the boat lands. It must be ready for the race to the telegraph office by that time.

It is the same with the despatches written by the men on board the yachts. The "copy" must be written during the run for the shore. If it is not finished by the time the yacht reaches the harbor it must be continued during the journey of the small boat to the dock. Quickness is essential if the reporter wishes to be first with the wire.

At first the despatches that were sent out from here were voluminous and wordy. The reporter spread himself to give the public graphic descriptions of war incidents that would picture the scenes to the reader, and enable his imagination to have free play. Some of the reporters revelled in words, and the readers who like that kind of reading were happy.

Suddenly there appeared on the scene a bogy with a blue pencil, whom they called the censor. Away went the imaginative reporter's beautifully written descriptions; dead and buried were his plans of campaign, carefully thought out and admirably written; ruthlessly blue-penciled was his inside information about the intentions of the naval commanders. Only the news as the censor saw fit to see it was allowed to go through.

It saves a good deal of writing, though. What the censor will not allow to go through, the terrible individual who sits in the editorial chair cannot complain about not getting. It is much easier to write a story according to the censor's idea of how it should be written than according to the ideas of an editor, and the newspaper boys are gradually getting down to the new style of things and saving the blue pencil much work and the journal that employs them much expense for telegraph tolls.

But, even under the best of circumstances, it is a tireless task to report a modern war. What it will be when the real, earnest, killing, slaughtering, annihilating fights occur around Cuba, the hardiest of us hardly dares to speculate upon.

An incident of the late printers' strike in the famous printing office of Wm. Blackwood & Sons, Edinburgh, is related. It is said to be a rule of the house of Blackwood that some of the partners shall have a practical knowledge of printing and be able to give a hand if required. In pursuance of this practice George Blackwood spent his days and no small portion of his nights during the strike in keeping a machine going. Thus the printing of the firm was not delayed for a single day. It is said that the amateur printer got much more out of his machine than the ordinary workman.

**THE SENATE AND THE PRESS.**

**B**EFORE Parliament adjourned Hon. David Mills, the Government leader in the Senate, invited the press gallery to dine with him at the Russell House. Sir Mackenzie Bowell was present, as were also Mr. Martin J. Griffin, Parliamentary Librarian, and Senator Power. The Globe correspondent sent a short report of the affair. Mr. Mills alluded to the power of the press in public affairs, and acknowledged the growing sense of responsibility among writers of the press. Speaking of the Senate, he said he had never advocated its abolition, but he had moved for its reform. In his opinion no country could get along without a second chamber, and the experiment of Provinces like Ontario and Manitoba, with a single chamber, would, he predicted, ultimately prove a failure. He thought that in times of public excitement, and, perhaps, on other occasions, a single chamber might act in a way to do serious mischief to the country, and, as a general rule, it was a beneficial check on legislation to know that your action had to pass under the review of another body. Sir Mackenzie Bowell made an entertaining speech, in which he said it was 64 years since he had first entered a printing office. He related a conversation he had with Sir Oliver Mowat, when he reminded that gentleman of a pledge he had given to reform the Senate, and Sir Oliver Mowat had replied that he was reforming it as rapidly as possible by appointing to it such good men as Mr. Mills. He reciprocated an expression of personal regard made by Mr. Mills with reference to himself.

It appears that Mr. Cote, the popular president of the press gallery, voiced the views of his colleagues by suggesting that the press be admitted to the meetings of the divorce committee. Both the Senate leaders declined to give any pledge on this point. The most interesting proceedings of the Senate, therefore, will remain unreported.

**ONE OF THE LEAKS THE PRINTER SHOULD STOP.**

A little material thrown to waste every day amounts to a great deal in the course of a year. We are inclined, says Newspaperdom, to believe this to be one reason why so many printing offices are unprofitable, and, consequently, barely manage to cling to an almost lifeless existence. A few sheets of paper left now and then to get soiled and crumpled, and finally thrown into the waste box, seem but a trifle, but if all these little items were to be kept and the cost of each carried out, the aggregate would be most surprisingly large to one who has never considered the matter. Look out for the small things in the office and you will be amply paid for your trouble.

**POINTED REMARKS ON FOREIGN ADVERTISING.**

The country paper that wastes time and postage on the foreign advertiser is just time and postage out, unless it gets the ad. it is after, and then it is likely to be out a lot of space as well. If foreign advertising comes from a reputable concern, says The Ohio Newspaper Maker, and the bill for it is finally paid (after wrong insertions and omissions have been made up at the end of the contract), the advertiser will find that he has paid more for the advertising than it was worth to him. If the advertising comes from one of the many hundreds of irresponsible advertisers that are springing up all the time, the bill will never be paid, and the publisher will waste a lot of valuable time in trying to collect an uncollectible bill. If he would let

the foreign advertising business severely alone, unless it is thrust upon him at his regular rates, he will be money ahead, and about two-thirds of his worries would be over.

The local paper that sticks to its local field will make at least 50 per cent. more money, with 25 per cent. less work, than it will if it spends time and money in going after the foreign advertiser. There are only 24 hours in a day, even in country towns, and if the publisher sits around the office writing letters to foreign advertisers, some local advertiser is sure to be neglected, and it is the local advertiser who really pays the freight.

**SOUND VIEWS ON ANONYMOUS LETTERS.**

London Advertiser.

We are quite sure that if the writer of the average anonymous letter were asked the reason why he was anxious to conceal his identity, and were to reply with candor, he would say that he wished the onus of making the attack to fall on the newspaper that gave it publicity, and not on himself; and if he were asked to sign the missive, he would withdraw it with a suddenness truly instructive; or, if a signature were insisted on, he would so amend it as to strip it of much of the venom, with which it is usually saturated. A knowledge of the facts set forth has convinced us of the generally indefensible nature of the average anonymous letter, and of the necessity of guarding the public against putting faith in such communications. We find that the interest of the public is promoted rather than retarded by our refusal to print any of these rib-stabbing attacks.

**SYSTEM AND RESULTS.**

In no place on earth is order and system provocative of greater results than in a newspaper office, or printing establishment of any kind, says The Iowa Editor. Work systematized saves time, and in these days of close margins time saved is money made. Never try to do two things at the same moment; but order your business so that every branch shall have due attention to its regular sequence. The day you give to an advertising canvass devote solely to that; visit not only prospective, but old and regular patrons. Have something new in the line to show them, and for Heaven's sake or the sake of your success, don't croak about hard times, or use that as an argument in your attempt to secure an ad. Be good-natured, cheerful and businesslike, establish your rates and stick to them; and, if your paper is a good medium, advertisers will place contracts with you much sooner than if you cheapened your space by reducing rates. Have your ads. set neatly, and avoid the use of a half-dozen different kinds of type and two or three different borders in the same, and remember that an ad. should not be a printer's sample card of stock, but a clear bid to the public for your patron's benefit.

**RETORTED ON THE FOE.**

Can you see the point? The editor of a paper not many miles from Picton recently published the following: "The publisher of this paper is soon to buy a shirt. Strange as it may seem, we are determined to do so, and with this end in view we wish the dealers would submit sealed bids so that the job may be given to the lowest bidder. Quality or style don't count. Any old thing will do; send in your bids." No reason why he shouldn't. He is likely compelled to tender for every little job of work he gets.—Picton Times.



## NOTES HERE AND THERE.

CANADIAN newspapers have been spending a lot of money since the outbreak of the Spanish-American war on special correspondence and extra telegraph rates. What cash returns do they get for it all? The arrangements made by the leading Toronto and Montreal dailies certainly showed enterprise. But in Canada large expenditure on news of this sort does not bring adequate results in the permanent circulation or in advertising contracts. This is not a fake community, and a Canadian newspaper never builds up a reputation on such news. It is not worth while paying too much for. I do not mean that The Mail and Empire was altogether wrong in arranging for its service and in sending "Kit" to Florida, or that The Globe made a mistake in ordering its well-written specials and despatching Mr. Ewan to Cuba with the United States Army. But the question is, gentlemen, does the lavish expenditure necessary to these things bring you the requisite business return?

\* \*

It is asserted, of course, that newspapers make fortunes during periods of great public excitement like this. A London, England, paper of recent date draws a fancy picture of the way in which the United States papers coin money out of specials. Dealing with English journals, along the same line, it says:

"If you could clear the profits made by any of the big London papers during a war, you would be able to retire comfortably with a balance of several thousands in the bank. The Daily Telegraph coup during the Russo-Turkish war was probably the biggest war boom ever known. The Plymouth Western Morning News had scarcely ever been heard of till it was the first to publish the news of the Ashantee war of 1873; and no one can tell but what some obscure provincial paper may suddenly boom out with some exclusive news about the Spanish-American war. It's a glorious time for editors, and there is a great temptation in Fleet street to start a newspaper devoted exclusively to war news; but the fortunes of war are so ruinously fickle. In the Crimean war, however, a Mr. Finlay, realizing the thirst for news, started a paper in Edinburgh, containing only war intelligence. The first week he made a clear profit of 100 guineas, which increased every day till the end of the war, when he retired on a comfortable fortune."

\* \*

One must take these glowing stories with a good sized pinch of salt. No doubt they may be true of large centres like London, Glasgow, etc., containing thousands of people who only buy newspapers during a war excitement. Their extra circulation is found money. But, does this apply to Canadian cities where prices are practically down to a cost basis? Not much.

\* \*

You get some queer headings in the hurry of the moment. Here is one that appeared in a Canadian paper in connection with Mr. Gladstone's funeral:

### WITH COURTLY GRACE

The Prince of Wales Kissed Mrs. Gladstone's Hand—The Earl Marshal Receives the Remains.

\* \*

The legal advisers of the Hamilton Herald having given an opinion to the effect that the local theatre can, if it likes, exclude the reporter of a paper which adversely criticizes the performances, the Herald's contemporaries are commenting upon the

extensive powers this reading of the law, if sound, gives to theatre managers. There is also another point, but, unfortunately, it "has nothing to do with the case." That is the space given by daily papers to free puffs for theatres, concerts, and other entertainments. This costs newspapers many dollars a year. It costs in reputation as well, because the public has ceased to pay much attention to the so-called criticisms of plays in the press. My own idea is, that a large city daily should pay the way of its representative everywhere, on railway journeys, for theatre performances, etc. Take no favors, and give as few as need be. This would cheapen publication. Newspapers now print columns of matter to please organizations or politicians, or some other nuisances. The newspaper of the future will rigidly condescend. So complicated has modern society become with its sneers at everyone's virtue, that newspapers will be forced, sooner or later, to avoid even the appearance of being influenced by influential interests or wealthy corporations. From what you hear said by the ordinary man in the street, you would think most newspapers are corrupt. I don't believe a word of it. But, as newspapers have no means of meeting this kind of slander—or even hearing it sometimes—the wisest course is careful avoidance of anything that gives ground for it.

\* \*

Mr. Andrew Pattullo did a public service by his speech before the Canadian Society in New York, May 24. It was a timely declaration of friendliness towards the United States people, who, if their protestations hold out, are anxious to be on good terms with us. Mr. Pattullo acted as a responsible journalist should, and, on this occasion, voiced the soundest wisdom now being shown in Canada. The coming conference in Quebec ought to make Canadian editors careful in their comments. A neatly-turned gibe is all very well, but sometimes jokes are expensive.

\* \*

The copyright question has been up in Parliament, and Mr. John Ross Robertson has secured from Government some valuable admissions regarding the present position of this question. The Ministers, for instance, believe that Lord Herschell's bill, now passing through the House of Lords, tends rather to improve the Canadian position, since it provides for future Canadian legislation on copyright. Secondly, Sir W. Laurier says the Government think the compromise arranged at the time of Mr. Hall Caine's visit to Canada can now be effected. Why can the Government not effect it, then? Goodness knows it has been pending long enough. The Premier is always hopeful and soothing in getting over difficulties, but he is not so energetic in pushing his promises to the stage of performance. Mr. Fisher, the Minister of Agriculture, says we must go slowly in this matter. He has certainly been taking his own medicine. The Copyright Association should keep an eye open during the next three months, and, if no steps are taken to bring the matter to an issue, let them begin once more a vigorous campaign in the press. Let a document be drawn up for popular consumption. Mr. R. T. Lancefield, librarian of the Hamilton Public Library, who has issued a clear statement of the difficulties that the Herschell bill might cause, is well qualified to enlist the sympathy of the public—which Sir W. Laurier says we have not yet secured. Apparently you must get up a clamor (which means votes) before you can make a Government budge. C.

## BRIEF NEWS OF THE MONTH.

**T**HE BATHURST, N.B., COURIER, edited by P. J. Veniot, M.P.P., which has heretofore been published entirely in French is now appearing as a combined French and English paper, under the name of *Courier des Provinces Maritimes and Gloucester Chronicle*.

Architects are preparing plans for the extension of The Hamilton Times job printing establishment.

The Norwester, the Conservative daily at Winnipeg, has changed its name to The Morning Telegram.

The London (Ont.) News has entered on its third year with a larger circulation and a good advertising patronage.

George Claxton, formerly of The Waterford Star, along with a partner, has purchased The Ridgetown Plaindealer.

Watson Griffin, formerly of The Toronto News and Montreal Star, has joined The Toronto World writing staff.

Claxton & Whitman have assumed the business control of The Ridgetown Plaindealer. E. McKay retains the editorial management.

Miss Annie L. Tucker has purchased The Journal, the newspaper published in Newberry, a village in Middlesex county. Miss Tucker will conduct the paper herself.

The Galt Reporter issued an illustrated edition containing a sketch of the leading industries of the town and descriptions of several places of business, with attractive illustrations.

The New England Press Association party of about 100 members are due at Halifax June 21. The Brooklyn Eagle annual excursion party also contemplate a visit to the Maritime Provinces this season.

George Moir, the Ottawa Conservative organizer, died June 15. The deceased was for years Principal of the St. Mary's, Ontario, public school, and afterwards became editor of The St. Mary's Journal.

The village of Quyon, on the Ottawa, now has two papers, The Pontiac Advance, formerly published at Shawville, has been purchased by Mr. W. H. Meredith, of the former place, and will be issued from there hereafter.

A. N. Morin, publisher of The Canada Francais, of St. Johns, P.Q., having been appointed prothonotary of the district of Iberville, we understand that the paper will pass into the hands of John Gaudette, foreman of the office.

The Tweed News celebrated its 12th anniversary, June 2, by appearing in an enlarged and improved form. The News, by reason of W. J. Taylor's energy, has built up a large district circulation, amounting in all to 1,700. The paper is all home-printed.

The death took place in Charlottetown recently of Richard E. Moran, who was formerly associated in the management of The Charlottetown Herald. He had been ill for some months. His wife died a week afterwards from the long strain of her husband's sickness.

On May 31, Lorenz Prince, the popular city editor of La Presse, Montreal, was married to Miss M. Cockburn, daughter of Alexander Cockburn, of Valleyfield, and formerly of the Department of Railways and Canals. A few

days before his marriage he was presented with an illuminated address, accompanied by a well-filled purse, by the editorial staff of his paper.

J. Roy Perry, Canadian correspondent of The Pall Mall Gazette and Critic, son of J. B. Perry, Dowling avenue, has joined a Government party, exploring and surveying in the far Northwest.

A. H. McCready, editor of The Sackville (N.B.) Post, formerly of The St. John Sun staff, was married at St. John, June 8, to Miss Maud Wilson. The wedding was a pretty ceremony at Centenary church, and many presents and good wishes were tendered the newly married pair.

Mr. James Innes, ex-M.P. for South Wellington, who for many years has been editor and senior partner of the Guelph Mercury, will, it is said, soon appoint his nephew, J. L. McIntosh, now private secretary to Hon. E. J. Davis, to attend to the active editorial work of the Mercury.

George Harcourt, a graduate of the Ontario Agricultural College, has been appointed managing-editor of The Northwest Farmer at Winnipeg. Mr. Harcourt has had extensive experience in farmers' institute work and on the agricultural press, having been for some time one of the editors of Farming.

F. C. Pickwell, of Niagara-on-the-Lake, sold his printing office and newspaper to John S. Clark, of Whitby. Mr. Clark will do editorial duty, and his son, who is a practical printer, will superintend the business, which has prospered under Mr. Pickwell's control. The late publisher is thinking of going to British Columbia.

The Simcoe Reformer is getting out a souvenir book of the town and district. It will be well printed and contain 150 half-tone illustrations. "It will be thoroughly representative," says the publisher, "and will include everything worthy of being put in. No one will be asked to pay in order to appear, and we will depend on selling the work for our remuneration."

H. Willoughby Laird, who is leaving for British Columbia, has sold The Cobourg Sentinel-Star to Isaac Wilson, lately publisher of The Glengarrian. The town council of Cobourg moved a vote of thanks to Mr. Laird "for the kindness and courtesy he has shown the council," and many complimentary references were made by individual members of that body.

### A DEVELOPMENT OF THE DAY.

In these days of poster head-lines the poor newspaper advertiser, who has been accustomed to content himself with the retiring modesty of display types of reasonable dimensions, must feel put upon and neglected. He has, for years, says Press and Printer, paid for space on the understanding that he could attract the public notice to his wares by making conspicuous, as compared with ordinary reading matter, announcements which the average reader might otherwise ignore. A page of head-lines might satisfy some seekers for news, but it is hard to see what the advertiser gets for his money when his display is made to rank with the smallest type in sight, and when the news head-lines more than tell the news and discourage perusal of the text. A reasonable typographical arrangement of news matter, not merely to tickle curiosity, but to satisfy appetite, still gives the honest advertiser the best value for his investment.

## SIR HENRY IRVING ON THE PRESS.

THE MODERN NEWSPAPER DEALT WITH BY A GREAT ACTOR.



SIR HENRY IRVING, the actor, presided at the thirty-fifth annual dinner of the Newspaper Press Fund, in London, last month. He said: "When I received the great compliment of an invitation to occupy this chair I was conscious of a certain ironical fitness in my position. The politician and the actor divide between them the distinction of supplying the most constant material for the most intimate and searching vigilance of the newspaper press. So, when this great corporation of the Newspaper Press Fund gives its annual dinner, what more natural and fitting than a politician or an actor in the chair, who illustrates in his own person and in his own fortunes both the appreciation and the discipline which it is the function of the press so liberally to bestow? I can imagine that when such a chairman happens to be a pretty old stager like myself, there may be journalists in such a distinguished company as this who will look at him with the moistened eye of emotional reminiscence, and murmur, 'Ah, it was upon that man I fleshed my maiden pen!'"

"Thoughts like these shed the mellowing influence of time over the volumes of press cuttings which no actor's library is without. I have heard of public men who say they never read the newspapers. That remark has been attributed to a bishop, and perhaps there are kinds of abstinence quite easy to bishops, but difficult to other mortals. If it were possible for a man whose doings are considered worthy of public notice to avoid the newspapers, he could scarcely hope to make his friends practise the same denial. Even a bishop who is not inquisitive must occasionally meet deans and chapters who are. There's the rub. You may not read the newspapers, but as soon as you scent the morning air, you know whether those proverbial little birds who spread the news with such alacrity are chirping about yourself, and the first feathered acquaintance you light upon is generously eager to share with you the crumb picked from a newspaper with a special flavor for your own palate. Gentlemen, I mention this not by way of complaint, but simply to illustrate the futility of that philosophy which fondly imagines that the newspaper can be ignored. But I am chiefly conscious to-night of the debt of gratitude we all owe to the press. My old friend Toole, whom we are glad to see here to-night, sends me a note in which he says, 'I was always fond of the newspapers. Charles Dickens—and you know it was by his advice that I went on the stage—said to me, "Toole, mind you send me all the newspaper notices." I did. Some time after, when I met him, he said, "I received the notices, Toole. They are all very good, but you never sent me the bad one."'"

"The newspaper—say what you will of it—is the immediate recorder and interpreter of life. Morning and evening it offers us that perpetual stimulus which makes the zest of living. Be your interests what they may, though you abstract your mind from the tumult of affairs and devote it to art or science, you cannot open a newspaper without the sensation of laying your hand upon the throbbing pulses of the world. And it has throbbled within the last few days, throbbled with a widespread grief at the passing of a great man, a great statesman, a great and noble figure in productive and national life, who, for more

than half a century, has helped largely to mould the destinies of the nation and of the world. Gentlemen, in a newspaper, at a glance, you are in touch with the elemental forces of nature, war, pestilence, and famine; you are transported by this printed sheet, as if it were the fairy carpet of the Arabian, from capital to capital, from the exultation of one people to the bitter resentment and chagrin of another. You behold on every scale every quality of humanity, everything that piques the sense of mystery, everything that inspires pity, dread, or anger. It is a vast and ever-changing panorama of the raw material of art and literature. Well, there are some complaints, gentlemen, that the raw material is more generally interesting than the artistic product. The newspaper is a dangerous competitor of books, and those of us who write plays and produce them may wish that the circulation of a great daily journal would repeat itself at the box office. But it is no use protesting against rivalry if it be the rivalry of life, and the gentlemen of the press who are engaged in stage-managing a drama, which, after all, is the real article, must always command more spectators than the humble artists who seek truth in the garb of illusion. I cannot sufficiently admire the enterprise of these great newspapers which keep the diary of mankind. In time of war their representatives are in the thick of danger, and, though he may subscribe to the dictum, so familiar to playgoers, that the pen is mightier than the sword, the war correspondent is always ready to give lessons to the enemy with the less majestic weapon. In our own military annals no little glory shines on the names of civilians who, in the faithful discharge of duty to a multitude of readers, gave their lives as truly for their country as if they had died in the Queen's uniform. There are veteran campaigners of the press still among us, one of the most distinguished of them being my old and valued friend, Sir William Russell, the vice-president of this fund, by whom I have the pleasure of being seated to-night. I say there are many veterans of the press whose services to the British army will not be forgotten, though they never set a squadron in the field.

"I have heard it said that in diplomacy the press is sometimes indiscreetly ahead of events—but you must remember that nothing is so characteristic of the modern spirit as the art of publishing things before they happen. Nowadays, all the world is on the tip-toe, and the soul of journalism must be prophetic, because it has to do for a curious and wide-eyed public what was done for a much simpler generation by the alchemist and the astrologer. We ought to be thankful that this somewhat perilous business is conducted, on the whole, with so much discretion and breadth of mind. It has been my privilege to number many brilliant journalists among my dearest friends, and I sorrowfully call to mind now more than one undaunted spirit who has suffered the penalties of overtaxed strength. Gentlemen, it is in such cases that this fund should be of special benefit. It is in your power to give that timely help which saves the exhausted brain and restores the broken nerve. I stand to-night in a place which has been occupied by many distinguished advocates of this fund, advocates who have spoken with eloquence, to which I can make no pretension. But I would earnestly impress upon you this thought, than which no plea can be more eloquent—remember that whatever you may give out of goodness of heart, from the memories of old comradeship, from the thousand and one associations which bind

**If you want**

a first-class

**Paper Cutter**

Any size, we can supply it.  
Prices right.  
Terms to suit.  
Second-hand machines bought  
and sold.

NOTE,—

We are now showing a full line of  
Bookbinders' Machinery here.

**THE J. L. MORRISON CO.**

28 Front Street West

TORONTO

together fellow-workers in various arts and callings, remember that they may be the means some day of snatching from the last despond someone whose hand you have pressed in friendship, and whose voice has an echo in your hearts."

**QUEER ENGLISH LIBEL SUITS.**

**A**N experienced editor once said that the average English journalist knows more about the law of libel than the average Q.C. The British libel laws are so ambiguous and so subtle in their working that it needs a man to be daily brought in contact with the possibility of a libel action to really grasp what does and what does not constitute a libel.

The Lord Chief Justice recently made some very strong remarks about a libel action of the most frivolous and vexatious nature tried before him. In it a solicitor strove to recover damages from *The Daily News* for having dubbed him a "love-sick solicitor," in their report of a police court case, in which he figured. By direction of the Lord Chief Justice, the jury found that "love-sick" was not a libellous epithet. Only a month or so before, his lordship had before him a case in which the registrar of a county court was aggrieved because a local paper had asserted that he "shouted" an order to the usher of his court. In this case it was found not to be libellous to attribute the action of shouting to the plaintiff. The slightest slip on the part of a newspaper will often result in its being mulcted in heavy damages. A large sum was recovered by Miss Marion Terry, the popular actress, from *The St. James's Gazette*, on account of a statement made by that paper to the effect that Miss Terry was about to "spouse a gentleman whom in reality she had no intention of marrying. Miss Grace Hawthorne, some years ago, brought a successful action against a theatrical weekly, which stated she was about to marry her manager. The statements were held to be libellous in both these cases; and large sums were extracted from the erring sheets, although the paragraphs were inserted in perfect good faith, and with no intention of injuring either lady.

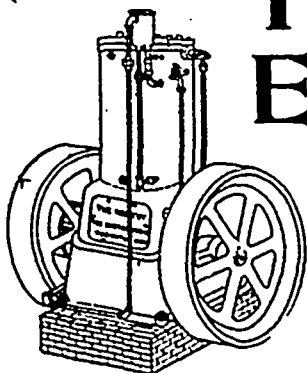
Libel may perhaps be committed as well by omission as

commission. This was the view held by a Birmingham solicitor, who a month or so back brought an action against *The Birmingham Post and Mail*, both of which journals are under the same proprietorate, for having conspired to systematically omit his name from reports of cases in which he appeared professionally. However, the jury found that no libel had been committed; and in this connection it may be mentioned that in some newspaper offices in England there are certain names known which must on no account be mentioned in the paper.

A printer's error may constitute libel. The word "not" (small, but all-important qualification!) was, by some mishap, dropped from an Irish paper's columns, with the result that the person dealt with in the article was made to appear very, very different from what was intended. An action was brought, and heavy damages recovered. Technically, all criticism is libel in England. A libel, roughly speaking, is any assertion that may tend to injure a person in his or her business or calling. A slashing critique of an author's book, or a slating administered to an actor's rendering of a part, is actually libel; but, luckily for English journalism, the law is seldom taken advantage of in such cases, or most of the newspapers now published would be actioned out of existence.

In this respect, at least, the law is systematically broken hourly and daily by leading journals. However, it is on record that Mr. Charles Wyndham once obtained a verdict against a reputable theatrical paper for having hinted that the "golden voice," which is one of the comedian's chief charms, was losing its powers; and not long ago Miss Lottie Collins was successful in her action against a "society weekly," which attributed to her (without the slightest foundation) the fault of vulgarity in her performance. The British law of libel is one of the most curious and perplexing that exists on the Statute Book. The Lord Chief Justice, being a strong and sensible man, has done a good deal lately to prevent ridiculous actions from succeeding

Several Scandinavian pulp and paper mills have recently declared dividends of from 10 to 17 per cent.



"Built for Hard Work."

# The Northey Gas and Gasoline Engine for Printers.

There is probably no trade that has felt the need of a small, easily controlled form of power more than that of the Job Printer, or Newspaper Man—one that can look after itself, and need little or no attention or experience to run. We have testimonials, on file, from Newspaper Men and Printers, who have used our Engine. They tell us that it answers their requirements perfectly, and fulfils to the letter all that we claim for it in our descriptive circular.

It is absolutely safe, is small, noiseless, powerful, cheap to run, and cheap to buy. **OUR BOOKLET TELLS ALL ABOUT IT. WRITE FOR IT.**

**Northey Mfg. Co., Limited,** 1007 King Street  
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# FINE FLATS

Pretty well all the trade are now familiar with the superior qualities of our . . .

## "Windsor Mills Special."

If you do not use this paper send for a sample and be convinced. No office can afford to be without it, as it invariably gives satisfaction, and is not expensive.

Prompt shipment and careful attention to LETTER ORDERS.

## CANADA PAPER CO.

Paper Makers and  
Envelope Manufacturers.

LIMITED

Toronto and Montreal

### MR. PRESTON GOES TO ENGLAND.

MR. T. H. PRESTON, editor of The Brantford Expositor, sailed for England, June 15, with a party of friends on a visit to the Old Country. Before he departed The Expositor employes sent him a letter of good wishes accompanied by a handsome traveling bag fitted up with every requisite. Mr. Preston made the following response.

Dear Comrades,—I thank you very much for the expressions of good-will contained in your letter and the accompanying grip. This kind of "grip" has no terrors for me, but is, on the contrary, a source of great delight, as well as being a most useful traveling companion.

You speak of the benefits of travel to "the observant and the studious man." I have not sufficient self-conceit to accept the implied compliment as having any personal application, neither do I appropriate to myself the following lines, which I have read somewhere, and which seem to be somewhat pertinent:

Returning, he proclaims by many a grace,  
By shrugs and strange contortions of his face,  
How much a dunce that has been sent to roam  
Excels a dunce that only stayed at home.

I hope, at least, to come back with a gripful of ideas, which from time to time may have a beneficial effect on the enterprise in which we are all interested.

I need only add that your thoughtful action of to-day will serve to provide me with pleasant thoughts during my trip, and to inspire me with perfect confidence that, in my absence, my interests are perfectly safe in your hands.

Sincerely yours,  
T. H. PRESTON.

### DEATH OF M. MONTPETIT.

M. Andre Napoleon Montpetit, of Montreal, died on May 27, of cancer. He was well-known in the Province of Quebec, both as a lawyer and a literary man. He was the author of a series of fine readers, in French, which are included among the official text books of the Quebec schools. He was at one time a member of the council of public instruction, and was awarded a medal and diploma at the Paris Exhibition for his efforts in compiling a course of books for school instruction. Mr. Montpetit had a decided fondness for journalistic work, and frequently wrote leading articles for various papers. He founded Le Culti-

vateur in 1875, and Le Courier du Canada and La Guepe some time later. Among his best-known books are a volume upon the mining and treatment of asbestos, "Fresh Water Fish of Canada," and a life of Louis Riel.

### THE PRINTER'S ART.

THE QUALITIES THAT TELL IN CRAFTSMANSHIP FROM AN ENGLISH STANDPOINT.

"WE heartily agree," says The British Printer, "with a general opinion in the trade, that whilst practical printing, attractive and artistic in conception, is the demand of an exacting public, little does that same public dream what is required to make a thoroughly good printer, besides the natural aptitude and earnest application such as few boys, or even men, are willing to give. It is not a trade where mere skimming will ever ensure success, for all its details require great exactness. Unlike the errors of the physician, which are buried in the earth, the mistakes of the printer come to light, and, unless corrected, remain as enduring monuments of his ignorance or stupidity.

"It means to know the proper handling of inks and the combinations of colors; the washing and care of rollers; the appreciation of the intent of the artist; the effect of light and shade; the qualities of different papers for different kinds of work; to so arrange his tools as to do his work with the least possible waste of time and labor, and many other things.

"Yet these are only a tithe of what the modern printer must learn to be a good workman, and the list might be extended to an almost indefinite length.

"The truth is, the lad who would grow to be a good printer must put his whole soul into it, and make his business the ruling idea of his life. He should count it as a loss when he had not learned something new and good. He should profit not only by the success of others, but by their failures also.

"We want the younger generation of printers to believe in the ennobling influences of their art, to hold it in high esteem. He who takes printing as a mere occupation is predestined to failure and to be sadly disappointed; but believe in it, work for it, study and think of it, and the profession becomes an art and a skilled craft—not a mere industry. But, boys, it means work—aye, and work in plenty."

## DELIVERY SYSTEM IN TOWNS AND CITIES.

Raymond Dollings in *Newspaperdom*.

ZANESVILLE has a population of 30,000 people. There are, in the city, four daily and as many weekly newspapers. Two espouse the cause of republicanism; one, democracy; and The Press is independent. The other three newspapers are each sold at 50 cents a month, and employ the old system of carriers, assigned to districts, and monthly collections. When I took charge of The Press, the same system was employed, and the paper had about one thousand subscribers.

The collector employed was an honest, industrious individual, and the carriers were up to the standard; but the losses from circulation, figured on the basis of what should be realized and admitting a loss equal to that in other lines of business, was appalling. In the first place the carriers were paid for their services, and the salary of a collector had to be provided for. This expense amounted to about \$22 per week. The daily collections did not average over \$6, aggregating \$36 each week; and it can readily be seen that the net receipts were small.

I soon discovered that one of two things was necessary: More money from circulation, or a suspension of the paper. Having invested some money, and having a reputation to make, the latter was considered not a desirable end. At first I introduced the tag system, which provided a card for each subscriber, the collector being provided with a punch of a certain style of die, so that when a payment was made the date was punched out on the card. The argument was that the card would be a constant reminder; but, while the system was better than writing receipts, it was not much of an improvement. I then decided that it was not necessary to incur such an extensive loss, and virtually make half of the subscribers pay not only for their own papers, but for the half that did not pay. So I selected one ward, and had the superintendent of circulation accompany the boys and announce to the subscribers that after a certain date the carrier boys would make their collections on Saturday or Monday evening. While many predicted that the people would not want to be "bothered" by a boy calling once a week, it was demonstrated from the start that the idea was erroneous. I had inside of ten days, with the circulation superintendent, convinced myself that the "lady of the house" was the individual who paid for the paper nine times out of ten—and while this may be a little foreign to the subject under consideration, permit me to say that I think the publisher makes a mistake who does not provide for the best possible women's department in his publication.

The new plan developed that the patrons of the paper were desirous of settling their obligations once each week, and it also soon became apparent that the new plan was a circulation builder. It acted as a stimulus to the boy. The route belonged to him. The money passed through his hands. He was a business man. His parents were delighted because their son was being taught business principles. In a short time we extended the system throughout the city. The papers are sold to the boys at two-thirds of a cent each, and a boy who has a hundred patrons consequently makes \$2 each week.

We employ under the present system 115 boys, and have an actual paid circulation of from 3,200 to 3,500. It is a supreme satisfaction to be able to have your advertisers walk into your office and show them the cash receipts as a check against cir-

ulation. The boys are given until 3 o'clock each Monday to make their settlements with the cashier; and when this is done, each boy is given a slip showing a settlement in full. I do not believe the system could be successfully used on other than a 1-cent paper, but there is money—and good money—in circulation on this basis. Every thousand subscribers returns \$40 net each week, and this is an item in meeting the pay-roll in a city the size of Zanesville. The experience in this office has been that we have not lost \$5 on circulation in the past nine months.

### THE WORDING AND MAKE-UP OF ADS.

T. W. Crosby, an Advertising Manager, Before the Agate Club, Chicago.

AN honest, reputable and far-seeing publisher will edit his advertising columns just as carefully as the news columns of his paper, and will publish no advertisements that will offend the finer sensibilities of his readers, or one that will take their money without giving value in return. The publisher is in duty bound to do this. His legitimate advertisers pay to be in good company, while his readers are entitled to protection from disreputable advertising fakirs. It is a matter of deep regret, however, to state that many publishers are exceedingly poor advertising editors. Their blue pencils are very seldom used. Nearly every advertisement that comes along, if it does not conflict with the laws, and gives promise of being paid for when published, is accepted. The publisher gives no thought to the effect of such conduct on his readers and legitimate advertisers.

The ultimate result is that the advertising columns of his paper soon become not only disgustingly offensive to his readers, but an object of their distrustfulness. A burnt child will avoid the fire, and a buncoed reader will not be easily flimflammed the second time by an advertisement in the same publication. Consequently, the honest and legitimate advertisements in that paper do not command the attention or receive the benefits to which they are justly entitled. The publisher is not morally fulfilling the obligations of his contract, and such conduct continued will, in time, divert the bulk of the grist to the mill of his honest competitor.

Generally speaking, I would pay more for one thousand circulation of a paper that is thoroughly clean, always reliable, and which retains the confidence of its readers, than for two thousand circulation of another paper which, without regard to the feelings or pockets of its readers, looks upon all advertising that comes its way as part of its legitimate income.

Again, the average foreman does not seem to possess a very high degree of intelligence in making up the forms of the paper, for little judgment is used in placing the advertisements on what would naturally be their most appropriate and profitable pages. An advertisement of a corset or a household product is very apt to appear on the real estate or financial page, and a whiskey or tobacco advertisement on the woman's page. How often do we see such an incongruous state of affairs? In such instances the publisher is not making his space as valuable to his advertisers as it would be were common sense and good judgment exercised in according to each advertisement a position on the page where it would have a chance of being seen by the greatest possible number of probable buyers.

Again, many publishers disregard entirely the typographical appearance of their paper. How disappointing and unsatisfac-

# Dexter Folder Company

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

Highest Grade ...  
Paper Folding and Feeding Machinery

**NEW YORK**

97 Reade St.

**CHICAGO**

315 Dearborn St.

**BOSTON**

149 Congress St.

tory it is to pick up a paper and find your advertisement so blurred and poorly printed as to be almost undecipherable! I am aware that in many instances the publishers are not altogether to blame in this respect, as they may have been furnished with poor cuts or electros. In such instances, however, the advertiser should be promptly advised, so that the inferior electros could be replaced with others printable and readable. I refer only to those cases where the fault lies wholly with the publisher, and there are many such, resulting from the combined use of a cheap grade of both ink and paper, worn-out type, and presses which ought to be relegated to the junk shop. I can recall metropolitan dailies that, as far as their typographical appearance is concerned, are a discredit to a backwoods hamlet. Advertising in such publications does not produce the maximum result, for an advertisement may be so poorly printed as to be absolutely valueless.

Further, a publisher should charge all advertisers alike, amount of money spent or space used being taken into consideration. I cannot understand why one advertisement should be charged at a less or greater rate than another. If an advertisement is at all objectionable there is only one way to treat it—don't publish it. If it is not objectionable, it should be placed on the same basis with every other advertisement in the paper. Is there any just reason why a medical advertisement should be charged a premium over any other style of advertisement? Can a publisher advance any sound argument why he should publish an advertisement of a summer resort, for example, cheaper than an advertisement of Fairy Soap, Cottolene or Gold Dust washing powder? The space is worth so much to the publisher, and it should be sold at one price, regardless of how the space is filled. A bicycle dealer does not charge a lawyer one price for a bicycle and a physician an advanced price. That bicycle is sold at a

price, no matter what is the profession of the purchaser. I claim that all advertisers should be charged the same, the discounts to vary according to the amount of money spent or space used in a given time. A card of rates which varies for nearly every kind of business, and no two charged alike, is a ridiculous and unjust monstrosity.

### SUBSIDIZED JOURNALISM.

The editor of The Vienna Reichswehr is suing the Austrian Government for \$50,000, the political subsidy of that journal under an agreement made with Premier Badeni in 1896. By this agreement, which the editor has in his possession, the Government agreed to pay him \$50,000 per annum on condition that he would invariably obey instructions in shaping the policy of the paper. After Badeni's fall, his successor, Baron Von Gautsch-Frankenstein, and later, the present Premier, Count Thun-Hohenstein, repudiated the agreement with the editor, who then attempted to make a similar contract with Count Goluchowski. Failing in this, and finding himself at the end of his resources, he brought an action against the Government.

### STEREOTYPING PLANTS.

The F. Wesel Manufacturing Co., New York, report that stereotyping apparatus, with electric attachments, are now being freely ordered by printing establishments on this continent. The company have just sent abroad the first and only electrotype and stereotype plant ever made, where all of the machinery requiring power is connected with direct electric motors. Mr. Wesel, president of the company, has just returned from abroad, where he has been giving his personal attention to the installing of this plant in Berlin, and reports that it is giving the best of satisfaction.

# Thorne Machines ARE ... Money Makers

AND WILL EARN THEIR COST IN A FEW MONTHS' USE.

Will Set Type . . .

Of any Size  
In any Measure  
For all Classes of Work  
In any Language

Will Produce All Grades of

Newspaper, Periodical  
and Book Composition

AT LESS THAN ONE-HALF THE COST OF HAND WORK.

The only type setting and distributing machine in actual use in composing rooms of AMERICAN, ENGLISH, FRENCH, GERMAN, FINNISH and HEBREW publications.

Sole Agents for Canada

Send for Catalogues and Testimonials.

**THE TORONTO TYPE FOUNDRY CO., Limited.**

HALIFAX.

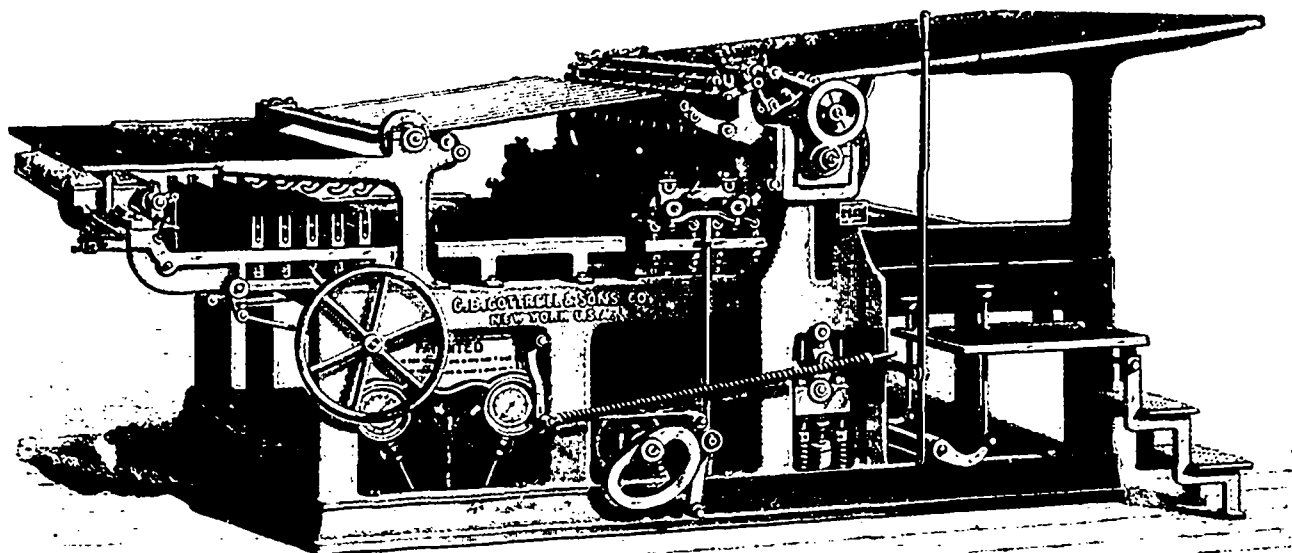
MONTREAL.

TORONTO.

WINNIPEG.

VANCOUVER.

# Seneca's Formula.



It was Seneca who pointed out eighteen hundred years ago that wisdom consists not in seeing what is before your eyes, but in forecasting the things which are to come.

The formula for wisdom has not since been changed. It is still the same. It is the printer who looks ahead to-day who is the wise man. He is the printer who realizes these three things :

FIRST.—That no one sends you work for a new press until you own the press. The public is not helping you to buy new machinery. They will patronize you according to your facilities. Their patronage is sometimes less than your facilities, but never more.

SECOND.—The wise man does not buy the press he needs to day ; but rather the press he will need a year or two hence. Have something that you are constantly reaching up to.

THIRD.—Remember that in buying the Cottrell Press you have the judgment of thousands of successful printers behind you. Reputation can only be bought by time and worth. Especially there must be the element of time. The Cottrell bears the same relation to other presses that rare old wine bears to chemically aged wine. A reputation prematurely forced is worse than none.

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## C. B. Cottrell & Sons Co.

Sole Agents for Canada



**TORONTO TYPE FOUNDRY CO. Limited**

**TORONTO.**



**TYPE FOUNDRY IN WINNIPEG.**

The Winnipeg Free Press, of June 1, says: "Mr. J. T. Johnston, managing-director of the Toronto Type Foundry Co., has concluded the purchase of the commodious three-storey solid brick structure on Owen street, occupied by the Manitoba Produce Co. The sale was made through the well-known real estate dealers, Walter Suckling & Co. The building will be completely overhauled and fitted up with the view of making it a model printers' supply warehouse, and will be ready for occupation about July 15. This investment of the Toronto Type Foundry Co. is a strong indication of their faith in the Northwest, and goes to prove that eastern wholesale men recognize the importance of Winnipeg as a commercial centre. The company are adding a large and complete stock of printing machines, type and supplies, and putting their northwestern branch in position to meet a rapidly increasing trade. The printers of the Northwest are showing their appreciation of the enterprise by giving the company a liberal support. The northwestern branch will be under the immediate charge of Mr. J. C. Crome, manager of the company's business in the large territory extending from Lake Superior to the Pacific coast. Mr. Crome opened up the British Columbian branch about a year ago, and resided at Vancouver, but in future will make his headquarters in Winnipeg.

**CAN NEWS DESPACHES BE COPYRIGHTED?**

The New York Herald has withdrawn its suit against The San Francisco Chronicle for reprinting its copyrighted news despatches. Since withdrawing its suit The Herald has announced that it does not object to the reproduction of its news despatches on the following day, provided due credit is given to The Herald; but it protests against their publication in any paper on the same morning in which they appear in The Herald. This course, unfortunately, does not settle the mooted question whether or not facts or information can be copyrighted. Probably, as the law stands, The Herald would have lost its suit. While it is possible that a person may copyright an item of news in its peculiar type or headings, it is doubtful whether the information itself could be removed from the reach of anyone who desires to reproduce it in any form. It has been held that an imitation, which is colorable, is an infringement of the copyright, but how it would be if that imitation took the form of a statement of exact facts is problematical. Perhaps the question at issue will never be decided, for no out-of-town newspaper will feel that it can afford to take the chances of a lawsuit for the privilege of cribbing The Herald's specials.

**THE THORNE MACHINE.**

Charles D. Sibley, 10-12 Vandewater street, New York City, writes: "Last week my four Thorne machines produced 1,060,000 ems of novel work in 53 working hours. Three of the machines set 10-point type, and were operated by girls; the fourth set 11-point type, and was operated by men who have had only four weeks' experience on machines, having been taken from the case when new machines were installed. The proofs were corrected at an expense of about 1c. per 1,000 ems, the entire cost of correction being only \$15. I am very well pleased with these machines, and am confident that this output cannot be equalled on bookwork by any other typesetting or linecasting machine."

# Burnside Bristol Board

At the reduced price of 10cts. per lb.,  
is the best value on the market.

We have a line of SECONDS

## Coated Book

which we will sell at 7cts. per lb., (or in  
unbroken case lots at 6cts. per lb.)  
Also some sizes of perfect at same price.

## Our 7-9 1 Envelope

(Note extra size; large enough to con-  
tain the ordinary No. 7), at 90cts. per M.

Will please your customers.

# BUNTIN, GILLIES & CO.

HAMILTON

AGENTS:

Morgan Envelope Co.  
H. D. Wade & Co.'s Printing Inks.

# Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, JUNE, 1898.

## AN ENVELOPE COMBINE.

THE consolidation of ten of the most prominent of the envelope companies of the United States, representing 90 per cent. of the output of commercial envelopes, has been effected, excepting some of the details. The companies in the agreement are: Logan, Swift & Brigham, the Whitcomb Envelope Co., the W. H. Hill Envelope Co., of Worcester, Mass.; the Morgan Envelope Co., P. P. Kellogg & Co., and the Springfield Envelope Co., of Springfield, Mass.; the Holyoke Envelope Co., of Holyoke, Mass.; the National Envelope Co., of Milwaukee, Wis.; the White-Corbin Co., of Rockville, Conn., and the Plimpton Manufacturing Co., of Hartford, Conn.

The name of the consolidated company is the United States Envelope Co.

The company will be capitalized for \$4,000,000 in preferred stock, bearing 7 per cent. interest, \$1,000,000 in common stock, and have outstanding \$2,000,000 in 20-year gold bonds, bearing 6 per cent. interest, and redeemable after 10 years, for 104 and interest. These are based on the land, buildings and machinery of the plants. A sinking fund of \$75,000 a year will be established after three years to pay off these bonds, and this amount must be taken out before dividends are paid on the common stock. Of the stock \$500,000 will be left in the treasury for the present. About \$2,000,000 of the stock and bonds are already spoken for, the price being in no case less than par.

The new arrangement will probably go into effect about July 1. The headquarters will probably be eventually located in Springfield, Mass., because it is nearest the geographical centre of the territory in which the plants are located. For the present, however, there will probably be no change. The business will be conducted by an executive committee of three men, who will probably be W. H. Prescott, of the White-Corbin Co., of Rockville; James Logan, of Logan, Swift & Brigham, of Worcester, and R. W. Day, of Springfield. The active part of the business will probably come on the last two men. The directors of the company will include representatives of all ten companies, C. H. Hutchins, of Worcester, president of the Knowles loom works, and another man yet to be named.

The officers will be as follows: President, C. H. Hutchins, of Worcester; vice-presidents, James Logan, of Worcester, and Elisha Morgan, of Springfield; treasurer, R. W. Day; assistant treasurer, Fred Plimpton, of Hartford; secretary, W. G. Morse,

of Springfield; directors, L. B. Plimpton, of Hartford; J. T. Abbe, of the Holyoke Envelope Co., of Holyoke; G. Henry Whitcomb, of the Whitcomb Envelope Co., of Worcester; Elisha Morgan, of the Morgan Envelope Co.; James Logan, of Logan, Swift & Brigham, of Worcester; W. H. Prescott, of the White-Corbin Co., of Rockville; N. D. Bill, of the Springfield Envelope Co.; C. W. Gray, of the W. H. Hill Envelope Co., of Worcester; G. D. Dutton, of the National Co., of Milwaukee; Fred Kellogg, of P. P. Kellogg & Co., of Springfield, and C. H. Hutchins, of Worcester. The trustee and registrar of the company will be the Old Colony Trust Co., of Boston; Dunbar & Rackemann, of Boston, will be the attorneys, and Barrow, Wade, Guthrie & Co., of New York and London will be the auditors.

## BRITISH PAPERMAKERS' ASSOCIATION AND CANADIAN WOOD PULP.

AS previously reported in Paper and Pulp News, the following motion was adopted at the annual meeting of the British Papermakers' Association: "That the matter be referred to the council to appoint a committee to confer with the Canadian Minister with the view of increasing the supply of raw material from Canada." Paper and Pulp (London) says: "We now understand that the committee was appointed and had an interview with Lord Strathcona, the High Commissioner for Canada, with the result that a memorial setting forth the views of the Papermakers' Association has been sent by the High Commissioner to the Dominion Government. Moreover, Mr. Albert E. Reed, a prominent member of the Papermakers' Association and a vice-president of the British Wood Pulp Association, and his brother, Mr. W. H. Reed, of Cullompton, have now gone to Canada, furnished with a letter of introduction from Lord Strathcona to the Minister of Commerce at Ottawa, and will personally bring the views of the trade in this country before the notice of the Government. Mr. A. E. Reed is already a manufacturer of wood pulp at the Dominion Mills, Chatham, N.B., and is in other ways well fitted for his mission."

A process relating to "an improved writing paper and ink therefor" has been recently patented in England. To prevent sedimentary deposits of ink in ink bottles and on nibs, and also to prevent the soiling of the hands, the floor, etc., by ink, is the object stated in this specification, which is mainly attained by distributing the component parts of the ink in the paper, as well as in the inky fluid.

## NOTES OF THE TRADE.

SIR WM. VAN HORNE and Mr. R. B. Angus are now in London, England, where they have gone for the purpose of floating the bonds of the Laurentide Pulp Co. The amount to be disposed of is about \$1,000,000, and it is not expected that any difficulty will be experienced in placing them.

A Niagara Falls mill recently shipped 1,125 cases of white printing paper, valued at \$13,800, to Melbourne, Australia.

Sweden, last year, exported wood pulp to the value of kr. 17,000,000. Finland exported 4,209 tons of wood pulp and wood pulp boards.

The imports of wood pulp into England from Canada during the month of April were 11,861 bales from St. John, N.B., and 14,976 from Halifax.

Mrs. Gingras, widow of a former employe of the E. B. Eddy Co., is suing that company to recover \$20,000 for the loss of her husband, who was killed in an accident.

In France, a patent has been granted for the manufacture of papermakers' felts from asbestos. The inventor claims that these felts are much better and more durable than the ordinary woollen or cotton felts.

George Horne, who for close upon half a century had been connected with the business of importing and manufacturing stationers in Montreal, died at his residence, 135 Irvine avenue, Westmount, on May 25, after an illness of many weeks' duration. He was 78 years of age.

Lieut. Behrend, late of the German army, whose family is in the paper business in Germany, is the leading man in a company which proposes to erect a three quarters of a million paper and sulphite plant at Erie, Pa., which is to turn out a gross tonnage of 50,000 during the year.

There is a temporary lull in the receipts of news print from the United States in Great Britain, and the British mills are experiencing an increased flow of orders, which is apparently responsible for the lukewarm interest taken at present in the proposed combination in British news.

Among the foreign visitors to this country during the past month was Mr. S. Foley, managing-editor and proprietor of The Montreal Journal of Commerce. Mr. Foley, we understand, is interested in a scheme for the erection of large pulp and paper works in Canada.—London, England, Wood Pulp.

The railway companies of the United States are commencing to realize that the paper industry is worth cultivating. Recently a cut of 10 cents per 100 pounds was made in the rate on wrapping paper in car lots of 20,000 pounds between St. Louis, Mo., and Houston and Galveston, Texas. The new rate is 43 cents.

The statistics of the British pulp trade for April indicate an unusual activity. The percentage of unemployed union members of the paper trade was only 2.8, a material reduction when compared with the record of 3.7 in the previous month, and 2 per cent. less than the corresponding period of the previous year.

The Scandinavian mill owners are experiencing trouble with the employes. At the Forshaga Sulphite Works the men all went on strike and the military were called out. The strikers have been blacklisted by their former employers. Two hundred men also struck work at the Skarblacka Paper Works, because they were refused an increase in wages.

Wood Pulp, which for some years has been the organ of the pulp, interests in Great Britain, has been merged in Paper and Pulp which will be published fortnightly. The new journal embraces all the other kindred industries and will continue the features which made Wood Pulp a welcome visitor. The initial number of the new journal was issued on June 1, and is carefully edited, full of interesting matter and promises to be a most valuable trade journal.

A leading feature in the new Chilian tariff is the stiff tax of 25 per cent. ad valorem on all sized papers, and that of about 3d. per lb. (more in most cases than the value of the goods) on millboards, blottings, browns and wrappings. The reasons for the duties on the two latter are apparent enough, they being practically the only two sorts produced within Chilian territory, but it is doubtful whether either boards or blottings are made there to any extent worth speaking of, not to mention sized makes, says an English exchange.

Manchester Liners, Limited, is the title of a company which has just been formed with a capital of £1,000,000, and with Sir Christopher Furness, D.L., as chairman, for the purpose of establishing and working lines of steamers of modern type and large cargo-carrying capacity, for trading between Manchester and Montreal, and St. John, N.B. In the first instance, it is intended to acquire three 12-knot steamers of 8,500 tons dead weight capacity. We understand the company will commence operations immediately. An agreement for the purchase, from Messrs. Elder, Dempster & Co., of the two steamers, Parkmore and Queensmore, has been completed.—Paper and Pulp, London.

The imports of papermakers' raw material into England for the first four months of 1898 show a material increase over the corresponding period of last year. The total receipts for that period were 122,424 tons valued at £584,589, as against 114,129 tons valued at £562,676 for the corresponding period of last year. There were 50,108 tons of chemical pulp valued at £353,643, and 72,316 tons of green wood pulp valued at £230,946. There is also a material increase in the demand for exports, the receipts of which amounted to 85,523 tons during the period referred to. The demand for foreign rags was very poor, only 6,979 tons being received and 18,820 tons being exported, an increase of 2,300 tons compared with the corresponding period of last year.

## THE UNITED STATES MARKETS.

NEW YORK.—The war-time conditions remain unchanged; the call for news continues strong and prices firm. While there is not as strong a demand for other grades prices are firmly maintained.

CHEMICAL FIBRE—Demand for domestic sulphite fibres very strong. First quality as high as 2.35c. Foreign sulphite, bleached, No. 1, at 3.15 to 3½c.; No. 2, at 2.70 to 2.80c. Foreign soda, bleached, 2.70 to 2.80c.; unbleached, No. 1, 2.15c.; No. 2, 2.10c. Domestic sulphite, unbleached, at 1¼ 5/8 2c.; domestic soda, bleached, 1.90 to 2.10.

GROUND WOOD—The market for ground wood pulp is easier, at about \$12.50 to \$13 at the mill.

CHEMICALS—The market for papermakers' chemicals is gaining strength. Bleaching powder, 1.75 to 1.80c.; caustic soda, 1.80½c., alkali, 70 to 75c.

**THE RESOURCES OF NEW BRUNSWICK.**

**M**R. GEORGE ROBERTSON, ex-mayor of St. John, New Brunswick, who has been appointed by the Common Council of the city of St. John to represent that body in several of the principal towns in Great Britain and in one French port, delivered a lecture at the London Chamber of Commerce, on May 24, on the resources of St. John as a shipping port, and the resources of the Province generally. Sir Albert K. Rollit, D.C.L., LL.D., M.P., etc., was in the chair, and he was supported by Sir Frederick Young, General Laurie, and others. Paper and Pulp, in its report of the proceedings, says:

"Mr. Robertson, in referring to the advantages of the Province of New Brunswick as a pulp-making centre, said, 'I observe that last year you imported about £3,000,000 of paper into Great Britain, chiefly from Scandinavia and other European ports, but also very largely from America. As a matter of fact, the Americans are looking to Canada for their supplies of wood, and, as the greatest spruce forests in the world almost are in New Brunswick, you should turn to Canada for your requirements. Several mills have already been started in New Brunswick, and pulp can be manufactured at St. John cheaper, and shipped to Great Britain at a lower rate than it can be in any part of the world. I hope, if there are any here interested in this great industry, they will look to New Brunswick, where there is a field more promising in some respects than a gold mine.'"

**AN ENTERPRISING COMPANY.**

**T**HE Royal Paper Mills Co. have made many extensions and improvements to their mills at East Angus, Que., recently. Last month a large number of shareholders and others visited the works to inspect the new pulp mills, which had just been put in operation. The new sawmill, which commenced operations in August last, and the pulp mill stand on one side of the St. Francis River, which is 335 feet wide at this point, and the paper mill on the other. The river is spanned by a bridge. The slabs and other suitable refuse from the sawmill supply the pulp wood required for the pulp mill. Three carriers run from the sawmill to the pulp mill to deliver the waste. There are four large digesters in the digester building. The capacity of the pulp mill is 16 tons of dry pulp per day. It is the intention of the company to put in another Yaryan evaporator, another rotary furnace, another digester, and a wet machine, which will bring the capacity of the mill up to about 20 tons per day. The capacity of the paper mill is 15 tons of paper per day. "News" is not produced, but middle grade book and writing papers are. It has two machines—both of Scottish build—one a 96-inch, the other an 86-inch machine. Also, on the first floor, are two super calenders—one made by Bertrams, the other by the Holyoke Machine Co., of Holyoke, Mass.

The directors and officers of the company are: F. P. Buck, Sherbrooke; Hon. W. R. Ives, M.P., Sherbrooke; R. P. Pope, Cookshire; C. O. Cleveland, Danville; John Champoux, D'Israeli; Hon. Frank Jones, Portsmouth, N.H.; George Van Dyke, Lancaster, N.H.; Hon. I. W. Drew, Lancaster, N.H.; Chas. A. Sinclair, Boston. Officers—F. P. Buck, president; Hon. W. B. Ives, M.P., general-manager; F. W. Thompson, secretary-treasurer and assistant manager; and F. W. Denison, superintendent. Under its charter the company is about to issue \$400,000 in first mortgage bonds at par, payable in 10 years, bearing 5 per cent. interest.

HEAD OFFICE: TORONTO.

**Every Prudent Man**

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

**Confederation Life**

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

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

**W. C. Macdonald**  
Actuary.

**J. K. MACDONALD**  
Managing Director.

**PULP WOOD LIMITS FOR SALE**

Very extensive pulp wood limits in New Brunswick for sale. . . . .

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

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

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

**Canadian Paper and Pulp News**

Board of Trade,

. . . . MONTREAL.

### THE HIGH COMMISSIONER'S REPORT.



HE annual report of Lord Strathcona, the Canadian High Commissioner, has been published and contains much of interest to the Canadian pulp and paper manufacturer. Owing to the fact that the British Board of Trade returns do not specify importations of wood pulp from Canada, the Commissioner is unable to measure the extent of the trade, but he is assured, however, by those engaged in the trade, that Canadian sulphite pulp is liked by most buyers who have placed sample orders. Though that is the case, he further understands that there will have to be some improvements in it before Canadian manufacturers can hope to oust the Scandinavian article from the market. Canadian makers will have to study uniformity in quality and in moisture. This want of uniformity is a serious fault, which Canadian makers underestimate. It is because the Scandinavians are fully alive to the importance of it that they are able to command the market.

Canadian mechanical pulp, the report states, is popular, but it would be in greater demand if it were covered with cheap canvas instead of being shipped in loose bundles. Without cover and with 50 per cent. moisture, the pulp absorbs the dirt and dust at quay sides, and the loss from this cause would go far to pay for the canvas covering.

The report further adds: "Some correspondents seem inclined to enter into a discussion upon the position of Canada and the United States in regard to this trade. Various suggestions have been made to me by which Canada might command the business. One is that a duty should be levied on pulp wood exported from Canada. A step of this kind, it is claimed, would stop the import of paper into England from the United States, which tends to interfere with the use of Canadian pulp by the makers here, owing to the low prices at which American paper is placed on the market."

Passages are quoted from a number of letters from correspondents, among which are the following:

"We beg to say we are of opinion that a duty on pulp wood on leaving Canada would stop the import of paper into England from the United States, and give that trade to Canada. Our experience is that Canada can compete with Scandinavia in the export of wood pulp to England and hold her own, so if she can do this, she will equally as well be able to compete with Scandinavia in the supply of paper to this country. The keenest competition in the pulp trade is to supply mechanical pulp for newspaper and wall paper manufacturing, and for this purpose the Canadian spruce pulp is superior.

"The low price at which the United States are dumping their paper on England is interfering very much with the English paper mills, and consequently with our import of Canadian pulp, so that the Americans are getting your wood, and, with the manufactured paper, spoiling your English demand for pulp. We have to bring the pulp over with 50 per cent. water, so that the cost of freight on the extra ton of water to each ton of pulp enables the States (by shipping paper, and so saving most of this extra freight and the cost of pressing the pulp) to ruin the English mills, and consequently stop the demand for Canadian pulp. There is a grand future in our paper and pulp

trade for Canada if she does not allow the States to deprive her of the full benefit of her forests."

An Englishman, who recently visited Canada to enquire into the possibility of developing trade in paper between the Dominion and Great Britain, is the author of the following quotation from the Commissioner's report:

"I am quite certain, after seeing for myself the vast timber tracts and water resources of the Eastern Provinces, that Canada need fear no rival so long as wood remains the cheapest material for paper making, and it is certainly a pity that the United States are allowed to deplete her best forests for the benefit of paper makers outside Canada, where, despite the low prices of certain grades of paper here, she could secure good profits and give employment to large bodies of workmen by manufacturing pulp and paper on a large scale herself.

"For the successful achievement of the ends in view it is necessary that paper and pulp should be easily shipped at Canadian ports all the year round to all the chief English and continental ports. Mills and paper buyers situated in Scotland want pulp or paper shipped direct to nearest ports, and so all over the country. With a new trade especially, all should be done that possibly can be to induce custom. London and Liverpool are fairly well looked after, even in winter, from St. John, but I have so far found it very difficult to get a quotation for freights from St. John in winter and Montreal in summer to Newcastle, Glasgow, Leith, Dundee or Cardiff. All these are pulp and paper using centres readily reached from American ports, but not in direct touch to any appreciable extent with Canada. If something could be done to arrange for regular sailings between Canada and these ports, business would be materially helped.

Still another correspondent writes to the High Commissioner as follows: "We beg to say that we have done a fairly large business in Canadian wood pulp. Large contracts have been made with some of the United States wood pulp mills, but we find that as soon as trade looks up in the latter country they do not carry out their arrangements as to delivery. So far we have not had this difficulty with the Canadian contracts, and for this reason we are anxious to encourage the Canadian business. We understand that an immense quantity of wood for pulp making purposes is sent from Canada to the United States, and that several attempts have been made to put a duty on it. If this were done we are strongly of the opinion that it would encourage the wood pulp making industry in Canada and foster the trade between that country and our own."

The pulp men of Canada will be glad to learn that Lord Strathcona is endeavoring to induce the British Board of Trade to show the imports of Canadian pulp separately in the official returns.

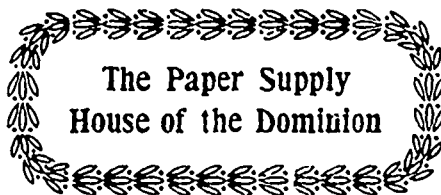
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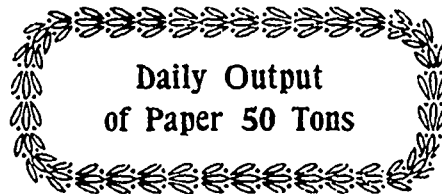
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### THE RESOURCES OF QUEBEC.

THE report of progress of the exploration of the country between Lake St. John and James Bay, which has been prepared by Mr. Henry O'Sullivan, C.E., has been issued by the Quebec Government. Mr. O'Sullivan has been all over the ground and studied the topography and resources of the country for the Department of Colonization and Mines of the Province of Quebec. The route traveled by Mr. O'Sullivan was slightly northward of a line drawn due east from Lake St. John.

The country between Lake Chamouchonan and the height of Land he found to be well wooded with black and grey spruce, tamarac, bonleau, etc. from 8 to 16 inches in diameter. That piece of country may be described as the highest of the plateaux rising towards the summit, Lake Chamouchonan being not far from the crest of the height of land. The timber on that belt, as described above, is far superior, the explorer says, to that covering the surveyed townships of the Lake St. John basin, which is mostly all of second growth, having sprung up since the great bush fires of 1870.

Beyond the height of land and on the slope towards Hudson Bay the party followed a nameless river, on which were several lakes. Along one of these lakes, unknown to geography—a lake, by the way, with a shore line exceeding 200 miles—there was found to be an abundance of fine timber, black and white spruce preponderating. "Some of the spruce here," writes Mr. O'Sullivan, "is over two feet in diameter, and from 75 to 90 feet in height." The following is his summing up of the timber resources in the country north of the height of land :

"In the virgin forest, spruce, fir, tamarac and cypress, or Banksian pine are the chief conifers, while the deciduous trees are limited to poplar of different varieties, white birch, willow, alder, hazel, pembina and similar undergrowth, with occasionally black ash along the river and lake shores. I saw no white pine, and, although the cypress or Banksian pine is decidedly a native of that region, it is only in the dry burned districts, and on the poorer heights in the neighborhood of Lake Nemiskau, on the Rupert river, that it was seen in abundance; in fact, pine of any kind seldom flourishes on such rich clay soil as is found in the basin of the Nattaway. There is an abundance of spruce and tamarac wherever the country has not been burned, but the larch fly is rapidly destroying the latter timber, and more so towards the height of land than in the vicinity of James Bay.

"Here and there areas more or less extensive have been swept by fire from 25 to 50 years ago, and are now well grown up with poplar, white birch, spruce, tamarac, and cypress of fair size, according to age, insuring an abundance of pulp wood for ages to come; and to bring down pulp is the industry of the coming age. Black spruce is the king of woods for pulp-making, and this country is the home of black spruce."

Numerous waterfalls were met with at convenient intervals, several of which are illustrated in the printed report. These falls, Mr. O'Sullivan is persuaded, would soon become sites of industry and centres of colonization, were the railway opened which it is proposed to run along the line of his exploration between Lake St. John and James Bay.

Lake St. John is already connected by rail with Quebec city, and on that Quebec and Lake St. John Railway, according to the itinerary company's annual report, which has recently been issued, more than half of the lumber exported from Quebec was carried from the interior. Over 60,000,000 feet were shipped to

tidewater over the road last year. Several new mills were built in 1897. It is noted in the report that the new pulp mill at Chicoutimi is shipping its product daily over the company's line. It is further noted that a pulp mill is about to be erected at Rolermaal, the northern terminus on the Quebec and Lake St. John Railway, and situated on the shore of Lake St. John.

At Lake Bouchette also, the report, adds, slightly south of Lake St. John, a chemical pulp mill is to be built, and the extensive water-power at the Jacques Cartier river will probably be utilized in the same way. Thus the railway company has a good pulp carrying and lumber carrying business to attend to. How much greater will that business become when the road is extended through the rich spruce district Mr. O'Sullivan and his fellow-explorers blazed their way across!

### THE MARKET IN BRITAIN.

THE mechanical market (in London) is in rather a peculiar state at present. The Scandinavian makers evidently think that the war between America and Spain will stop the shipments from the former country, and thereby tend to stiffen the market, but, as the bulk of the mechanical comes from Maine, the pulp can easily be shipped via Canada, should there be any difficulty in shipping from Bangor or Portland, and, of course, shipments from Canada will be more affected if the United States traffic is diverted to that country. At any rate, the Scandinavians are holding out for higher prices, although they have not obtained them in this country yet, and there does not seem to be any prospect of their doing so. Authentic reports from Scandinavia state that, owing to the mildness of the earlier part of the winter, the mills were all able to work, and the increase in the average production is estimated at about 25 per cent. The stocks at the mills are reported to be large, and, as the ports opened later than usual this year, there has been no opportunity to ship the pulp. It is therefore difficult to see how higher prices can be expected. The present price for dry pine is about £3 15s. f.o.b.

There is, however, less doubt about the chemical market, which is certainly improving, and we understand there have been enquiries from America for Scandinavian pulp. The mills here are also busier, as the war has almost brought about a famine in the news market in America, and cousin Jonathan has ceased booking orders for news here. Moreover, as the sulphite mills in the United States are likely to be stopped for want of sulphur, there is some likelihood of Canadian and Scandinavian pulps being required to make up the deficiency. There is very little to report about soda as there has been no change in the market. Most of the larger mills are sold out for the year.—Wood Pulp.

### CURRENT NET PRICES. C.I.F.

	£	s.	d.	£	s.	d.
Sulphate and soda, bleached, per ton.....	10	0	0	12	10	0
" unbleached, first .....	8	0	0	8	10	0
" " second .....	7	15	0	8	0	0
Sulphite, bleached, .....	11	10	0	15	0	0
" unbleached, first .....	8	5	0	10	10	0
" " second .....	8	0	0	8	5	0
Pine, dry, in sheets .....	4	2	6	4	15	0
" 50 per cent. air dry .....	2	1	3	2	2	6
" extra fine .....	2	5	0	2	7	6
Brown, dry .....	4	5	0	4	10	0
" 50 per cent. air dry .....	2	2	6	2	7	6
Aspen, dry .....	6	10	0	7	10	0



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#### Hoe

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#### Hoe

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#### Potter

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

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Bed 32½ x 49½; tape delivery; table distribution; two form rollers.

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

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