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# THE CANADIAN PRINTER PUBLISHER

VOL. IX.—No. 3

TORONTO, MARCH, 1900.

\$2.00 PER YEAR.

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TORONTO.

# Printer AND Publisher.

Vol. IX—No. 3.

TORONTO, MARCH, 1900.

\$2.00 PER YEAR

## The MacLean Publishing Co., Limited.

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

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## THE WEEKLY PRESS.

WAR NEWS. Having said something in this column lately regarding weeklies and war news, the continuance of the public interest in the war induces further remarks. The weeklies are not by any means dead to the advisability of providing their readers with news of the most vital subject of the day. But there is a tendency on the part of weekly publishers to say "this is out of my line and it must be left to the dailies." This is a mistake. In one town, it is said, the telegraph office is in one of the stores, and the operator hearing the news go by gets the gist of it and bulletins it up in his window. That is a good thing for the merchant, but where are the newspapers in that town? One country editor writes to **PRINTER AND PUBLISHER** :

"We are very much interested in the war—who is not, if it comes to that?—at my home, and as a consequence we are getting the morning Mail and Empire and The Toronto Star. I read them at the house. At the office I

read I. N. F.'s despatch in The Globe, and The Toronto News' London special. Occasionally I glance at The Montreal Star. We go to press Wednesday evening, printing all four pages at once. Late Monday afternoon or early Tuesday morning I take The Globe of Thursday, Friday, Saturday and Monday and clip everything I think I may need. Then I go to work and write the summary from those clippings, introducing anything of interest from the other papers that The Globe does not have. We get the Toronto morning papers at noon, so that Tuesday afternoon it is easy to tack on any later news under the proper headings. Then I summarize the news from Wednesday morning's papers under a sub-head of its own. I am very careful to try and put nothing but what is perfectly trustworthy in the summary. Of course it means considerable work and trouble, but it takes surprisingly little time in office hours. The chief difficulty is to keep well read-up on the question."

This correspondent knows his business. He is a newspaperman.

\* \* \*

THE WESTERN  
IDEA OF  
EDITORIALS.

One of the subjects discussed at the late Winnipeg meeting was that of editorials in the weekly. The Western papers are strong on that. Generally speaking, they all have a good sized editorial page containing from one-and-a-half to four columns of editorial articles and notes. These are well-written too, that is, they express opinions clearly and vigorously. The editors are not afraid to handle the questions of the day. Readers seem to expect it, and probably it is found a valuable feature or the editors would not devote to it the space they do. In Ontario and the other Provinces there are still otherwise well-conducted journals that never print a line of editorial. In some cases this may be due to over-modesty. As a general rule, newspapermen are the least vain of individuals in regard to their powers of literary expression. But there is really no reason to cultivate fine writing in this department. A plain statement of opinion is enough. The rhetorical writer, the man who "flings himself" in type is going out of fashion. Few of us, probably, have the gift of paragraph writing—the terse witty epigrammatic sentence that is equally compounded of satire and sense. Where this gift exists a newspaper editor

is simply a fool not to use it. But, whatever the editor's talents in writing may be, he should give his paper a character by expressing an opinion. A man without an opinion is a nonentity, and a newspaper without editorial does not strike its roots very deep in the soil of its locality.

\* \*

#### HELPING ONE'S SELF.

The Orillia Packet office does some nice printing, and one of its achievements is a card setting forth the features and merits of the paper itself. This is good policy. A newspaper which is always preaching the value of advertising to its patrons must in some way take its own medicine. The Packet writer has, in four short, expressive sentences developed on this card the outstanding features of the paper: 1. That it aims to give all the news of the town and district. 2. That accuracy as well as readability is aimed at. 3. That the interests of the locality are the paper's care. 4. That market reports and other special information make the paper worth much more than the subscription price. This all forms a very good model of what an office card should be, and it is nicely printed as well in two colors.

\* \*

#### USED FOR WRAPPERS.

Not long ago, mention was made of the practice usual in some offices of turning everything that came in into wrapping paper. In this way valuable blue books and other material received were simply used to wrap up out-of-town subscribers' copies. It happened in one case that a weekly publisher sent out in this way a practical report on a subject of intense interest to every farmer, that is to the subscribers of the journal itself. One publisher took no stock in this criticism, and showed his indifference to our valuable and weighty opinion in a highly humorous way. When the next issue of *PRINTER AND PUBLISHER* came to hand he turned that into the mill too, and the copy of his paper which reached this office was wrapped up on the very page of *PRINTER AND PUBLISHER* which contained the original criticism. That man is a thoroughly courageous individual. He will defend his position with the patriotic determination of the Boers, and one likes him none the less for his sturdy independence. But he is wrong nevertheless.

\* \*

#### NEW ADVERTISEMENTS.

Reference is often made to the stale advertisement. There are some weeklies still carrying Christmas ads. At least, there were a week ago. One example of an entirely different class of merchant—the down-to-date, enterprising man—is afforded by The Kingsville Reporter. Mr. C. W. Hendershot, a big merchant of that place, is noted for his good advertisements. They are quite a feature of the paper. In the issue for March 15, for instance, Mr. Hendershot's ad. is entitled, "Four Weeks Till Easter," and therefore attracts readers who look ahead, as all intending buyers do. It helps a paper to have ads. of that kind. Any effort required to stir up the merchants who won't change their ads. is time well spent.

## ECHOES OF THE DAILY PRESS.

#### BUILDING UP A CIRCULATION.

WHEN The Montreal Herald abandoned the morning for the evening field, it must have practically thrown aside its former circulation. At least, it changed the basis of its former constituency, a change involving a complete reversal in its relations to its readers. This radical move must have entailed much fresh effort to gain and hold a new constituency. It is very creditable to Mr. Brierley and his coadjutors that The Herald's circulation has now passed the 20,000 mark. There is a wealth of suggestion for other publishers in this feat.

\* \*

#### A NEWSPAPER OPENING.

A daily allied with a party usually—although not necessarily—advances and declines, more or less, according as the fortunes of the party progress or recede. The Winnipeg Telegram ought to have a promising future ahead of it. The paper now becomes the spokesman of a strong and energetic party in the Western country, having at its head a politician of unusual popularity. There was for some years, one may say, no Conservative party in the West, certainly none for Provincial purposes. Now, The Telegram can become the exponent of a definite and controlling policy. The Free Press has a fine news service, and The Tribune possesses all the attraction which an independent personality, known to the public, imparts to a newspaper.

\* \*

#### SPLENDID ILLUSTRATIONS.

The illustration work of The Montreal Star is exceedingly well done. It is apparently all turned out on the fast press, which not only calls for careful presswork, but for artistic drawing and good engraving in the initial stages. The cartoons and the war pictures are really splendid, and afford another of the many proofs that Mr. Graham believes in the best work regardless of cost as a means of maintaining the hold his great newspaper has on its readers.

\* \*

#### POLITICAL NEWSPAPERS.

The report emanating from Vancouver that a new Liberal paper was to be launched there may or may not be true. The existing newspapers (three) supply all that is required. A new daily started for political purposes—however worthy—is an expensive enterprise. It cannot succeed except by concealing its real object and by working up a constituency outside its own political circle. Vancouver is a long way from Toronto, or the promoters of a new enterprise would know enough to pause before launching another daily in a crowded field. The old Empire should be a standing warning to politicians. It began under favorable auspices, for Mr. Creighton was a managing director of wonderful energy, Mr. Kribs a news editor of great capacity, and Mr. Livingstone a trenchant leader writer. But the paper was so closely allied with the fortunes

of its party and had so little hold outside that party, that, as they declined, so did it. It was finally sold out to The Mail for \$30,000.

#### PARLIAMENTARY REPORTS.

On the whole, the length of Parliamentary reports is not being maintained. The politicians are chiefly to blame, for they are making preposterously long speeches. The sharp scenes recently recorded in the House of Commons are so much of the nature of low-bred wrangling that the newspapers are encouraged to ignore Parliament more and more. The time is coming when the gallerymen will have greater opportunities to show their talents for intelligent and graphic outlines of the debates. The work now done by Mr. S. D. Scott, for The Sun, and by Mr. H. F. Gadsby, for The Star, and by others, is of telling quality.

\* \* \*

#### THE TORONTO GLOBE'S TRIUMPH.

The Toronto Globe has had another successful year and paid a handsome dividend. This is but natural, so conspicuous is its news service, so admirable its editorial policy and so well maintained are the other departments. Mr. Hamilton and Mr. Ewan are both sending letters of prime quality from South Africa, while the special cables are on a scale never hitherto attempted in this country. The paper's circulation has now passed the 50,000 mark. These are days when the daily paper, and The Globe in particular, is making giant strides.

### NEWS OF THE MONTH IN BRIEF.

#### PERSONAL MENTION.

**F. H. TURNOCK** is chief editor of The Winnipeg Telegram. Owing to the appointment of James Hooper to be Manitoba Queen's Printer, Clayton M. Weiss has been appointed business manager of the paper.

**J. A. Tucker**, of Montreal Life, is joining Toronto Saturday Night staff.

**Gustave Labine**, of La Patrie, has been appointed French translator of the Senate debates.

**D. McCuaig** has retired from The Westville Lane, and is succeeded by **J. W. H. Sutherland**.

**Andrew Caskey**, of Almonte, has assumed control of The North Hastings Review, Madoc, in succession to **John R. Orr**.

**W. B. Anderson** is the new editor of The Cumberland, B.C. News, Miss Bissett having retired.

**Thomas McQueen**, of The Toronto Telegram, has been appointed secretary of the Municipal Board of Control.

**R. E. Finn** is The Halifax Chronicle's war correspondent with the second Canadian contingent to South Africa.

**Wm. McAndrew**, foreman of The Hamilton Herald office, has retired to be storekeeper of the city waterworks.

**J. C. Dansereau**, of The Hansard staff, who died at Ottawa March 9, was a brother to Arthur Dansereau, of La Presse.

**C. B. Taylor**, after 40 years' service with The Guelph Mercury office, recently severed his connection with the mechanical department.

**Thomas O'Brien**, who formerly ran The Westville Press, and **J. Bryenton**, formerly on The Amherst Press, are now on The Halifax Chronicle.

**Alexander Matheson**, for many years editor and publisher of The Stratford Beacon, and for some years in the Provincial service, died in Toronto February 19.

**M. A. James** has withdrawn from the part ownership of The Cobourg World, to devote himself to his own paper at Bowmanville. His editorship of the World during 1899 was greatly appreciated in Cobourg.

**C. W. Rutledge**, proprietor of The Standard, Markdale, erected last Summer a substantial brick building in a choice business locality in that village, and is now comfortably quartered in his new premises. He has also added to his plant a new Canadian leverless Monona press, a model gasoline engine, and other up-to-date equipments, amounting in all to upwards of \$4,000 of an outlay in the one season.

#### IMPROVEMENTS AND SPECIAL ISSUES.

The Sudbury Journal has entered on its 10th year with good prospects before it.

Since getting in machines, The Belleville Sun has added a complete outfit of headings, rules, etc.

The Saturday issue of the Galt Reformer has been enlarged to a seven column, eight page paper.

The Yarmouth, N.S., Times has abandoned its daily edition and is devoting all efforts to its semi-weekly.

The Pictou Advocate, recently burned out, has donned a new dress of type, and looks its original self again.

The Markdale Standard plant has been increased by a gasoline engine to run the presses, and it is now a well supplied office.

The Rossland Record has celebrated its fifth birthday. It was established in February 1895, when that famous mining camp was in its infancy.

The Niagara Falls Record (weekly), and the Advertiser (semi-weekly), have combined under the name of the former. The paper now appears as a daily.

The Halifax Chronicle is putting in a new press, which is said to be the best, outside The Star office, in Canada; also three monoline typesetting machines.

A syndicate of Presbyterians, including Rev. D. C. Hossack and others, have acquired The Presbyterian Review. Mr. Alex Fraser, formerly of The Mail and Empire, is the new manager and the paper will be enlarged and improved.

#### NEW PUBLICATIONS.

Roberval, Que.'s, new weekly, is Le Colon du Lac St. Jean.

Montreal capital will establish a daily at Sydney, C.B. The editor is A. E. Golding, late of The Yarmouth Times.

A new sporting and theatrical paper to be called The Clipper is projected in Montreal.

A new monthly trade journal, called The Carriage and Implement Journal, has been started in Toronto by W. H. Miln & Co. Mr. Schulte is the editor.

#### THE LIBEL LAW.

The suit of Mayor Macdonald, Toronto, against Saturday Night has been enlarged to the Summer assizes, owing to the absence at present of a material witness, J. F. Coleman.

## WESTERN CANADA PRESS ASSOCIATION.

Report condensed from The Winnipeg Free Press.

THE fourth annual convention of the Western Canada Press Association was held at Winnipeg on March 2 and 3. The following members were present: President Walter Scott, of The Regina Leader; First Vice-President Wilson, of The Brandon Sun; Second Vice-President Chapman, of The Rat Portage News; Treasurer John Stovel, of The Nor' West Farmer; Secretary G. H. Saults, of The Manitoba Free Press; H. C. Clay, Reporter, Rapid City; E. A. Bailey, McGregor Herald; F. B. Allan, Port Arthur Chronicle; John Cornyn, News, Portage la Prairie; J. B. Graham, Melita Enterprise; D. Cannon, Minnedosa Tribune; J. J. Young, Calgary Herald; John Ridington, News, Carberry; J. H. Spedding, Manitou; W. Murdock, Western Prairie, Cypress River; W. D. Rutan, Sun, Manitou; W. T. Shipley, Gazette, Glenboro'; H. Chevrier, L'Echo, Winnipeg; W. H. Hunt, Spectator, Moosomin; J. W. Jamieson, Leader, Carman; James Hooper, Queen's printer, Winnipeg; A. J. Magurn, Free Press, Winnipeg; J. M. Bender, Oak Lake News; J. C. Crome, The Mirror, Winnipeg; P. Buckle, Winnipeg; C. N. Weiss, Winnipeg; J. H. Monteith, Killarney Guide.

Reports of secretary and treasurer showed the association to be in good financial condition, and the report of the special committee on the excursion to the Coast last June, showed a balance on the right side.

Mr. Rutan, of The Manitou Sun; Mr. Huckeli, of The Carberry Express, and Mr. Bender, of The Oak Lake News, Mr. Turnock and Mr. C. N. Weiss, of Winnipeg, were elected members.

A special committee on advertising consisting of Messrs. Young, Cornyn, Jamieson, Allan and Crome was appointed.

A resolutions committee consisting of Messrs. Chapman, Magurn, Young, Baily and Ridington was appointed.

### THE PRESIDENT'S ADDRESS.

President Scott, in opening the evening session of the convention, first made reference to the large meeting and the representative character of the members present, giving an indication of the growing time now upon us. The present was an important period in the history of Canada because of the great expansion of trade, and was a joyful time because of the achievements of her sons in South Africa. Canada is going ahead by leaps and bounds and organization is keeping pace with the procession, as the record of our association shows. There has been a remarkable increase in the number of papers in the Northwest Territories and Manitoba. It was his sad duty to record the death of two active and valued members of the association—Mr. Thos. A. Bell, of Winnipeg, and Mr. Fred Huckell, of Carberry.

The year 1899 proved a red-letter period for press excursions. First and foremost was the excursion of the Western Canada Press Association in June to the Pacific

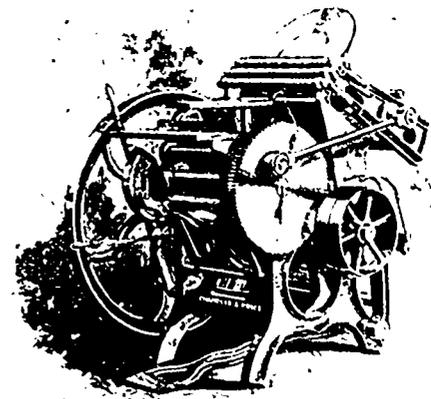
Coast, which was a success in every respect. President Scott paid a glowing tribute to the character of the service given by the Canadian Pacific Railway Company, referred to the unsurpassed scenic beauty of their route, and alluded gratefully and in glowing terms to the splendid treatment received at the hands of the people of the various places visited. A tangible reminder of the reception was a silk Union Jack presented to the committee on behalf of the city of Portland, the waving of which excited great enthusiasm, the president remarking that probably the events of recent weeks in South Africa had made the old flag more dear to the heart of every Canadian even more than it had been before. He referred to the visits of the National Editorial Association and the Canadian Press Association to the West last Autumn, emphasizing the almost incalculable advantage to this country of such visits. The hundreds of appreciative articles, all of them written in the vein of discriminating praise, respecting Western Canada, which had appeared and were even yet appearing in the papers throughout the United States and Eastern Canada as a direct result of those excursions means an advantage to us which it is simply impossible to measure in cash. The president enumerated some of the work undertaken by the W. C. P. A. during the year apart from the memorable excursion and pointed to many incidents of practical advantage resulting to publishers through association action. Passing on he alluded to the manifest advantage of organization. In every department of life organization was found to be necessary. In commerce, the departmental stores and the great trusts were an evidence of a need felt for organization. It could be seen also in the concentration commonly spoken of as national expansion. What was national expansion but a concentration of power,—increased organization. This did not necessarily mean limitation of individual liberty. The foundation stone of a progressive society was freedom in the pursuit of happiness, and the greatest safety for such liberty was the strength of national defence. The growth of the Empire meant increasing national strength. It was a point which the old fable of the bundle of faggots would well illustrate; in other words, in unity was strength. The concentration of power by national expansion left each individual more free to pursue his own vocation with profit, comfort and safety.

The president alluded specially to the events in South Africa in this connection, as marking a great epoch of Imperial growth in which Canada was taking proud and prominent part, and in which the Canadian press had taken a proud, notable and probably unprecedented part. It was probably the first occasion in British history when the first commoner publicly acknowledged and declared that Governmental action in a most important and momentous matter had been determined by the direct interpretation of the will of the people through the press, making possible a perfectly constitutional action on the part of the Government without the necessity of the delay involved in the usual course of obtaining Parliamentary sanction. After this incident surely the press now more than ever had to be looked on as an estate of the realm. Western Canada editors, too, if they had not gone themselves to fight, were performing a sacrifice no less noble—they were sending

# THE VALUE OF WEIGHT

Fitzsimmons lost to Jeffries because he lacked weight, therefore strength and durability

**THE CHANDLER & PRICE PRESSES  
EXCEL ALL OTHER GORDONS IN  
WEIGHT, STRENGTH \* \* \* \* \* AND  
DURABILITY \* \* \* \* \***



Were it not that WEIGHT, mechanically distributed, is necessary to obtain strength and durability, we assure you that with present high prices for material, we would take advantage of lightening the construction of all our machines.

The record, of which we are justly proud, proves that WEIGHT, as well as careful construction, is a requisite the printer can not afford to ignore in a durable, money-making and money-saving machine.

The CHANDLER & PRICE GORDONS have fifteen malleable iron parts in their construction. All have steel rocker-shafts. All sizes larger than Eighth Medium have forged steel fly-wheel shafts. What has yours?

THE SAME RULE APPLIES TO

## THE CHANDLER & PRICE PAPER CUTTER

Assuring by its superior WEIGHT, rigidity, strength, accuracy and durability.

CONSIDER THE ABOVE FULLY WHEN YOU BUY PRESSES OR PAPER CUTTERS.

**THE CHANDLER & PRICE CO., Makers,**  
CLEVELAND, OHIO, U.S.A.

For Sale by Dealers Everywhere.

### REASONS WHY!!

You gain as much by sending us your paper regularly as we do—more in fact. We clip your editorials, local news, crop reports—everything of interest—and send them to subscribers all over Canada. Every clipping bears the name of your publication and its address. A few of those who receive clippings from us are: The Earl of Minto,

Major-General Hutton, Hon. Clifford Sifton, Sir Oliver Mowat, the President of the Canadian Pacific Railway, the Grand Trunk Railway, the leading banks, besides scores of private firms and companies. Thus, the influence of your paper is extended—your news and views are brought before men who would never have the opportunity of reading them but for our Bureau. Then, your publication is brought before half a hundred business concerns who have advertisements to place. Patent medicine and other large companies and advertisers purchase clippings. It surely would repay you the cost of a year's subscription to be kept constantly and prominently before men who are giving out fat contracts.

Think it over, and, if you are publishing one of the few papers we are not receiving, put us on your mailing list now.

### The Canadian Press Clipping Bureau

505 Board of Trade Building, MONTREAL, QUE.  
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26 Front Street West, TORONTO.  
Telephone 2148.

their sons, their own flesh and blood. Two of the pioneer publishers of the country, both in Saskatchewan, editors Laurie and Maveety, had sons in Strathcona's Horse, and a member present, editor Cannon, of Minnedosa, had a son, gone from Edinburgh, and now at the front.

The president made a number of recommendations for association action, relating to questions of newspaper postage, the problem created by the great advance in the cost of paper, etc., the publishers' raw material, foreign advertising, etc., and went on to point out the importance of conducting the press in a manner to compel respect. He read two criticisms on the Western press by recent visitors, the president and secretary respectively of the Canadian Association. President Dugman's comment was very appreciative, while the secretary was more critical, and in some measure condemned the too partisan conduct of the Western newspapers. President Scott thought that fair judgment would be that Western newspapers were no more guilty in this respect than those of the East. He gave instances in proof of his belief that most Western papers are honestly conducted, according to the convictions of the editors, but said the criticisms merited consideration. Were our papers too political? They could not be too political, but they might be too narrow and partisan in their politics. Nothing was lost, much was gained, by treating political questions and opponents fairly, with consideration, with an absence of bitterness or personal feeling. The Western Canadian press ought to be broad, because our country is broad, and we are confronting great problems which should not be approached in any small or narrow spirit. By living up to its opportunities, the press of the West could not fail to become a great influence for good, and a potent factor in the development of this magnificent heritage.

The following were the papers and discussions: "The Importance of the Local Columns in a Country Paper," Mr. Ridington; "How Much Editorial is needed in a Country Weekly," J. F. Galbraith; "Can Country Weeklies Put their Subscription Lists on a Cash-in-Advance Basis?" general discussion.

#### ELECTION OF OFFICERS.

On the second day of the convention the following officers were elected:

President—G. D. Wilson, Brandon Sun.

First Vice-president—E. A. Chapman, Rat Portage News.

Second Vice-president—J. J. Young, Calgary Herald.

Third Vice-president—H. C. Clay, Rapid City Reporter

Secretary—Geo. H. Saults, Free Press, Winnipeg.

Treasurer—John Stovel.

Executive Committee—F. B. Allan, Port Arthur Herald; John Ridington, Carberry News; J. C. Crome, Mirror, Winnipeg.

The association decided to have an excursion during the coming Summer to the East. J. C. Crome will be in charge of arrangements with Messrs. J. J. Young, Calgary, John Ridington, Carberry, H. C. Clay, Rapid City, and D. L. McIntyre to assist him. The trip contemplated is from Winnipeg to St. Paul, Chicago, Buffalo, Niagara Falls, Toronto, North Bay and lake route home.

Mr. A. J. Magurn drew the attention of the convention to the libel law of the Province and suggested remedial legislation. The matter was referred to the committee on legislation.

Messrs. J. R. Lumby, Wabigoon Star; Ira Stratton, Stonewall Argus; E. J. McMillan, Treherne Times; H. L. d'Heliencourt, of L'Echo, Winnipeg, were elected members.

The following papers were read and discussed; "How to Figure on Job Work," John Stovel; "Should the Weekly Subscription Rate be Raised to \$1.50," G. D. Wilson.

The following standing committees were elected:

Price List—Messrs. Cornyn, Stovel and Saults.

Printers' Supplies and Ready Prints—Messrs. Cannon, Galbraith and Wilson.

Subscriptions and Circulation—Messrs. Clay, Scott and Graham.

Legislation—Messrs. Magurn, Scott, Clay, McIntyre and Turnock.

#### RESOLUTIONS PASSED.

The following resolutions, in addition to several motions of thanks, were passed:

Resolved, that this association act in conjunction with the Canadian Press Association in bringing pressure to bear upon the Postmaster-General to adopt a flat rate of  $\frac{1}{4}$  cent. per pound for newspaper postage, and to abolish the zone system.

Moved by A. J. Magurn, seconded by J. J. Young, "That the W. C. P. Association, in annual meeting assembled, in the city of Winnipeg, desires to place on record its gratification at the recent splendid successes which have attended British arms in South Africa, where the soldiers of the Empire are engaged in repelling the invasion of British territory, and fighting for the same rights and liberties which all self-governing communities enjoy under the British flag wherever it floats the world over."

Resolutions were also passed by the association expressing its deep sense of regret at the death of Mr. T. A. Bell, the first president of the reorganized W. C. P. Association, and also at the death of Mr. F. W. Huckell, of The Carberry Express. The secretary was also instructed to convey to the relatives and families of the deceased members the sympathy of the association.

"That the members of this association agitate, through their respective papers, for the purpose of obtaining legislation requiring the advertising of animals lost or strayed. For legislation making provision for the speedy collection of small debts. For the publication in the newspapers by the Government of a summary of all new legislation, for the information of the general public."

"Resolved, that each member of the association present publishing a paper with a circulation not exceeding 2,000, binds himself to take no advertising at a lower rate than that agreed upon by the executive of the association and that the practice of accepting goods from advertisers for part payment of space be discontinued."

#### THE CLOSING FESTIVITIES.

The convention spent its last evening in town at the theatre, winding up with a banquet tendered by the Winnipeg branch of the Toronto Type Foundry Company, the

# A. D. Farmer & Son Typefoundry Co.

63 and 65 Beekman Street, NEW YORK.

SEND FOR OUR NEW 1900 SPECIMEN BOOK.

MAKERS OF PRINTING TYPES,  
BRASS RULES, LEADS, SLUGS,  
METAL FURNITURE AND . . .  
BRASS TYPES. FURNISHERS OF  
MACHINERY, FURNITURE AND  
MATERIALS FOR PRINTERS.

manager, Mr. J. C. Crome, being host and chairman. Those present were : Walter Scott, Leader, Regina ; G. D. Wilson, Sun, Brandon ; E. A. Chapman, News, Rat Portage, John J. Young, Daily Herald, Calgary ; Jas. Hooper, Queen's printer ; W. T. Shipley, Gazette, Glenboro' ; I. Stratton, Argus, Stonewall ; E. A. Bailey, McGregor Herald ; W. H. Hunt, The Spectator, Moosomin ; Geo. H. Saults, Free Press, Winnipeg ; Horace Wilson, Winnipeg, mayor, Ald. G. Bell ; J. Rawson Lumby, Wabigoon Star, Clayton M. Weiss, Telegram ; John Cornyn, News, Portage la Prairie ; Forslund, Canada, Winnipeg ; H. L. d'Hellencourt, L'Echo, Winnipeg ; H. J. Hardie, J. P. Alexander, Deloraine ; F. B. Allen, Port Arthur ; W. E. Barley, Winnipeg ; John J. Moncrieff, Winnipeg ; D. L. McIntyre, Winnipeg ; A. J. Magurn, Winnipeg ; H. C. Clay, F. H. Turnock, John Ridington, H. Cheveien, Ben. A. Huckell ; J. W. Jameson, Carman ; E. McMillan, Treherne ; J. H. Monteith, Killarney ; Jas. B. Graham, Melita ; W. Murdock, Cypress River ; D. Cannon, Minnedosa ; J. C. Crome.

## A PUBLISHER'S ALPHABETICAL MAXIMS.

NO 1.

By M. A. James, Canadian Statesman, Bowmanville, Ont.

1. Answer all correspondence on the day received.
2. Be early at your office every morning.
3. Canvass the riding all over for subscriptions.
4. Don't confide much about your business to any outsider.
5. Encourage merchants to change advertisements often and to insert locals.
6. Faithfully keep every promise with customers.
7. Give and take receipts for all payments.

8. Hold every old subscriber, and constantly work to get new ones.
9. Invite all readers to send you news items.
10. Join in all public enterprises—it brings work.
11. Keep a strict record of receipts and expenditures.
12. Look constantly after the work being performed by employes.
13. Make an effort every day to secure fresh orders.
14. Never allow correspondents to insert "take offs" or "gags."
15. Open all business letters yourself and answer or dictate answers to them.
16. Pay all bills within 30 days and save discounts.
17. Quick returns on small profits are better than long credits.
18. Read all publications bearing on your business.
19. Stand firmly and loyally by your advertisers.
20. Take active part in your own church work.
21. Use other peoples' brains whenever you can to advantage.
22. Value the good opinion of your customers and earn it.
23. What is worth doing in a printing office is worth doing well.
24. Expect to be misunderstood sometimes, for you will be often.
25. Yield a point to please when principle won't suffer.
26. Zilism must be avoided if you want peace.

The use of "Oxford" round-cornered cards makes it easy to produce a fine effect at low cost. Buntin, Gillies & Co., Hamilton, carry these in stock in five sizes, both in white and colors.

Buntin, Gillies & Co., Hamilton, state that they have recently received a full line of Goodall's memorial cards, including a number of new designs. Lists and samples will be sent on application.

## The Northey Gas or Gasoline Engine

We want Canadian printers to know that the Northey Gasoline Engine can supply their power-necessities better any than other motor power in the market. It does this because it gives the most and best service with the least possible outlay in either fuel or care. Requires no special mechanical knowledge to operate—runs for hours without attention, and is always and at all times perfectly safe and under control. The following is one of many letters we have received from satisfied users of our engine :

THE NORTHEY MFG. CO., LIMITED, Toronto, Ont.

GENTLEMEN,—After using your engine for several months, I must say I am more than delighted with it. It runs like a charm and after starting it you can attend to other work, as it will take care of itself. For a country printing office, or in fact for any person requiring power, I do not know of anything better than a Northey Gasoline Engine. Before putting in your engine, I used steam for over five years. The latter required a great deal of attention, there were ashes to sift, and I several times spent an hour getting up steam to do less than an hour's work. With your engine, I can have my presses running in less than a minute, there is no dirt, no ashes, and, above all—no heat in the summer time. Yours respectfully, JAS. A. THOMPSON, Gananoque Journal.

Send for Booklet and Specifications. THE NORTHEY MFG. Co., Limited, 1007 King St. Subway, Toronto

is especially adapted for Printers' use.

## THE PRINTING DEPARTMENT.

CONDUCTED BY IRA ENOS.

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

### REGULATIONS FOR EMPLOYEES.

**D**URING the meeting of the Press Association in Toronto the advisability of having a set of regulations for employes in country newspaper and job offices was discussed briefly by several members of the weekly section.

Though the general opinion seemed to be that such rules should be adopted, none of those present recommended any set of regulations.

A communication re the matter has since been received from Robert Holmes, M P., New Era, Clinton, Ont. Mr. Holmes writes: "Herewith I send you copy of a set of office rules that speak for themselves. A good many others could be added, but I think they cover the requirements of the ordinary country office. If you think it worth while to publish them, they might be of service to other offices, and if any office has a better set, or can improve on them, I shall be glad if they will make them public."

The set of rules is as follows:

1. Type dropped should be at once picked up by each employe at their own stand and distributed. In no case should fallen type be allowed to remain on the floor any length of time.
2. Pi of any sort should not be allowed to remain longer than is absolutely necessary on window ledges, frames, or anywhere else.
3. Rules, leads, slugs, etc., should be put in their proper places, and news leads and rules should not be left in a case when it is lifted down.
4. Cases should be kept clean as far as possible, and when a case has been set "low," any broken type or dirt should be removed.
5. Quad boxes should contain quads only, and if any employe finds type in the quad box of a case they are using, it is their duty to remove same.
6. One compositor should not read the copy of another unless to aid in deciphering it.
7. As far as it is possible to do so, all galleys of news type are to be read up and corrected by Wednesday evening.
8. Whispering, promiscuous or loud conversation, and "fooling" should be avoided as much as possible. Absolute quiet is not expected, but each employe should give careful attention to whatever work is in hand.
9. In correcting reading matter or advertisements, care must be exercised to make all corrections marked, and

where dates or figures occur, they should be carefully verified. In correcting job forms every precaution must be used to see that they are right before being worked off.

10. Display type used in ads. or elsewhere should not be left in sticks after distribution of body matter.

11. Job forms, when unlocked, if not at once distributed, should be lifted on a galley, or in some other way protected from pieing.

12. Reglets, sidesticks, quoins, metal furniture, wood type, and all such articles must be kept in their proper places.

13. In running off a job care must be exercised to see that it is working all right and to keep stock free from finger marks or other disfigurement.

14. If a job is on the press and there are not more than about one hundred to finish when the six o'clock bell rings, the work should be completed.

15. These rules are not intended to be arbitrary nor to be harshly enforced, but it is expected that each employe will endeavor to observe them in a fair spirit, and thus facilitate the working of the office.

Have you such rules in your office? If so, do you enforce them? And how do you find them to work?

This is a matter worthy of attention, for such attention may be the means of stopping many little leaks. Give us the benefit of your experience.

### BE PUNCTUAL.

There is a lot of sound wisdom in the advice expressed in the two words of this heading. The printer who is punctual possesses an attribute which is none too common in printing offices; an attribute which because of this rarity is bound to be appreciated by his customers.

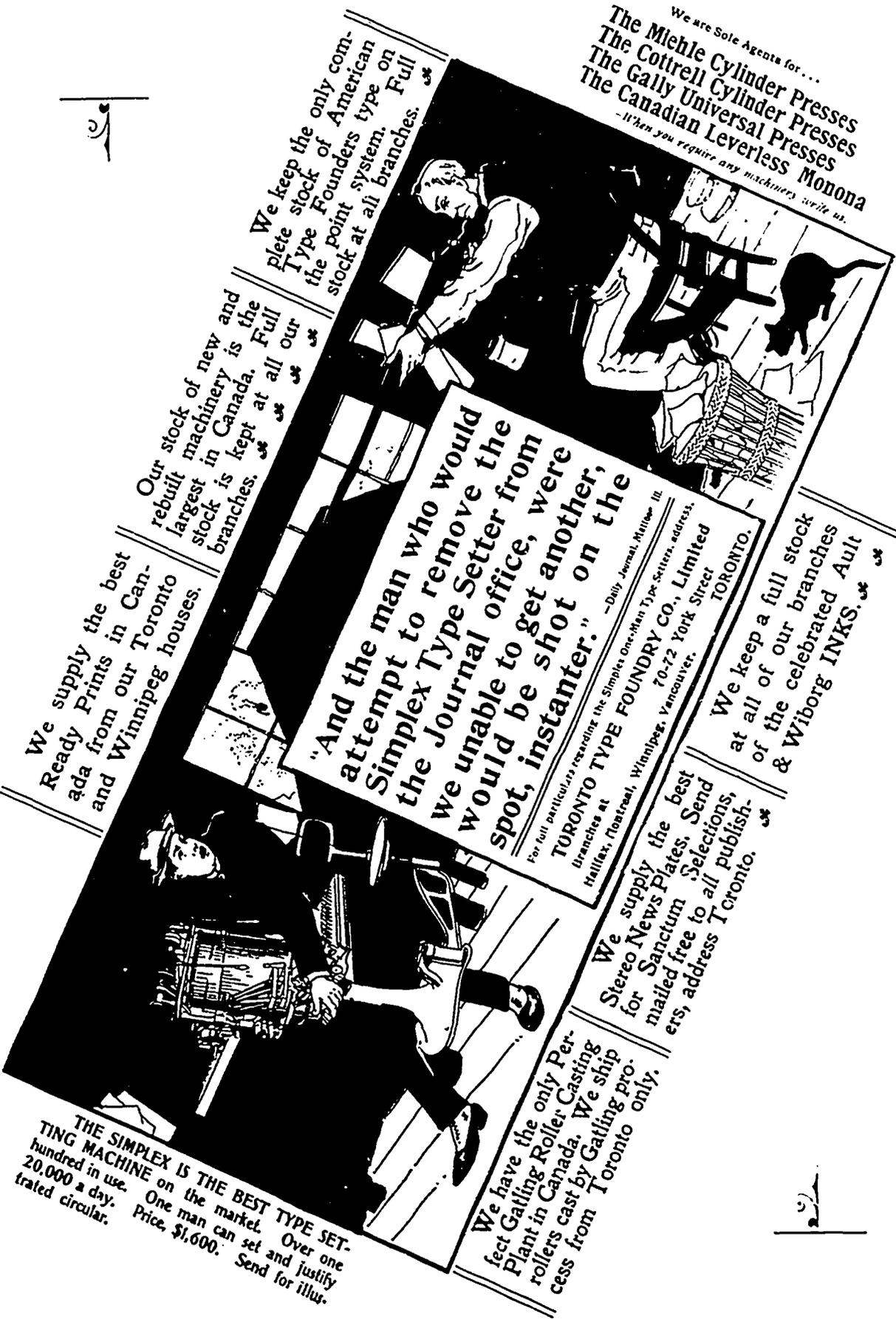
While there is often much reason for a lack of punctuality, the fault can generally be traced to either carelessness in making promises or to forgetting the day or hour a job has been promised for.

The only way to remedy the first of these faults is to keep in close touch with the work in the shop, and to never promise unless confident that the work can be done as stated.

Once a job has been accepted on condition of being finished at a certain date, it is advisable, in order that the condition shall be fulfilled, to have a system of keeping "tab" on all jobs.

When a job comes into the composing room it should be accompanied by a work ticket, on which should be a statement "when wanted," and, if necessary, "when to show proofs."

The foreman should have some system of keeping "tab" on what he has to do. A good method is followed by a



We supply the best Ready Prints in Canada from our Toronto and Winnipeg houses.

Our stock of new and rebuilt machinery is the largest in Canada. Full stock is kept at all our branches.

We keep the only complete stock of American Type Founders type on the point system. Full stock at all branches.

**"And the man who would attempt to remove the Simplex Type Setter from the Journal office, we would be shot on the spot, instantler."**

For full particulars regarding the Simplex One-Man Type Setter, address, TORONTO TYPE FOUNDRY CO., Limited  
70-72 York Street  
TORONTO.  
-Only Journal, Milltown, Ill.  
branches at  
Halifax, Montreal, Winnipeg, Vancouver.

We supply the best Stereo News Plates, Send for Sanctum Selections, mailed free to all publishers, address Toronto.

We keep a full stock at all of our branches of the celebrated Ault & Wiborg INKS.

**THE SIMPLEX IS THE BEST TYPE SETTING MACHINE** on the market. Over one hundred in use. One man can set and justify 20,000 a day. Price, \$1,600. Send for illustrated circular.

We have the only Perfect Galling Roller Casting Plant in Canada. We ship rollers cast by Galling process from Toronto only.

We are Sole Agents for...  
The Miehle Cylinder Presses  
The Cottrell Cylinder Presses  
The Gally Universal Presses  
The Canadian Leverless Monona  
-When you require any machines write us.

foreman who generally manages to get his work on time. He has two boards, one 16x20 inches, the other 12x16 inches. On the larger board are 31 hooks, one for each day of the month; on the smaller one are 20, one for each half-hour of the working day.

When a job comes in he makes his estimate of the time necessary to complete it, making, of course, a liberal allowance for emergencies. Then a cardboard slip is made out, giving name of job, day and hour wanted, time necessary for it, and the hour proofs are to be shown. These slips are placed on the hooks on the monthly board and the jobs in a large copy basket.

Thus, if a job were received on Tuesday, the 27th inst., to be done on Friday, the 30th inst., at 3.30, and the foreman estimated it would take 15 hours to complete it he puts the slip on the peg dated the 29th inst. When Thursday, the 29th comes, the slips of all jobs to be started that day are put on the half-hour board. The job received on Tuesday would be placed on the hook marked 7.30 a.m., thus allowing two hours more than the necessary 15 to have it done by Friday at 3.30 p.m. Of course, if on Wednesday afternoon, or sooner, an opportunity was found to start or the job, this would be done. The aim of the foreman is to always be enough ahead that rush jobs may be taken without interfering with the getting out of promised work. By a close watch on these time slips he knows with considerable accuracy, just where he stands, and knows what he can safely promise and what he cannot.

This system will be found as advisable and useful in the smallest job room as it is in the largest, especially during any busy season.

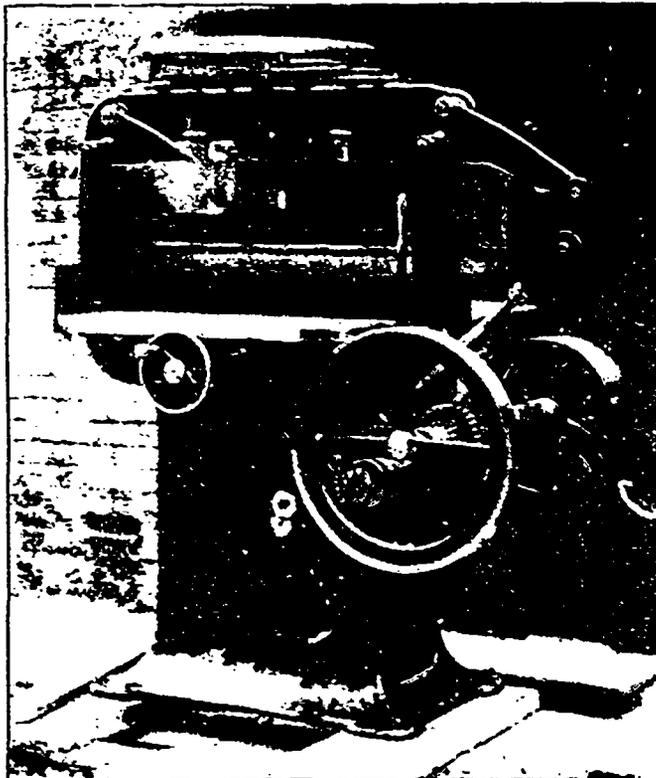


FIG. 1. Engraved from photograph by Toronto Engraving Co.

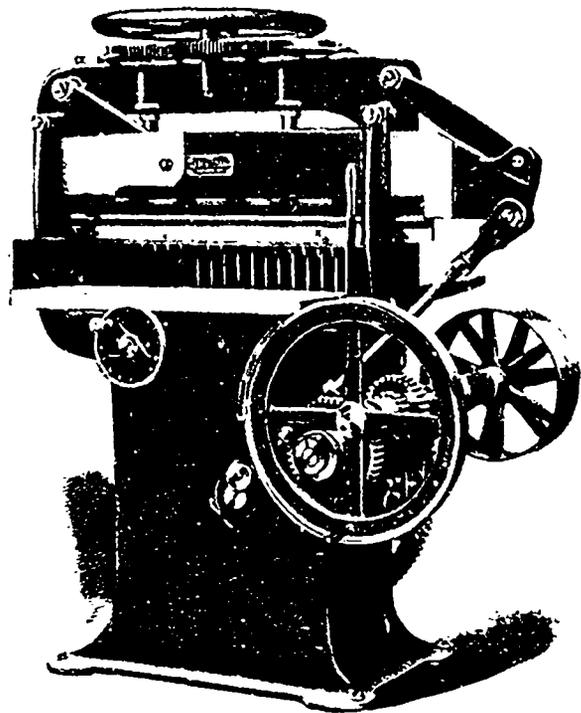


FIG. 2. Drawn and engraved by Toronto Engraving Co.

#### A WORD FOR HIGH-GRADE CUTS.

The past five years have witnessed such an improvement in the artistic as well as the practical value of the catalogues printed in the best printing houses in Canada, that the change might almost be styled a revolution.

The result has been to make manufacturers of high-grade goods recognize that as good work can be secured at home, if the price is paid, as can be gotten in any outside printing centre, and consequently much work which a few years ago was done in the United States is now done at home.

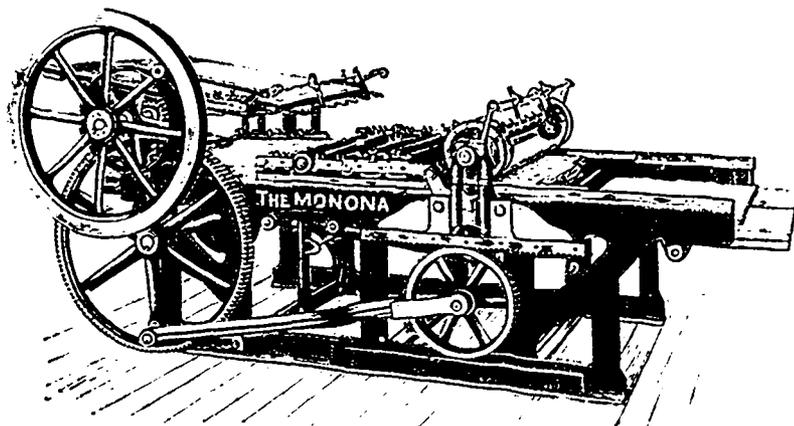
The causes of this improvement have been several. Canadian printers have found out that there are at their disposal all the essential facilities for the highest grade of work; that they can do the best work if they can get the price, and that manufacturers are willing to pay the price if the work is up to the standard they require. The recognition of these facts has increased both the ambition and the confidence of the Canadian printer.

Though in every respect the catalogue of to-day is much superior to that of a few years ago, the principal improvement has been in the illustrating. More of it is now done, and what is done is more practical because it is better engraved. The shrewdest manufacturer has learned that it pays him to not only make first-class goods, but also to describe them in catalogues that do justice to them both in the matter of description and illustration.

Not long ago he demurred at the expense of a really first-class engraving of his wares, but experience has taught him that the best returns are only to be

THE . . .  
**Canadian Leverless Monona**  
 News and Job Printing Press

PRINTS  
 6 COL.  
 QUARTO  
 SHEET.



RUNS  
 EASILY  
 BY HAND  
 POWER.

BED 32½ X 47.

THE BEST PRESS EVER OFFERED TO CANADIAN COUNTRY PRINTERS.

**TESTIMONIALS**

OFFICE OF . . . W. H. HENRY, Publisher.  
**THE JOURNAL**  
 WARKWORTH, - ONTARIO.  
 County Northumberland.

March 3rd, 1900.

Toronto Type Foundry :

Gentlemen,—You asked me how I like my Monona Leverless Press I purchased from you. Well, I must say I believe it is the right kind of a machine, and as nearly perfect as one could wish for.

Previous to purchasing, I had been looking for a suitable press for several months and have seen several presses, but none that I consider can take the place of the Monona Leverless. I believe it fills the whole bill for a country office. When I spoke to friends about purchasing a cylinder press, I was advised to keep my Washington hand press for job work, proofing, etc., but I like the Monona better for job work than the Washington, and I find I can pull proofs from galleys with the Monona, which I believe can be done on no other cylinder press.

Neither the young man in my office nor myself had ever worked on a cylinder press, but with the aid of a carpenter of this place we set the machine up and put it in good running order, although none of us had ever seen the machine before. It is doing good work and I am very much pleased with it, and if I had to purchase again the press would certainly be the Canadian Monona Leverless. I believe there is no press equal to it for a country printing office.

Yours truly,  
 W. H. HENRY.

OFFICE OF  
**THE WINGHAM ADVANCE**

THO. HALL, Editor and Proprietor

Wingham, Ont., Feb'y 15, 1900.

Toronto Type Foundry :

Dear Sirs,—

Yours to hand asking how I like the Leverless Monona recently purchased from you.

I may say that previous to purchasing, my preference was for the American-made machine, but after using yours I have concluded that the Canadian Leverless Monona is the best press for the money yet made. It is simple, strong, and, so far as I can see after running mine for nearly three months, not at all liable to get out of order. I would not exchange mine for the American machine. Besides, I regard it as a distinct advantage (should anything go wrong) to have reliable makers so near at hand to refer to. All who have seen my press pronounce it a fine machine. The Monona, Canadian make, is the press Canadian printers have been looking for, and it has come to stay.

Yours truly,  
 T. HALL.

Branches at....

HALIFAX—116 Lower Water St.  
 MONTREAL—57 Craig St.  
 WINNIPEG—125 Owen St.  
 VANCOUVER—116 Columbia St.

**Toronto Type Foundry Co.,**

70 YORK ST., TORONTO, ONT.

obtained by really first-class descriptions and illustrations of his goods.

He has found that a catalogue containing the best work of both the engraver and the printer will produce an effect on the customer similar to that produced by an examination of the articles themselves.

The two cuts of a paper cutter herewith show excellently the difference between an ordinary cut and a really first-class one. An example of Fig 1., which is a straight half-tone engraved from the photograph supplied to the engravers, will be readily admitted as equal to, if not superior to the illustration used by many manufacturers. A comparison with Fig. 2, however, shows how far from perfect the half-tone is. A close study of both will show that while the first cut gives an imperfect view of the machine, the second, which is a finely painted wash drawing, portrays clearly the most delicate details, and will give almost as good an idea of the mechanism of the cutter as an examination of the machine itself would afford.

The printer should be an authority on engraving as well as printing if he is to do first class catalogue work. He has in many cases the power of placing engravings, and should exert every influence to induce his patrons to stand the expense of good engravings, for this will result in better returns and better profits to the manufacturer, who will in turn readily give the printer better prices for his share of the work, the printing of the catalogue. (Quality always pays.

**CANADA PAPER COMPANY.**

The annual general meeting of The Canada Paper Co., Limited, was held in Montreal at the office of the company on March 13, when the report and statement of the year's business for 1899 were submitted to the shareholders. The following gentlemen were unanimously elected directors for the current year: Messrs. Andrew Allan, John Macfarlane, H. Montagu Allan, Hugh A. Allan, W. D. Gillean, C. R. Hosmer, and Robert Mackay. At a subsequent meeting of the board of directors, Mr. John Macfarlane was elected president; Mr. Andrew Allan, vice-president. Mr. W. D. Gillean, assistant managing-director, and Mr. John G. Young, secretary-treasurer.

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

**SITUATION WANTED.**

**A YOUNG AMERICAN, WITH FIRST-CLASS REFERENCES,** a good business education and some experience in the Job Printing and Newspaper business, wishes to connect himself with some good newspaper office, where he may exchange faithful service for small wages with good chances for advancement. Is at present bookkeeper for a Daily and Weekly Newspaper and Job business. Address "Competent," care **PRINTER AND PUBLISHER**, Toronto. (3)

**PARTNERSHIP WANTED.**

**TWO-REVOLUTION CYLINDER PRESSMAN, PLATEN** Pressman, Embosser, Compositor, etc., desires interest in first-class medium Job office. Address "Pressman," care **PRINTER AND PUBLISHER**, Toronto. (3)

**FOR SALE.**

**FOR SALE AT A BARGAIN—A PROUTY NEWSPAPER AND** Job Press that will print five column quarto, almost new. Will be sold cheap. Also a 30-inch Westman & Baker cutter, nearly new, can be had at a great bargain. Address Albert Dennis, New Glasgow, N.S. (3)



# OXFORD

ROUND-CORNERED

## CARDS

5 SIZES. 5 COLORS AND WHITE.



**Taffeta Cover** At \$2.80 per Ream

is the best low-priced cover paper on the market.

20 X 25, 40-LB. 6 TINTS.



We have recently received a full line of Goodall's Memorial Cards, including a number of new designs.

Send for list.



# BUNTIN, GILLIES & CO.

HAMILTON.

EASTERN OFFICE—  
21 Mechanics' Bldg.,  
St. James St.





# Why not Have the Best?

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

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

## Ault & Wiborg.

### TORONTO TYPE FOUNDRY CO.

Sole Agents for Canada

Limited

☛ A full stock kept at all branches.

## THE ADVERTISING ARENA.

Conducted for PRINTER AND PUBLISHER by the Ad. Scribe.

### THE QUESTION OF ADVANCING RATES.

THERE is a general tendency amongst publishers to advance advertising rates. In the first place, the war has given a great impetus to newspaper reading, and circulations have largely increased. This is especially true of the big dailies, some of which have gone to enormous expense to furnish their readers with prompt and complete reports of the campaign. These papers have gained large numbers of subscribers in the smaller towns and country places, because people who heretofore had been content with the local weekly were so interested in the progress of the war, and the doings of our own troops, that they were ready and willing to subscribe to a daily that would keep them posted. Increased circulation is, in itself, a sufficient justification for advancing advertising rates, but there is an even stronger reason in the recent sharp advance in the price of paper. The paper bill is a big item to every publisher, and he cannot be expected to accept former prices when the cost of production has been so largely increased. It is hard to say just how much rates will go up, but advertisers may look for an advance of 15 to 25 per cent.

### A BUSY SEASON.

The newspapers should not complain of dull times. Local merchants are using quantities of space to introduce Spring millinery, Spring hats, suits, and everything else that goes with the gentle Spring. General advertisers, especially medicine men, are active, and the columns of the Canadian press are filled with pathetic appeals to use every kind and sort of pill, powder, plaster and liquid that the versatile genius of patent medicine makers can produce. The agencies are also doing their share towards filling the publisher's pocket. A. McKim & Co. have recently sent out orders to a large list of dailies for Brantford Starch Co. and to a list of Ontario dailies for Brantford Packing Co. Some additional business for Griffiths & Macpherson, Toronto, is being sent out by this agency, who are also responsible for new business from The E. T. Corset Co., of St. Hyacinthe, in Maritime Province and Western papers; from The Metal Shingle and Siding Co., of Preston; The Arnold Chemical Co., of Toronto, and The Canada Carriage Co., of Brockville.

### A BRIGHT YOUNG ADVERTISING MAN.

Among the successful young men in the newspaper advertising line may be mentioned the name of Mr. Horace Davis, advertising agent for The Montreal Daily Star, whose portrait we publish in this issue, and who has already given evidence that he has a bright future before him. Mr. Davis first served his apprenticeship as an electrotypist and stereotypist under Mr. John Beatty, the veteran mechanical superintendent of The Montreal Witness, after which he spent some months in London, Eng., with a fine art electrotypist.

But love for Canada induced him to return in 1887, and, upon his arrival in Montreal, he was offered a position in the mechanical department of The Star. It was not long, however, before Mr. Hugh Graham recognized his capacity and transferred him to the business office, where he was made counter clerk in the advertising department, and, in course of time, was advanced to the position of advertising clerk, a responsible one, when the enormous amount of advertising carried by The Star is considered. Attention to business invariably brings promotion, and now we find Mr. Davis occupying the enviable position of advertising agent. In this capacity he has traveled from Detroit to Halifax, N.S., and has made hosts of friends from his genial



MR. HORACE DAVIS.

disposition and thorough business knowledge. Mr. Davis is not only energetic, but he has a laudable ambition, and, under Mr. Hugh Graham's guiding star, it is safe to predict that still further promotion awaits him.

In fraternal circles Mr. Davis has many friends, having for five years edited and published The Canadian Oddfellow; he is also a Past Grand and Past Grand Organist of the Canadian Order of Oddfellows. He is a member of Royal Victoria Lodge, Freemasons; Montreal Royal Arch Chapter and Richard Cœur de Lion Preceptory, Knights Templar. As a member of the Temple Bicycle Club, he was elected vice-president of the local committee, chairman of the advertising and press committee, and a member of the board of control of the World's Bicycle Meet, which was held in Montreal last year, and no small share of the success of that meet was due to his efforts.

### A DEPARTMENT STORE'S KICK.

Considerable talk has been created in Montreal newspaper circles by Henry Morgan & Co., one of the large department stores, canceling their advertising contracts with The Montreal Star and La Patrie as a protest against



certain articles on the race question which appeared in these papers. It will be remembered that after the relief of Ladysmith there was a certain amount of rioting amongst the students of McGill and Laval Universities, which culminated in the destruction by a mob of a Union Jack flying over The Star office. La Patrie and The Star, representing the opposing factions, became engaged in a heated argument, and some excitable editorials were published in both papers. It is said that Messrs. Morgan & Co. wrote to the respective publishers requesting them to stop the discussion, and as this was not done they withdrew their patronage.

Without touching upon the rights or wrongs of the race discussion which was so vigorously prosecuted by the two Montreal dailies, it seems rather like an attempt to coerce the press on the part of Messrs. Morgan & Co. Any reader of a paper has a right to criticize its policy, but it is another matter for an advertiser to take away his business because he is not allowed to dictate the course the paper is to follow. An advertiser owns the space in which his ad. appears, but he should not run away with the idea that he can boss the rest of the paper as well. It is likely in this case that the advertiser will see the error of his ways and return to the fold, because a department store can ill afford to dispense with two so widely circulated and influential journals as The Star and La Patrie.

#### UNIQUE PROPOSITION.

The Shawinigan Water and Power Co., of Montreal and Shawinigan Falls, Que., are about to place a rather unique proposition before the readers of the best daily and weekly papers in Ontario, Quebec, New Brunswick, and Nova Scotia. Shawinigan Falls produce a vast amount of power, which is now being employed for industrial purposes in the form of electricity, much the same as the power generated by Niagara Falls is used to run factories, both on the spot and as far away as Buffalo. Several large concerns have already commenced to erect works at Shawinigan, and it is thought that, before long, many other industries will centre there. Of course, thousands of workpeople are required to operate the mills, and merchants, etc., are equally necessary to supply the wants of this multitude. The Shawinigan Water and Power Co. propose to establish a model town and to advertise for the people to come and live in it. Well-written newspaper ads. will set forth the advantages of settling in so progressive a community, the chances of permanent employment, etc., and a bright, descriptive booklet follows this up and tells all about the new town—its waterworks, electric light, telephone service, etc. Mechanics, laborers, merchants, and everyone else who is dissatisfied with his present position, or does not like the town he lives in, is invited to correspond with the company and see what it can do to help him. It is hoped that the widespread publicity which the town will receive will be the means of keeping in the country many who are about to cross the line in search of employment. It will also attract to Shawinigan a better class of people than usually make for new towns. It seems as if, in this rapid transit age, we cannot wait for settlers to come of their own accord; we have to go out and pull them into the town. The out-

come of the experiment will be watched with much interest. Messrs. A. McKim & Co. are placing the advertising, and are given credit for instigating this novel "town-building by advertising" scheme.

THE LEADING PRINTING  
INK MANUFACTURERS are

## KAST & EHINGER,

Makers of all kinds of

Lithographing, Printing and Fine Half-tone Inks,

Printing Inks for Bookbinders.

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