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THE CANADIAN PRINTER AND PUBLISHER

Vol. II. No. 10]

TORONTO, OCTOBER, 1893

[\$2.00 PER YEAR.

The Babcock Printing Press Mfg. Co.

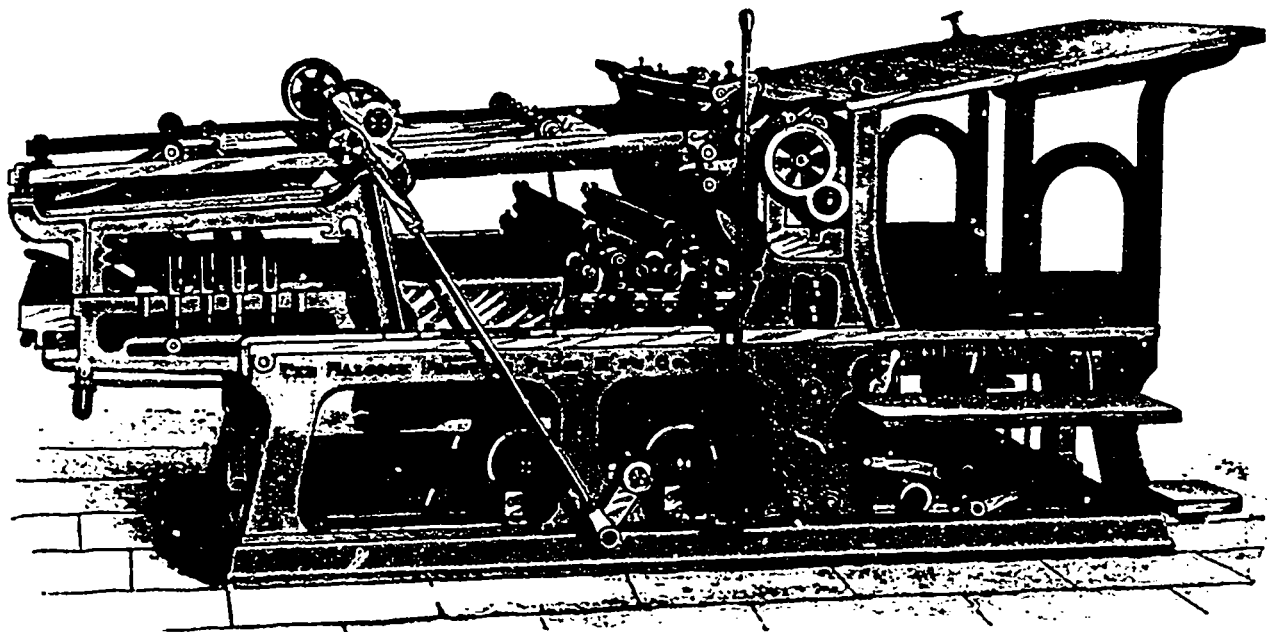
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Printer AND Publisher

VOL. II. No. 10

TORONTO, OCTOBER, 1893

\$2.00 PER YEAR.

EDITORIAL NOTES.

J. E. Atkinson of The Globe, secretary of the Canadian Press Association, is developing into a politician. He is a candidate for the first-vice presidency of the Young Men's Liberal Club of Toronto. **PRINTER AND PUBLISHER** hopes he will be successful. Another Globe man, C. N. Smith, is running for president.

* * *

The Ontario Government contract for supplying printing paper for the next five years will be let in a few days. Barber Bros. of Georgetown had the contract for the past five years. The contract for the printing and binding for five years was let last month, Warwick Bros. & Rutter securing the contract. Their tender was \$600 below C. B. Robinson, \$6,000 below the Methodist Book Room and \$10,000 lower than Borritt & Co. This same firm has done the Government printing and binding for many years, and have given, seemingly, good satisfaction.

* * *

The printing trade of Toronto seems to be principally concerned at present in the placing and removing of chattel mortgages. A large paper firm placed two mortgages of \$8,000 each on a printing plant on September 30th. This doesn't look like the quitting that the Toronto Employing Printers' Association has been agitating. But September saw a few mortgages removed, and October will have some developments which will set the printers of Toronto to thinking. It takes a good man, a hustler and a financier, to run a business successfully to-day. Money isn't made except by the utmost care—and it isn't made by men who pay the interest on chattel mortgages.

* * *

Some people have an idea that all the newspaper enterprise of this country is in Toronto and Montreal. We have an idea of our own that most of it is outside these two cities. Some time ago the Brandon Times published a supplement to its regular issue which illustrated the Manitoba exhibit at the World's Fair. It was much superior to the illustrated sheet put out on Saturdays by certain city journals. Another example of enterprise was the special edition of the Belleville Daily Intelligencer on September 22nd, on the occasion of Sir John Thompson's political visit to that town. The illustrations were numerous and well executed, and the matter was meritorious and timely. Such special efforts may not pay the publisher immediately, but if judicious they are ultimately profitable. They impress the public with the idea that the publisher is alive—and when they have business he gets it. The hustling publisher

is the people's favorite. The publisher or printer depends for his patronage on his reputation. To maintain and advance his reputation, he must be energetically original. He must think as well as work.

* * *

PRINTER AND PUBLISHER has received a considerable number of inquiries recently from publishers through the country, regarding the reliability of a firm of advertising agents, and also of medical firms whose headquarters are in Toronto and Montreal. We have given confidential answers by mail to the inquiries from bona fide subscribers. These are matters which in the meantime we do not care to answer through these columns. Some of these concerns may be perfectly good, but rather than take chances of losing the amount of contract and the worry of having a fake advertisement in the paper it would pay publishers to become members of one of the mercantile agencies. However we are always glad to give private information to our bona fide subscribers.

* * *

At a meeting of Eastern Ontario Methodists they discussed the merits of the Christian Guardian, the Church organ. Some were of the opinion that the Guardian did not publish as much general news as it might, and it was also agreed that it was a little behind time with news, and that too much space was given to obituaries, tea meetings, etc. The meeting was of opinion that the price of the paper ought to be reduced to \$1.50 per year. This is the usual story. Everyone knows better than the editor how a paper should be carried on. In newspaper circles The Guardian is looked upon as second to none of the religious papers of Canada. Only a few days ago a writer in a Montreal daily pointed his own denomination to it as a model for them to follow. Most experienced newspaper men will agree that the space given to obituaries, tea meetings, etc., is one of the best features of a church paper. The readers look for it. It would be a mistake to fill a newspaper with these, but a religious paper is the place for them. As to the reduction in price, let the complaining Methodists refer to the experience of those Presbyterians who wanted a cheaper paper, an account of which was published in the August issue. They tried one at a dollar, then at a dollar and a half, until they lost about \$50,000, and the sheriff took possession and wound them up. If the Methodists want a paper at 25c. a year they can have it. But that is not the kind of paper they want. A large, wealthy and influential body, such as the Methodists of Canada are, need a good paper, and they cannot get one for a penny less than \$2. The Guardian is cheap at that figure.

AN HONEST PRINTER.

HONESTY in business appears to be looked upon by many as an uncertain quantity. Because some honest men fail while some dishonest ones thrive, we are prone to accept the theory that "honesty does not count." This state of things is not new. In all ages the same thought has found lodgment in the human mind. Shakespeare in his day said:

"To be honest, as this world goes, is to be a man picked out of ten thousand."

With this kind of sophistry thousands of men have tried to silence the dictates of conscience when committing a dishonest act. They have tried to persuade themselves that there is no such thing as honesty in business. They credit other people with being dishonest and then think that they are justified in adopting the same methods. When a man wants an excuse for doing wrong he will not be long in finding it.

However, the subject of this article is more limited in its application, and instead of dealing with the whole human family it is only intended to apply to printers. At the same time the application of the word "honest" is here intended to be a little broader than the idea of wilfully stealing from others. It is intended to cover the dishonesty of carelessness, and dishonesty towards self.

The meaning of the word "honesty" as defined in dictionaries is not confined to the act of stealing, but embraces all that which is meant by such words as the following: Integrity, probity, uprightness, trustiness, faithfulness, honor, justice, equity and veracity. It also covers what we understand by "plain dealing." A "tricky" man, who watches his opportunity for taking advantage of the ignorance or weakness of others, is not honest.

Many a printer who starts out with the intention of honestly meeting all his engagements and of doing everything which is upright and straightforward degenerates in the course of a few years so far as to commit many irregularities which he knows to be wrong and which he never intended to commit. He finds himself trying to excuse these lapses on the ground that he is only doing as his competitors do, and saying that to do otherwise would be to fall behind in the race. In most cases this state of things comes through ignorance.

It must not be supposed for a moment that a printing business cannot be conducted both honestly and profitably, for the most successful business is that which is carried on by straightforward men in a straightforward manner. Therefore there is no necessity for dishonest dealing, and those who indulge in it must do so because they are naturally dishonest or ignorant of the technicalities of their business, or by lack of business methods find themselves unable to cope with their more competent competitors and endeavor to make up for their deficiencies by dishonest methods.

Now ignorance is no excuse for dishonesty. The man who starts a business which he does not understand is courting failure, and in most cases deserves to fail. A compositor or pressman who starts out for himself without knowledge of business management or of buying stock or of making prices, or of the thousand and one other things which his competitors know, is placing himself in a position where he will almost inevitably fall into dishonest methods. At first he may shrink from doing that which he knows to be dishonorable, and thinks that he would rather have no business at all than get it dishonestly, but he

discovers that business is not so easily obtained as he had thought, and that the prices which he can get for his work do not allow sufficient margin for profit, and then his good resolutions are apt to give way to scheming and strategy. The temptations which are peculiar to a printer under such circumstances are the following:

Using the knowledge he may have acquired of his former employer's business in such a way as to make customers transfer their orders to him.

Giving customers a lower grade or weight of stock than was agreed upon; or short count; or using a poorer quality of ink, or in some other way cheapening the work.

Bribing those who give out the printing of a firm or company by paying them commissions on the amount of work obtained.

Bribing the employees of other printers to reveal trade secrets or to say what prices are charged for work.

Taking orders at less than cost in order to handle the money as long as his credit holds out, knowing that failure must come.

These are not imaginary or fanciful suppositions, but the simple enumeration of dishonest practices which are indulged in by printers; and they do not cover the whole field of such abuses.

An honest printer will not resort to any such nefarious practices, no matter how much he may be tempted, and the best way to avoid such temptations is to learn how to conduct business so as to obtain a fair share of work honestly and to execute it so as to make it pay. There is no short road to riches in this business any more than in others, and while knowledge and industry generally lead to success, ignorance and carelessness lead to failure.

Printers to be honest must learn to understand their business. No man can know what he ought to charge for work in order to make profits and be in a position to pay his debts unless he first learns what that work costs him. It is not enough that he should know how much some one else charges, because perhaps the printer whose prices he is copying may be on the road to ruin. He must learn to calculate for himself. Labor and material are the two chief items of cost, and with these he should be thoroughly familiar.

In calculating materials he must not forget to add the cost of handling. Stock which he buys for 6 cents a pound may cost him 7 cents by the time he gets it into his pressroom. Should it come from a distance he must not forget his freight charges. The stock used for making ready must be borne in mind, as well as the quantity of ink, bronze and other materials used. As a rule the ink may be only a small item, but there are times when it amounts to a good deal.

Labor means more than the time taken for composition or presswork. Distribution, making up, waiting for forms, and many other things which take time have to be added to composition and presswork. It is calculated that at least 100 per cent. has to be added to the wages paid for actual composition in order to cover the cost. And presswork can only be properly calculated by taking into account not only the labor employed, but the cost of placing and keeping the presses there at all times ready for use, whether they may be constantly in use or not. The quantity of work which a pressman can do in a given time depends upon the size and quality of the press he has to use;

therefore it is impossible to base the value of the work upon the number of hours of his time which were consumed. Every department of the business must be treated in the same way.

Carelessness with regard to the details of the business may result in bankruptcy, and the people who have supplied goods on credit will lose the money owing to them.

This is the dishonesty of carelessness, for which no right thinking man can excuse himself. In allowing things to come to such a pass, moreover, a man is not honest to himself or his family, and many years of suffering and hardship may be the penalty which the guilty and innocent alike may have to endure.

The moral of all this is that printers should be slow to start in for themselves, and if they do start that they should honestly and industriously endeavor to master all the details, so as to make it a success. The large majority of the failures are due to the smallness of the capital with which the business is started. The official returns recently made of failures in the United States and Canada for the past year show that out of a total of 12,000 failures about 11,000 of them were of concerns which had been started with less than \$5,000 capital. There are hundreds of so-called printing offices started every year in which the original investment is nearer \$500 than \$5,000. The result is that those who start them have to work all the hours they live, resort to every kind of policy to get work, and cut prices so low that they get little more than journeyman's wages for all their trouble. How can a man be strictly honest under such circumstances? Better would it be for him to earn a weekly salary and put his few hundred dollars in some investment where it would be safe and increase, no matter how slowly.

H. G. Bishop in American Bookmaker.

FOREIGN NEWS.

KARL KRAUSE of Leipzig is exhibiting at Chicago his new "Universal" paper cutter. In this machine motion is communicated from the driving shaft to the knife by a spur gear running in slotted bearings and connected with the knife beam, which is also furnished with slots, by an eccentric rod of adjustable length. The machine, when driven by belting, is also furnished with an automatic clamp appliance which at the same time throws the machine out of gear. Another novelty on this machine is the patent cut marker, an appliance which greatly facilitates the accurate cutting of blanks and similar printed matter. A further effective feature of the machine is the patent friction coupling, which, in addition to other advantages, possess this that it indicates by a grinding noise when the machine is being overstrained and so contributes essentially to the avoidance of harsh treatment of the cutter at the hands of the attendant. He has just brought out a two-feed steam gilding and embossing press, which is of solid construction and with a rapid mechanism for instantaneously throwing the machine out of gear. The press will deliver 12-14 impressions per minute, double the work of an ordinary press, and is at the same time cheaper and more practical than two such presses. The printing surface of the machine on view at the factory is 40 x 50 cent., and the force exerted is stated as 120,000 Kilo. A number of members of the trade have already expressed their approval of the machine. -Export Journal.

Messrs. Brehmer, of Leipzig, are exhibiting a considerable number of their wire and thread sewing machines at the World's Fair at Chicago. A great novelty is their thread stitching ma-

chine for account books. This machine will sew with a double thread account books of any thickness and up to 55 cm. height and 30 cm. breadth. The sewing is so done that the sewed book can be cut in pieces, which enables the machine to be used with advantage for note books and similar articles. The table makes 30 oscillations per minute, each oscillation sewing six note books simultaneously. Messrs. Brehmer also exhibit their machine for book stitching for publishers' work. This is the only machine which sews books with a single thread. Brehmers' machines are recognized, even in America itself, to be superior to the American machines of similar pretensions, and the result is that in spite of the high duty the demand for for "genuine" Brehmers is very considerable in the States, American purchasers preferring to import direct from Germany rather than put up with the inferior home product. *Export Journal.*

In type-setting machinery, says the *Engineering Magazine*, the application of mechanics to the art of printing is reaching a culmination. It is stated that during the last twenty years upwards of \$9,000,000 have been expended in bringing the art of setting types by machinery up to its present state. Now, for all plain work, type setting machines are available. In the London Times office a curious arrangement has been adopted for the composition of the stenographic notes of the parliamentary reporters in the House of Commons, in which the type-setting machines play an important part. Men at telephones in the House of Commons read the notes to men stationed at receivers in the Times composing-rooms, who in turn read them to the type-setters. In this way these notes can be set up in type almost as readily as they could be transcribed by an expert typewriter; and it is said that the number of errors that creep in are not so numerous as to make the work of correcting proof much greater than by the old system, while a considerable saving in time and expense is effected.

IF NOT, WHY NOT?

HAS it occurred to you that the Dexter Folder Co. is the only Company that has been proclaiming ever since the opening of the World's Fair, not only the fact of their having an exhibit of seven machines in operation, but also the fact that every other "leading" machine is represented, endeavoring by every means to get parties interested in the subject, to embrace this opportunity to make an actual comparison of the various makes of folding machines, and to establish their preference in this most fair of all ways, by actual facts rather than by the indefinite claims made by some of being "always ahead" and having "something new."

"If you are a bookbinder or publisher," it might be suggested to you that it would be well to fully satisfy yourself that you are getting the best you can for your money, or the machine best suited to your work.

The Dexter Folder Co. make every style of machine that long experience has taught them is practicable or needed. Their catalogue bears full evidence of this fact, and they will be glad to send you one. See their advertisement elsewhere in this journal.

The first of the departmental reports, that of the Post Office Department, has reached the Ottawa printing bureau, and as a result fifteen of the printers who were laid off six weeks ago have resumed work.

Printer and Publisher

ESTABLISHED 1852

Printed and Published by

THE J. B. McLEAN CO., LTD.

TRADE JOURNAL PUBLISHERS AND
FINE MAGAZINE PRINTERS

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Capital paid up \$100,000

Single copies 5 cents

J. B. McLEAN
Proprietor

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TORONTO, OCTOBER, 1893

PENNYLESS PRINTERS.

IN two recent issues of this journal it has been pointed out that the printer without a reasonable amount of capital is a man who should remain an employee and not try to become an employer. Moreover it was pointed out that firms selling printing presses, type fonts, and paper stocks to such men, and taking chattel mortgage securities, were doing a class of business which would be disastrous to themselves and to the printing trade generally.

The man who buys a plant on such conditions, takes upon himself a growing burden, from which he seldom frees himself; and if he does do so, he does it at the expense of years of almost superhuman effort and after a struggle which leaves him with premature grey hairs and deeply ploughed furrows of care. He has probably fore-shortened his life by ten or twenty years. Too often he finds the burden growing steadily and surely, and too often the affair ends in suicide, mercantile or physical. There is nothing which grows with more disastrous regularity than the interest on a mortgage.

The man who is under bond to certain firms to buy his goods of them is not a free agent on the market. He cannot secure the best prices on the goods that he uses, and consequently cannot make the same rate of profit as his more wealthy competitors. He is handicapped before and behind. His progress is barred in every direction.

True there is a certain advantage to the wholesale house who has a certain number of customers who are bound to buy their stock from it and from it alone. There is an advantage in being able to get top prices for everything from such dependent customers. Every wholesaler knows that the dependent customer is the man out of whom he makes the most money, but he makes it at a huge risk. The dependent customer is the one that is likely to fail, and the one in whose account there is likely to be the greatest amount which must sooner or later be carried to the wrong side of the profit and loss account.

The wholesaler loses in another way. He demoralizes to a certain extent the solvent trade of the country. The printer who must print or die is usually a reckless shaver of prices, and the

more honest printer must follow or lose his trade for a time. All sorts of unbusinesslike methods and practices are engendered, and honest men suffer.

It is gratifying to know that the trade generally has received a stirring up on this question, and that in Toronto at least there is a measure of reform obtaining. The Employing Printers' Association has condemned the practices and methods which have been in vogue, and certain wholesalers have taken steps to place their trade on a more businesslike basis. The benefit cannot fail to be general, when the octopus that has been sucking the life-blood of the trade has been compelled to unloose its slimy arms and set its victims free.

A NEW JOURNALISTIC CRITIC.

A NEW journalistic critic has appeared in Toronto. The critic is "one of ourselves" and hence has a chance to know very thoroughly the phase of journalism which he presumes to criticise. The editor of *The Canadian Manufacturer* is the new star that has arisen in the journalistic firmament.

The September 15th issue of *The Canadian Manufacturer* contains two articles which are intended to expose a "fearful nuisance" which embodies certain "nefarious practices" followed by certain "harpies and blackmailers of the Toronto daily newspapers." These men go about forcing the manufacturer who have exhibits at The Toronto Exhibition to pay them so much per line for write-ups.

These gentlemen according to our esteemed contemporary made "life a burden to the manufacturer" who has an exhibit there, and the critic desires that the imposition be removed.

Let it be remembered that some years ago when the Toronto Exhibition was a smaller affair than it is now, the daily papers of this city gave free notices to all exhibitors. But as the importance of the Fair increased, and the exhibitors grew in number, the papers found it necessary to limit these free notices in some way. When the write-ups were inserted free of charge, there was always a certain amount of jealousy among the manufacturers lest one should receive more than another, a fact which intensified the difficulty which the newspapers found in satisfying every exhibitor. This led the Mail and Globe to combine against the then prevalent practice and they agreed that all notices should be paid for. Notwithstanding the charge, the manufacturers who exhibited continued to seek for notices, and so long as the manufacturers are willing to pay for notices, so long will they be solicited. The practice may be good or bad, but it is approved of by the manufacturers, and without their approval it cannot obtain. It was adopted by the newspapers in self defence.

Now as to the critic, there is something to be said. He has made a public attack on the newspapers of Toronto, and for this reason a public answer is given without personal malice. Last year *The Canadian Manufacturer* followed the practice he now so forcibly and fully condemns. If it is a sin to "pounce on patrons and browbeat them into signing contracts for advertizing," then the critic was a sinner last year. Still further, he was a sinner this year, because he actually made contracts for write-ups to be inserted in his paper at so much per line. True, when he had a disagreement with other newspaper men who had rooms in the Press Building on account of some practices which were said to be unbecoming to a newspaper man, and he was forced to withdraw from the building, he gave back these contracts and inserted all his notices free. He is now, apparently,

venting his spleen against his brother journalists, in telling the Canadian manufacturers that there are certain "rapacious sharks who would bedevil them." The manufacturers will likely know in how great a degree the critic differs from the rest.

To say the least the Canadian Manufacturer has been very unfair in his statement of the case, and was unwise to allow his temper to get the better of his judgment. But when he says: "It is not in the hope of any great money gain that our manufacturers bring their products to the Fair; but it is chiefly to benefit the Fair and add to its eclat," he becomes somewhat ludicrous. They come to the Fair to advertise themselves and to secure orders—or else they are fools, The Canadian Manufacturer to the contrary notwithstanding. Seeing they exhibit for business, if they want to advertise for business, they should be allowed to do so. Whether or not it is wise for the newspapers to take such advertisements, an opinion is expressed elsewhere. But as has been said above, manufacturers should know their own minds, and there is little fear of their being cajoled into advertising which they do not want.

THE CHICAGO CONVENTION.

ON the evening of Saturday, September 17th, a special car left the Union Station with a happy crowd of printers aboard. They were the delegates to the convention of the United Typothetae of America to be held in Chicago. The party included A. F. Rutter, captain of the delegation and president of the Toronto Employing Printers' Association; Wm. A. Apter, secretary; W. A. Shepherd, James Murray, R. G. McLean, H. C. McLean, J. T. Johnson, R. L. Patterson, Fred. Diver, Harry Gosse, J. W. Bengough, James W. Corcoran and George W. Warwick. Mr. McMahon of Ottawa, superintendent of Public Printing, also accompanied the party.

A handsome car had been provided through the kindness of W. R. Calloway, the popular Western manager of the Canadian Pacific, and it was well supplied with everything that the delegation could want, or could imagine they wanted, during the trip. The delegates report that the C. P. R. officials and employees generally were most courteous and obliging, and this increased the pleasure of the journey.

The run was made to Chicago without any mishap, and the delegates proceeded to have a pleasant time generally, and they succeeded admirably. They speak highly of the kindness of Commissioner Awrey, who treated the delegates royally when at the Fair. The journey there and the incidents of the stay were embodied in several very striking cartoons by J. W. Bengough, who was the life of the crowd on the return trip.

The delegates speak highly of the practical value of the convention and of the excellence of the papers read. The discussions were extremely good, and the report will be of great value to every printer.

The following from the National Printer-Journalist is a nice account of the opening of the convention:—

"The attendance this year is larger than at any other convention since the organization of this powerful body of employing printers. The interest in the social features of the meeting has been heightened ten fold by the presence of an unusually large number of ladies, the bright, beautiful, vivacious, intelligent wives and daughters of the members.

"The social part of the program opened most auspiciously Monday evening by an informal reception in the parlors of the

Hampden House. In fact the whole of the first and second stories of this splendid inn were put at the disposal of the ladies and gentlemen of the association, and the evening was passed with all that easy, social enjoyment known to friends and associates when gathering at an elegant, well-appointed home of an honored friend. The reception committee, headed by R. R. Donnelly, most ably led, and seconded by C. H. Blakely, chairman of the entertainment committee, were voted most admirable hosts. Most genial sociality and good fellowship reigned supreme.

"The coaching party Tuesday morning with the collation at Washington Park Club House proved the delightful feature anticipated. The ten Columbian six-horse coaches containing forty persons each, proved too few, and four more conveyances were procured, and at 10 o'clock a party of 500 men and women from Montreal, Boston, Toronto, New Orleans and intervening points, started over the most delightful drives on the American continent. The course was down Michigan Avenue through the great boulevards to Washington Park. Here at the Washington Park Club House an excellent lunch was served and the cavalcade continued to and into the World's Fair grounds, the gates being thrown wide open to admit the honored representatives of Franklin's art. The drive in the magnificent White City along the broad avenues, by state and national building, amid scenes that seemed like enchanted realms, not only delighted the honored guests, but attracted the interested attention of ten thousands of the visitors. The cavalcade became, for the time being, a not inappropriate feature of the World's Columbian Exposition."

FAKE ADVERTISING AGENCIES.

A MATTER that must before long be taken up by newspaper publishers is that of fake advertising agents. Most advertising agencies get 25 per cent. commission from each newspaper in which they place an advertisement. This is a very large percentage, but when it is considered that it may take weeks of judicious educational work before the advertiser is induced to place an order, it is probably not out of the way. Newspapers count upon paying 25 per cent. for getting a portion of their business. The amount of business coming through agents is steadily increasing, but the increase does not come from the old established agents, but from new concerns. In many instances their names do not appear in any of the mercantile directories, nor in the directories of the town in which they reside. In fact the agencies have no standing as such. They are merely blinds. The agent is simply a clerk in the employ of advertiser, who use this means of getting their advertising at 25 per cent. lower than the regular rates. There are quite a number of them in the field. They are gaining experience and are getting into the ways of the old-timers in cutting rates. They offer one-fourth the price for a space. If a paper is foolish enough to accept this they offer less the next time a contract is made. If this is allowed to continue every advertiser in the country will incorporate one of his clerks into an advertising agency. As publishers we do not like the legitimate advertising agent or his ways, but we should encourage him in this instance. The advertising agents should organize. Their own interests will prevent them from accepting any but legitimate members. Let every publisher be informed who are members, and take no advertisements from any agency not so recognized.

THE COUNTRY EDITOR AND THE ADVERTISING AGENT.

THERE are four kinds of advertising agents with whom every country editor has had dealings of some sort, viz., (1) the square, fair dealing agent—a rare bird is he; (2) the good paying but low rate man; (3) the slow-paying class, who kicks at this and objects to that—to gain time; and (4) the dead beat. In the first class I have no hesitation in placing such men as Mr. Geo. P. Rowell, of New York. I would like to put a lot of other fellows there, but personal experience will not justify me in doing anything of the sort. My brethren of the press who have had some experience with advertising agents will have no trouble whatever in placing the various agents in the classes to which they belong. Thus I am saved the bother of making illustrations, which might endanger my scalp and give heaps of trouble to the esteemed publisher of *THE PRINTER AND PUBLISHER*. Having said this much I will proceed to discuss other phases of the subject.

You have met him? Of course you have! I refer to the agent who calls on the editor in person. He is a genial, jolly good fellow, "Which nobody can deny" not even the guileless country newspaper man. This pleasant individual offers you a mete song for certain space, and, when you raise objections, his hand suddenly dives into an inner pocket and out comes a bundle of contracts made by the firm with esteemed contemporaries. It is then clearly shown that the agent has made you as good an offer as he did to *The Slabtown Slasher*, for instance. And the genial agent does not forget to gently remind you that *The Slasher* has a larger circulation than your own paper. If you are still obdurate, the "jolly good fellow" draws a long face, scratches his head thoughtfully, and finally slaps you on the back and tells you that you are a "demnition good fellow, anyhow, by Jove!" Then he takes a chair, fills out the contract (in duplicate), adds several dollars to his original offer, and—well before you know where you are the thing is "signed, sealed and delivered," the genial agent pockets the contract, almost embraces you, gives you his blessing, and away he goes. You may feel like kicking yourself afterwards, but the thought that you are getting a better figure than *The Slasher* man eases your feelings very considerably.

Some time afterward you meet your esteemed contemporary of *The Slabtown Slasher*—it doesn't matter where. At any rate you meet. After discussing the weather—and, say what you like, the weather is not to be snuffed at—you talk about other things. Finally you discuss the subject of advertising, and, incidentally, the "jolly good fellow" you met a few weeks ago is introduced.

"I see you are running his ad. in *The Slasher*," you remark.

"Yes. I had a big time with him. He wanted to give me only ten dollars, but I stuck out for fifteen and got it."

"Great Scott!" and the *Slasher* contract the "jolly good fellow" had produced for your inspection called for the payment of five dollars only, and you had accepted it at eight dollars and thought you were ahead of him to the extent of three dollars at 'east.' The bare thought makes you ache to get at that pleasant, jolly good liar, the advertising agent, away out in some lovely spot, with a black snake whip. By the time you have been ten minutes in his company he will be a fit subject for the hospital,

or the undertaker you don't care a cent which. By the heavens above, and the earth beneath, and the waters under the earth—you swear it! If your vocabulary does not extend beyond the respectable limits of Webster or Worcester, it is because there are wings sprouting out behind your shoulders and you are to be translated to the blue empyrean above where the wicked advertising agent ceases to trouble and weary editors are at rest.

The kindest feeling should exist between the country editor and the advertising agent. The former has space to sell and the latter is, or should be, prepared to purchase that space and pay a reasonable price therefor. So they meet on paper and a contract is made. Mr. A. signs the agreement without taking the trouble to read the conditions on the back. In this he makes a mistake, and a very serious one at that. The first hint that there is anything wrong comes to Mr. A. in the shape of a post card from Messrs. Sharp & Co., on which it is stated that the "ad. has not been inserted according to contract—it should be at the top of the column." Mr. A. places the "ad." at the top of the column, but is informed the very next week that it "has not been inserted according to contract, as it should be at the top of the column next to reading matter." This is done, but three weeks have not passed away ere he receives another card from Sharp & Co., informing him that their "ad." must either be "inserted at the top of the column or immediately following pure reading matter." It seems that in this instance poor Mr. A.'s foreman had permitted a patent machine local to slide in between Sharp & Co.'s "ad." and "pure reading matter." And so it went on; and as the year drew to a close, Mr. A. breathed easier and vowed with an everlasting vow that he would never, never—no, never!! as long as he lived, make another contract with the firm of Sharp & Co. At the end of the term he mailed his account to Sharp & Co. with commendable promptitude, but was electrified by a very prompt reply from the advertising agents, in which it was stated that as soon as he had given their ad. seven more insertions his bill would be paid. These additional insertions were necessary in order to make up for the blunders resulting from the editor's neglect to read the conditions (in solid nonpareil) on the back of the contract. Mr. A. used a little strong language and kicked over the "hell box" in the excitement of the moment. But he carried out his contract to the letter and then sent in his account, accompanied I'm afraid, by a rather inflammatory epistle. Sharp & Co. replied promptly and courteously, enclosing a cheque for the account, less the agent's commission of 25 per cent. Mr. A. had never thought of the commission when making the contract, and now that he realized the careless manner in which he had signed that contract, and the fact that there was not enough money in that cheque to pay the devil's wages for one week even, he rises in his wrath, flings one of Sharp & Co.'s electroplates at the aforesaid devil, kicks the dog and then wanders out to the back yard and soaks his heated brow in the rain barrel. There are blood spots on the moon!

Of course most country editors are now aware that the advertising agent insists upon his 25 per cent. commission, and no sensible person objects to him getting it. The laborer is worthy of his hire and even the advertising agent is entitled to a certain amount of consideration. But the trouble is that this latter individual acts as though he regarded the average country

editor as a poverty stricken wretch, who is not only willing but anxious to accept contracts at ridiculously low prices. What gives him that impression? Well, unfortunately, there are a number of "happy-go-lucky" publishers who are willing to take what they can get for their space rather than burden their readers with too much reading matter. And, strange as it may appear, the boastful "all-at-home" editor is frequently the greatest sinner in this matter. He is too proud to use "boiler plate," for then the "patent sheets" men would point the finger of scorn at him; he hates to use the ready-print sheets, because that would hurt his self-esteem; and so it comes to pass that he accepts every contract that comes in his way without question thus enabling him, as he thinks, to avoid "disagreeable contingencies." He avoids the latter, it is true, but in doing so, he jumps from the frying pan into the fire. The "patent sheets" editor can turn out a larger and better paper, at much less expense; and, as can be very readily understood, he can command decent advertising rates. He is not under the thumb of the advertising agent; and for that reason—if for no other—he should feel truly thankful.

* * *

Unfortunately the "all-at-home" slaughters of rates are not the only sufferers through their own foolishness and stupidity. Their senseless and unbusinesslike way of handling foreign advertising pinches the corns of "saint and sinner," and explains how it is that many advertising agents offer such ridiculously low rates. And, although some editors flatly refuse to accept as low rates as other editors—who have been incidentally quoted by the agent by way of illustration—yet, in many instances, it results in their accepting contracts at an advance upon the prices secured by the cut-and-slash man, it is true, but still at something less than two-thirds of the regular figures. In this connection, I might add, that it is a notorious fact, that the men, who do foreign advertising at absurdly low rates, do not scruple to exact outside prices from their local patrons. It is a clear case of journalistic highway robbery.

* * *

The advertising rate cards of some publishers are fearfully and wonderfully constructed. Take, for instance, a certain Dufferin Co. paper's rates. This paper charges \$16 for inserting a column advertisement three months and \$15 for inserting a half column ad. the same length of time!!! Comment is unnecessary.

Streetsville, Sept. 19th.

A. R. FAWCETT.

WHAT SHOULD BE DONE?

MR. J. W. KELLER, editor of the New York Recorder, writing in the August Forum, says that the fundamental principle of modern journalism is to buy paper at three cents a pound and to sell it at twelve cents a pound, and that the successful journalist is he who can sell the largest number of pounds. This view of the case places journalism on a purely commercial basis, and ignores the duty of a newspaper as a public teacher, except in so far as the public taste can be assumed to be so sound that the best newspaper will also be the most popular. As a matter of fact, that is known to be not the case. The newspaper which contains the largest amount of scandal and sensational matter will attain the largest circulation, though it is deficient in knowledge, scholarship and principle,

as compared with its rivals. The World, which is one of the worst newspapers in New York, has a larger circulation than the Tribune, which is one of the best; there are half-penny papers in London which circulate five copies to one of the Times; the Petit Journal of Paris has a circulation ten times as great as that of the Debats or the Siecle. It is evident that mere circulation is no test of merit, and that the publisher who sells the largest number of pounds of printed paper must be content with a merchantile success and cannot likewise claim supremacy of journalism.

At the same time it is clear that a newspaper devoted to high problems in politics or sociology, and to other lofty aims, may shoot over its readers' heads and acquire neither circulation nor influence. The mass of mankind, for whom newspapers are written, are neither learned nor judicious; the most that can be expected of them is that they will move on a dead-level of mediocrity. To influence them and to command their support, a public journal must not be very much better or very much wiser than they are. If it falls below them in intelligence, they will despise it, if it soars too far above them, they will ignore it as beyond their comprehension. This does not mean that a newspaper should truckle to caprices and whims begotten of prejudice and ignorance. No conscientious journalist will abet that which his principles condemn as wrong. But if he is wise, he will couch his condemnation of popular errors in such a manner as not to alienate his readers or to provoke them to reject his teachings altogether. If he runs amuck at the public, he will simply sacrifice any influence he might have exercised. He must show that he differs in opinion from the rank and file of his readers without slapping them in the face.

The time-honored controversy between the business end and the editorial end of a newspaper has lately been discussed at some length in the Forum. Low-class journalists act on the principle that the business end must govern, and that a burglary should be handled delicately, because one or two of the burglars may be subscribers. On the other hand, doctrinaire journalists sometimes insist on the publication of radical views though they are odious to the class upon which the journal depends for support. It is clearly impolitic for a journal to make itself constantly and persistently offensive to those on whose support it relies for existence. But the man who subscribes to a newspaper does not buy the editor, body and soul.

Editors are frequently misled by fancying that they will destroy the value of their property if they express unpopular opinions. As a matter of fact, if they make a good paper, their subscribers will rarely quarrel with them because the paper's views do not agree with their own. In time of war, a paper must not take sides with the enemy. In time of rebellion, it must not aid and abet the rebels. But these are extreme cases, in which popular passion is roused. In ordinary times, newspapers are pretty free to speak their minds, so long as their conductors appear to be honest. A journalist is more likely to lose standing and his paper to lose business if he acquires the reputation of a lickspittle who is always cringing in the hope that thrift will follow fawning than if he boldly tells the truth that is in him at some risk of temporary popularity.

Jas. Hooper, of Winnipeg, has gone to Portage la Prairie and assumed control of the Portage Review. The policy of the paper will be on strict Conservative lines, in both local and Dominion politics.

Correspondence.

SUMMER HOLIDAYS.

TO THE PRINTER AND PUBLISHER.

SIR, Your reference in September number to country papers that take a week's holiday, is timely, but does not, to my mind, go far enough. If a half-sheet during the intended holiday week is better than no issue at all, surely a whole sheet is better than either. I have come to the conclusion—perhaps unjustly—that a paper which can take a week's holiday, and not be missed by its readers, might almost cease existence entirely without the community losing a great deal. Further, there is a question of honor involved. Subscribers expect a paper every week, and pay for such. If they do not get it, is the publisher acting squarely with them? There is another point I would like to allude to. Some publishers are very indifferent as to regularity in going to press. If they issue on Thursday, sometimes the paper goes to press anywhere from 5 to 12 p.m. on Wednesday, or perhaps it is later on Thursday. In my own office we have done better than this, and our practice has certainly been an advantage to us from a business standpoint. Issuing on Friday, we make it a point to go to press at 4 p.m. Thursday. We may get there earlier, but never later than 4.30 everything is bent to be on time, and I have the best of reasons for saying that our effort is appreciated. If there are any pointers here of benefit to the trade, they're welcome to them.

Yours truly,

ROBT. HOLMES.

Clinton, Ont., Sept. 4th, '93.

TYPESETTING MACHINES.

TO THE PRINTER AND PUBLISHER.

SIR, There is no question so important to the newspaper fraternity just now as the type-setting machine, but the main thing is to find out which is the best and the cheapest consistent with good work. "Don" says that "machinery will supplant men, but even then just as many, if not more, will be employed. When machinery is perfected there will be more newspapers and cheaper ones," which is undoubtedly correct.

The tendency of the age is to get everything cheaper, and it's only a question of time when every paper in the land will be down to one cent. What has built up the Montreal Star, Toronto Telegram, Philadelphia Record, and many other papers? Simply the one cent price. And what is going to give the Cosmopolitan Magazine a circulation almost world wide? Why of course its low price, and other magazines, if they want to hold their own, are bound to follow suit and reduce in price.

The type-setting machine will reduce the cost of production, and enable publishers to give cheaper papers, which means, immediately largely increased circulations.

A new era is dawning in journalism, all caused by this latest invention. J Chambers says about the machines: "I have very decided ideas about the future of mechanical type-setting. Originally a disbeliever and a scoffer, I have become a convert." The machine is with us to stay, and is the life preserver of the modern newspaper.

"With the perfection of the printing machine came the invention of the typewriter, and while its relation to the news-

paper art is not obvious at first, there is no doubt of their interdependence. The success of the typewriter has hastened the perfection of the type-setting machine!"

"The typesetting machine already looms up as a valuable coadjutor of the working newspaper man—whether he be reporter, editor or special writer. The compactness of the type-setting machine of to-day; the possibility of running it with a small dynamo and a jet of gas; the fact that one man can do the work of four and can produce type in columns ready for use with nearly the same rapidity that the expert typewriter can place words in a row upon blank paper, suggests that the writer talk directly to the compositor.

Before many years I confidently expect to see the typesetting machine, with the expert compositor behind it, take a place at the right hand of each writing editor's desk in every newspaper office in this country."

"Why shall not each "star" reporter hire his typesetting machine, just as he already employs his typewriter?"

"As an evidence that this system is thoroughly practicable, I have undertaken to compose this article directly to the machine. Some crudities of expression that may be apparent are due to the fact that what I have said went into solid type.

There is a famous maxim: "Littera scripta manet;" but, in this case, the spoken word is cast into hard metal almost as soon as uttered, and from its silver face can be no appeal, no alteration, no retraction!

As an experiment it is interesting, and I am sure that this is what we shall all come to eventually.

Doubtless, with experience we shall become better writers more capable of accurate and regular dictation. The saving of time in our brief and active human existence will add years of usefulness to our careers."

So we see from the above extracts the important place that the typesetting machine is destined to take in journalism, and what is more—it will as assuredly come true as that to-morrow's sun will rise.

But one thing must be done at once, and that is better work done than at present seen in some of the papers, or the eyes of the reading classes will soon be affected. In some of the papers, the type is too small, and the printing is simply wretched, but perhaps this is due to bad press work.

Pictou, Sept. 7, '93.

ALBERT DENNIS.

ADVERTISING AND EXHIBITIONS.

TO THE PRINTER AND PUBLISHER.

SIR, You ask me to say something about the relations of exhibitions to the newspaper business. The idea prevails generally that exhibitions are a great help to the newspapers and that publishers advocate and advertise them for selfish reasons. The public is generally very ready to believe evil of the newspaper publishers and loth to accept anything to their credit. That is probably their own fault, they abuse one another in public.

I have been long enough in the newspaper business to know that the exhibition is one of the most deadly enemies of the newspaper business. The newspaper lives on its advertising. Manufacturers and exhibitors generally devote a certain portion of their means each year to advertising purposes. Long ago when exhibitions were small and attendance was proportionately meagre, a great bulk of the advertising went to the newspapers, now that exhibitions have been developed by the newspapers

into such great success, the bulk of the advertiser's money goes into the expense of his exhibit, and the minor portion is devoted to advertising in the newspapers.

But the exhibition was found to be of no value to the advertiser without the aid of the newspaper. The exhibit was there, but to induce the right people to look at and examine it and to let the outside world know of it a newspaper notice was an absolute necessity. For many years the fair was looked upon as a capital place in which to secure free advertising. Many exhibitors became so solely to get the newspaper notices. They dropped or reduced their regular advertising and took all they could get of the free notices at the fair. Each exhibitor called upon the publisher to give him the longest and strongest notice, and when he did not get it felt that he was a much injured man and had a just grievance against the paper. To settle this trouble publishers agreed to make a charge for these notices, so much per line, and thus allow advertisers to decide for themselves how much they would have. It was simply wonderful how quickly more contracted ideas prevailed, ten lines was enough when formerly columns were demanded.

Did newspapers derogate from their high position by making this charge? The notices are purely descriptive, opinions are not supposed to be expressed in them nor are comparisons made. They are in no sense fathered by the editor and are understood by the public to be advertising placed in an advantageous position and written in a readable style.

One writer on the subject complains that the manufacturers are very persistently solicited for these "write ups," of course they are; business is not done in this end of the 19th century in any line without a persistent canvass for it, and Toronto publishers are too wide awake to let business go for the lack of seeking for it.

Toronto newspapers with the aid of the excellent President, manager and directors of the Industrial Exhibition built up and are now aiding that fair. Knowing that a successful fair meant financial loss to themselves, publishers have acted in the most public spirited manner in helping forward that result. They have left no stone unturned to aid the undertaking. They have written and abstained from writing at the proper times. If by energy and labor they secure a partial return for their losses, if these business notices of the exhibitors bring them in a few thousands, the public and the managers of the fair should be glad to have it so.

T. W. EVANS.

AN INGENIOUS PRINTER.

It requires a great deal of ingenuity to become a successful printer. Boys with printing presses, and anxious to develop into great printers, should remember this, and exercise their inventive qualities at every opportunity.

A story is told of a Prague printer who got himself out of a very disagreeable dilemma by the use of his ingenious mind. He was once called upon to print a report of the Board of Trade of his native city in the two languages of the country, German and Czech, and the representatives of either nationality strenuously desired that their tongue should occupy the first of the parallel columns on each page. The wary printer got out of his dilemma by turning one column upside down throughout the book, and arranging the titles accordingly, so that each language had a front column on every page. Harper's Young People.

THE EMPLOYING PRINTERS.

ANNUAL ADDRESS OF PRESIDENT W. H. WOODWARD BEFORE THE UNITED TYPOTHETÆ OF AMERICA.

Gentlemen of the Convention:

AFTER an absence of six years, we re-visit our Alma Mater, and find her in holiday attire. The civilized world is holding a grand tea party on the shores of Lake Michigan, and Chicago is the regal and magnificent host. The achievements of the nineteenth century in art, science and mechanical progress are here spread before us without cost, for our delectation. I congratulate you upon the wise choice in returning to our birthplace on so auspicious an occasion. To our brethren in Chicago who have secured for us a home for our deliberations in the midst of this beautiful, magical white city, we are under deep obligations.

There is so much on every hand to lure away the delegates from the meetings, that it would be well to ask of them, in advance, prompt and faithful attention to the duties of the session. While no imperative emergency presents itself for consideration, there are several important questions to discuss, and I ask and expect a full house at each session. We can save much valuable time by strict attention to business, by avoiding useless discussion on trivial questions, and by attending to the real business of the session promptly and intelligently. Let us prove to our contemporaries at home by our Journal of Proceedings that the business of the convention has not suffered, though we are surrounded by temptations for truant-playing that would entice the gods from a feast.

There are many special objects of interest to the intelligent master printer among the various exhibits at the Fair, in modern and ancient typography and kindred branches that should not be overlooked, many of them difficult to find and widely separated. I am pleased to announce that an honored member of the Chicago Typothetæ has prepared a brief directory of these technical objects of interest, historical as well as practical, so that members can go directly to and examine whatever may be of particular attraction to them. We will thus be enabled to find many rare collections that would otherwise escape notice in our hurried peripatations through the numerous exhibition halls.

I am pleased to report that the various local typothetæ, so far as I can learn, are in a prosperous and harmonious condition. Each year adds to the evidence that this organization of master printers throughout the continent is fulfilling every requirement that its friends could hope for. Its benefits are unquestioned, and its successful continuation assured.

A summing up of the condition of the printing interests throughout the jurisdiction of our organization, and to suggest measures of improvement, would be impossible without brief mention of the prevailing depression in business matters. All avocations have suffered manufacturing perhaps the most severely, and we have felt the stringency to its fullest extent. While failures have not been frequent, the printing business has been seriously crippled. The proprietor frequently finds himself at a loss for the cash to meet the inevitable pay roll, and constantly maturing obligations; assets which were formerly relied upon have proved unstable or worthless, so far as availability is concerned, and generally ye master printer, notwithstanding he is a member of the United Typothetæ of America, has frequently had to scramble for the ways and means to keep above the financial surface. What the future has in

store for us is entirely problematical. At the best a slow and steady improvement is the most we can hope for. I am not sure that the time has not arrived for a general retrenchment in conducting business. During times of depression, within the memory of many members of this society, salaries and wages, without regard to position, have been reduced to meet emergencies. Without making any positive recommendations in this direction for the guidance of members of this body, it would be well to look the situation squarely in the face, compare notes, and, in the language of a modern statesman, see "where we are at."

The Pittsburg strike was practically ended at the time of our last meeting, though it is only a few weeks since the workmen, from sheer exhaustion, declared this memorable struggle at an end. To our Pittsburg members who ably and successfully resisted the unjust demand of the Union, we owe the congratulations of this body. The result was a foregone conclusion from the beginning. The great expense to the workmen, and the untold suffering and deprivation which attended this struggle, were spent and endured for naught. Peaceful means of adjusting differences between employes and workmen have always been more efficacious than force and arbitrary demands.

The question at issue before the courts of Pennsylvania was decided in favor of the Pittsburg Hypothete. The decision of the Supreme Court of that state was printed and distributed to the members of this body as a matter of information.

The special committee appointed by resolution, found on page 122 of the Journal, whose duty it is to devise ways and means to carry the legal questions involved in the Pittsburg strike to the highest courts, will make a report at this session. The committee reports that the money received has been ample for the purpose, leaving a balance on hand, though the burden has been carried by comparatively few local bodies. This is unjust to those who stepped forward so promptly. The case was decided while the subscriptions were in the course of collection. Many Hypothete did not subscribe, others subscribed and did not pay. I recommend that a special committee be appointed to consider this matter, and suggest as a good plan that they complete the subscription and ask from each local body its fair proportion, based on subscriptions already raised. These amounts can be added to the balance on hand, and the total sum placed in the hands of the executive committee, to be used as occasion may warrant.

There is a report due at this season from a special committee upon the apprentice system, composed of Messrs. Waddy, Donnelly and Bates. I trust the convention will arrive at some definite conclusion soon, as the matter has been discussed since the organization of the body. There appears to be a wide diversity of opinion upon the subject. It is held that the binding out of apprentices for a term of years is a relic of feudalism, and consequently a specie of servitude, and is entirely out of harmony with the broad liberality of American institutions. But the merits of this view cannot be touched upon in this report. When the question comes before the convention we will have to consider whether the system as practised in Europe is adapted to the prevailing ideas of this country, whether it can be carried out practically and beneficially, and, if decided in the affirmative, this body after such prolonged and intelligent consideration, should recommend its practice.

The committee on standard measurement of type will make a report during this session. This is a subject of great importance to the trade, and the committee has given it the care and

attention it deserves. It is conceded by all, workmen as well as master printers, that the present system is faulty and unjust to both. The plan which pays the workman so much money for a given number of types set and justified in his composing stick, whether lean or fat in body, is so manifestly right that it is surprising that any opposition is manifested on the part of either side. I trust this body will carefully consider the report, and, with the very intelligent handling of the subject at our last session, be amply prepared to take action on the proposed change.

My attention has been called to the consolidation of type foundry interests in this country during the past year or two, and at one time the situation appeared to be a menace to the interests of the trade. But the Conservative course lately pursued by the consolidated company, and the low rate on type and other material made by them, seem to indicate no immediate danger. The independent foundries are large and prosperous, and while they continue in this condition, there appears to be no cause for this body to take action in the premises.

On November 5th, last year, I was notified of the sudden death of Mr. Howard Lockwood, of New York, one of the pioneers of our organization, and a man whose personality is stamped in strong characteristics on its early history. Your chairman was closely associated with him at our first session in this city, and calls to mind his wise and conservative counsel in the primitive stages of the society.

The news of this sad event brought forth expressions of profound regret from our members, to whom the deceased had endeared himself by his social worth and his strong personal magnetism. Mr. Lockwood always impressed me as a man of rare ability, thoroughly a master of his business, and firm, but just, in dealing with those in his employ. At a suggestion of the chairman of the executive committee I appointed a committee to draft a suitable eulogy to the memory of our distinguished brother, to be submitted at this session.

A few weeks ago I received a communication from our Secretary, Mr. Wm. C. Rogers, of New York, resigning his official position in this organization, on account of business matters. I endeavored to persuade him to recall his decision, but was not successful. It is due to Mr. Rogers in this connection, to say that his motive in withdrawing from his official position, though not, in my opinion, at all imperative, was eminently creditable to him, and made solely in the interest of the association. As the time for the annual session was rapidly approaching, at the suggestion of Mr. Rogers, I wired Mr. Everett Wadley, of Richmond, asking if he would accept an emergency appointment as secretary for the unexpired term. I was pleased to receive a prompt and favorable response, and congratulate the convention on having again secured the services of our esteemed friend from Richmond, thus preventing the confusion which might have resulted if a less experienced hand had undertaken, at so late a day, to conduct this important office.

Membership in many of the local bodies have been extended to include paper dealers, type founders, supply houses, etc. While this latitude may be very pleasant in social meetings, and, in fact, it is both pleasant and profitable to cultivate the kindest feelings between the master printers and kindred branches, there should be a limit to this commingling where questions affecting the vital interests of the master printer are discussed and decided. I would recommend that subordinate bodies be requested to provide for two classes of members,

active and social. That at social meetings only questions of general character be discussed, and that matters concerning the personal interests of the craft be left to the closer meetings of the Typotheta. Delegates to our convention from bodies mentioned above are chosen from the list of actual printers, but the list of alternates is largely made up of those who are not engaged in the printing business. In the absence of delegates, the alternates are called upon to vote. Some plan should be provided by which alternates who are not printers should not be required to vote in the convention. This matter has been brought to my attention several times, and I do not feel at liberty to ignore it in my report.

Expressions of disappointment at the result of the national and international copyright law are frequently expressed, especially on account of the reproduction of the Simmons bill by the British provinces. I make no recommendations on this subject, not feeling sufficiently informed to do so; but knowing that several gentlemen would like to be heard upon this question, I mention it in my report.

I call for the reading of papers on the subjects of technical importance to the trade. These papers have invariably attracted much attention in our Journal of Proceedings. I hope that delegates who have prepared papers, will present them at an early hour.

The National Editorial convention was held in Chicago in May last. I regret that our organization was not represented officially, owing to the fact that I was not informed of the occasion until the session was nearly over. A number of our members were in attendance at the meeting, which, I understand, was largely attended and very interesting. Fraternal delegates from that body have been selected to attend our present convention, and I shall take pleasure in calling them to the front in due time.

The New York Typotheta, as intimated by my predecessor, has promulgated a form of trade usages which should be in the hands of every master printer. With a proper modification as to prevailing scale of wages and fixed charges, this document can be made eminently useful in any location. The discussions upon the practical workings of the business in this body and among the local typotheta, have doubtless resulted in much good, and we have fallen short in reaping their full benefits in proportion as we disregard the deductions made. Ours is emphatically a laborious occupation, involving a world of detail and expense, and should net a fair return for capital invested. A practical application of these deductions, in the line of economic business methods, and demanding remunerative returns for our output, is the golden way to success in our honorable craft, and adhered to faithfully, would soon refute the oft-repeated taunt that the printer has no capital beyond a lot of half-worn presses and material that would not yield under the hammer more than a tithe at cost.

During the year several local associations have taken up the question of insurance on property belonging to the customers while in the custody of the printer. A misunderstanding seems to exist on this question, and this body is asked to make an expression upon it, to establish what should be the usage or practice of the trade. Delegates who are most desirous of such action upon this subject are those who have met losses by fire, and with them it is more than a mere matter of theory. I trust this question will receive the careful attention it deserves.

We begin our labors as a convention of business men under peculiar circumstances, and with still more peculiar surround-

ings. The great Columbian Exposition which celebrates the 400th anniversary of the discovery of the Western Hemisphere, is spread before us, housed and grouped in a degree of splendor and magnificence that surpasses the wildest dream of the most enthusiastic artist. All honor to our noble hostess, the imperial city of Chicago. Lavishly has she fulfilled every promise made to the nations of the world when she undertook this stupendous enterprise. Amid this assemblage of arts and sciences, and surrounded by the highest achievements of the century, we meet to discuss the homely but imperative questions thrust upon us by the commercial depression of our common country. I am not inclined to take a pessimistic view of the situation. The worst is past, the future shows unmistakable signs of improvement; confidence, the key note of commercial success, is rapidly becoming re-established, and in a few months we shall emerge from the gloom of depression into a smooth and fair business condition. For a more definite review of the condition of our organization, and for many valuable suggestions, I refer you to the able report of your executive committee.

PERSONAL MENTION.

THE Week says:—"Mr. J. Castell Hopkins, the able advocate of Imperial Federation, and for some time past a member of the editorial staff of The Empire, has, we understand, made other arrangements, by which he will, no doubt, be free to enter more largely into independent work along the line in which he has shown ability and attained success. We wish Mr. Hopkins continued success in his new departure. If he decide to adhere to journalism as well, we feel confident that his energy, probity and wide knowledge of public affairs will win for him still greater prominence and usefulness in Canadian journalism than he has yet attained."

J. E. B. McCready, for some years editor of the St. John (N.B.) Telegraph, has retired from that position and is succeeded by James Hanney, who has been editorial writer on the paper for some time. Mr. McCready has no other position at present. Other changes are in contemplation.

J. S. Howell, a well-known member of the Toronto Mail advertising staff, died last week.

T. H. Preston of Brantford was paid a high compliment when he was offered the position of editor of the Winnipeg Free Press, which has since been accepted by Molyneux St. John. Mr. Preston was at one time connected with the Toronto Globe, and afterwards went to Winnipeg, where he still engaged in newspaper work. He then purchased the Brantford Expositor, of which he is now editor and sole proprietor. Mr. Preston has the reputation for editing an excellent sheet, and as a writer is strong, clear and forcible. To be offered so important a position as head editor of the Winnipeg Free Press is a rare compliment and one which comes but seldom. That Mr. Preston has seen fit to remain in his present position, would intimate that with careful management the Brantford Expositor has been a financial success. Mr. Preston's numerous friends will be much pleased to hear that his merits have been recognized, and if he does not hold a position on one of the leading city dailies it is because he prefers the child of his own creation.

The Mail is now ferreting, by means of its agents, each Canadian town for portraits of the "beauties" of that town. Great scheme.

TID-BITS FROM EVERYWHERE.

THE Imperial Court of Justice in Leipzig, Germany, has decided that any newspaper publisher or editor who gives false figures as to the circulation of his publication with a view of deceiving advertisers is guilty of obtaining money by false pretences, and is liable to the penalties attaching to "fraud," according to the legal interpretation of that word.

E. A. Madley, printer, Montreal, has assigned

The plant of P. J. Bedard, printer, Montreal, has been sold.

Editor J. J. Young of the Moosomin Spectator is at the World's Fair.

Thos. W. Whally, printer, Milverton, Ont., has sold out to M. McBeath.

P. Murray & Co., Printers, Orillia, have been succeeded by A. F. Blackstone.

The stock of Israel Turcot, printer, Quebec, is advertised for sale by tender.

The Gazette Publishing Co., St. John, N.B., is in liquidation by order of the court.

A movement is on foot to start a newspaper in the mining town of Westville, N.S.

A fire at the town of Carberry, Man., on 5th inst., destroyed The News printing plant.

The Calgary Daily Tribune appears in a new dress and presents a neat appearance.

The Victoria, B. C. printers' union has decided to reduce the wages there ten per cent.

E. L. Mott lost \$3,000 by a fire which burned out the Alvinston Free Press. Insured for \$1,500.

Mr. Edwin L. Mott, of the Alvinston Free Press, has begun the issue of the Oil Springs Chronicle.

Clarke Bros. have assumed the management of the Macleod, (N.W.T.) Gazette for the ensuing year.

The stock of Cameron, Currie & Co., advertising specialties, Montreal, is advertised for sale by tender.

The Souris Plaindealer has changed hands and is now owned by Messrs. J. Dickie and W. J. Barclay.

Dr. T. Wesley Mills has entered an action against the Toronto World to recover \$5,000 damages for illegal libel.

Wm. Thompson, ex-editor of the Manitoba Farmers' Advocate, was injured badly near London recently.

The Sabiston Lithographic company has nothing whatever to do now with the Dominion Illustrated or its management.

Mr. D. Philip, Queen's printer for Manitoba, accompanied by Mrs. Philip, has been on a holiday trip to Collingwood, Ont.

J. F. Lacy, editor of the Palmerston Telegraph, has been forced to retire from active service, and is offering his paper for sale.

The Markdale Standard has entered its 14th year of publication. It is a neat paper and deserves the patronage of that district.

The latest B. C. paper is the Okanagan Mining Review, published at Okanagan Falls. R. Mathison, Vancouver is the proprietor.

The Portage Review in its current issue says "Next week The Review, which has been under the management of Mr. J. M. Robinson since 1884, will pass into the hands of Mr. James

Hooper and Mr. Harry Swann, who have leased the business for one year with the privilege of buying the same within that time at a price agreed upon."

The Paris (Ont.) Review is replaced by The Brant Review, but the same editor. The name of the town in which it is issued is omitted.

The plant of the Aylmer Gazette has been purchased by Mr. Patterson, editor of the Pontiac Advertiser. The two offices will be consolidated.

Mr. W. G. Rochester, an Ottawa engraver, has sold his patent for an improved printing and lithographing machine, for \$60,000 to a firm in Germany.

Le Prix Courant has changed hands. A. & H. Lionais are the editors and proprietors and have made some excellent improvements in this trade journal.

The wife of E. B. Eddy died on Sunday, September 10th, at her home in Hull, Que. The funeral was attended by a large body of sympathising friends and employees.

Mr. A. C. Paterson, editor of The Qu'Appelle Progress, has been appointed to the position of collector of customs at Sterling, the new town on the boundary on the Soo road.

The Georgetown Herald has reached the mature age of 28 years. The Herald has a substantial advertising patronage and is ably edited by its proprietor, Mr. R. D. Warren.

On September 16th the first number of "The Pacific Canadian," a weekly newspaper published in New Westminster, appeared. The managing editor is Mr. J. E. Galbraith.

J. U. Emard, J. D. Boland, A. Raza, C. Filiatrault and F. Benoit have asked to be incorporated as the Montreal Conservative Publishing Company, limited, with a capital of \$50,000.

W. M. Southam, son of the proprietor of the Hamilton Spectator, is in Vancouver. He had to leave the east on account of his health, and will settle somewhere in the Pacific province.

H. P. Moore, editor and proprietor of the Acton, Ont., Free Press, the brightest and handsomest town weekly on the continent, is in the city. Mrs. Moore is with him.—Chicago Canadian American.

Mr. H. J. Snelgroves' valedictor appears in The Cobourg World. He has sold the paper to Mr. M. W. Williams, who "will conduct The World on the straight old lines as a staunch Liberal organ."

John A. Auld, one of the proprietors of the Amherstburg Echo, is spoken of as a probable candidate in South Essex at the next general Dominion election. He has been reeve of Amherstburg for over five years.

The Calgary Herald, which was started ten years ago, and which since then has been run almost continuously as a daily, announces that it has decided to abandon the daily field, and to fall back on the position of a semi-weekly.

Main & Co., manufacturers of playing cards, Montreal, have assigned at the demand of Pierre Catelle. Their liabilities will be about \$8,000, and the largest creditors are the Molsons bank, \$5,000, and Berthiaume & Sabourin, \$4,000, both secured.

The Windsor Board of Education by vote of 9 to 4 expelled Trustee McNee for having contravened section 46 of the High School Act. Mr. McNee is a member of the firm of McNee & McKay, printers, which firm has had contracts from the board

and thus Mr. McNee was charged with being financially benefitted from work done by the board, whereas it is illegal for any member to derive any benefit from the board of which he is a member. McNee said the board had no authority to deal with the matter and he will take the matter before the County Judge.

The indications are that Mr. Luxton, late editor of The Winnipeg Free Press and formerly of Seaforth and Strathroy, Ont., will be the editor of a new paper to be started in the Prairie City. The amount of stock already subscribed is \$40,000.

Mrs. William E. Crosby, mother of Mr. P. A. Crosby, manager of the Dominion Type foundry, recently celebrated her 82nd birthday at her residence, No. 40 Hutchinson street, Montreal. Mrs. Crosby was born in Montreal on the 8th September, 1811, and is active for her age.

Mr. D. Thorburn, who has taken over The Ottawa Journal job department, was presented with a handsome gold watch chain and locket from his former co-worker, Mr. P. D. Ross, president of The Journal Printing Company, as a token of friendship and mutual regard after six years' pleasant associations.

The funeral of the late Mr. L. S. Fredericks, formerly of the Herald editorial staff, took place on the 2nd inst. from his late residence, 999 Cadieux street, Montreal, to Cote des Neiges cemetery. There was a large turnout of deceased's friends in journalistic and private life.

B. Bourinot, late of the Hawkesbury Journal, is attempting to float a new paper in at Canso, N.S. It is stated that the plant has been ordered from the Dominion Type Foundry company, of Montreal, and the initial number of the new publication may be looked for at an early date.

Mr. J. E. Bland, a graduate of the Advertiser office, now manager and part proprietor of the Alameda, Cal., Daily Argus, is on a visit to London. Mr. Bland has been away eight years and sees many changes for the better in London. He has been very successful in the Golden State.

THE CANADIAN PRINTER AND PUBLISHER, of Toronto, comes to us in very attractive form. It is specially devoted to the interests of newspaper men and general printers and publishers. It is well edited and is set up in attractive form and reaches the very class of people to whom it and its advertisements may be of benefit.—Patriot, Montreal.

Mr. Best of the Dominion Typograph Co., Windsor, Ont., has set the Nova Scotian and New Brunswick newspaper men wild by setting up on exhibition one of their machines in the office of the Amherst Press. There is no doubt that these machines will be adopted in that part of the country as soon as publishers become confident that they are a success.

Mr. J. B. Frazer, well known in newspaper circles at Brandon, and also in Winnipeg, died suddenly on the 26th ult., at Elkhorn, where he had gone to attend the wedding of his niece. The news when received was a shock to his many friends, although he was known to have been suffering for the past year with epileptic fits, which were likely to carry him off at any time.

Mr. Thomas Reid, of the Eganville Star, is one of the oldest printers in Canada, having started to learn the trade on the old Niagara Mail in 1845, nearly half a century ago. He is a keen observer of men and things, and in his time has seen many ups and downs among both the journalistic fraternity and the politicians of Canada. In the old days he worked on William Lyon Mackenzie's paper in Toronto, and from the primitive methods

of printing then in vogue, has viewed with satisfaction the great advances which have been made in matters typographical. Port Hope Guide.

Typographical Union No. 16 of Chicago has decided that during the present hard times, in order to better care for their members, none of them should work more than four days a week. They had been working six days. This applies only to workers on daily, weekly, and auxiliary newspapers. Those who work will be assessed to support the ones who are out of work.

Hamilton and Brantford joined hands in a pleasing ceremony in St. Thomas' Church one afternoon last month, when Miss Jean Morton, eldest daughter of Andrew Morton, 26 Emerald street south, was married to Douglas Reville, editor of the Brantford Courier. The ceremony was performed by Rev. Canon Curran. Miss Edna Morton, sister of the bride, was bridesmaid, and Dr. Minchen, Brantford, assisted the groom.

The Western Guide, published by the Western Publishing Co., has made its first appearance. It is printed on pink colored paper in the usual newspaper form, four pages in size and contains a description and account of the growth of Winnipeg. It contains the time tables of the Canadian Pacific Railway, Manitoba and Northwestern, and the Great Northern, also postal information. It will be distributed free on the trains each day.

Truro, N.S., a town of 5,000 people, does well in supporting a daily paper in addition to its four weeklies. The Daily News was started in January, 1891, and first came out with pages only 9 x 12 inches. Contrary to the general opinion it proved a lively youngster and continued to develop. It is now a good 20 column local paper with pages 14 x 22. Its proprietors, Messrs. Doane Bros., both young men, also issue a good weekly, now nearly a year old, and carry on an extensive job department, their presses all running by electric power.

Ballard Smith, who until last August was chief editor and in charge of the New York World, has sailed for Europe accompanied by Mrs. Smith, with the intention of making his permanent home in England. Mr. Smith was born in Kentucky, has enjoyed some of the highest prizes in journalism, and is in prime. But, having married a brilliant and much admired English girl, the least of whose charms is the possession of a great fortune, he now deliberately forsakes for the rest of his life both his profession and his native country.

A couple of months ago a sensational story from The New York World, alleging that Mrs. Beaton of Burlington was concerned in Cicero Harrison Case's death, was reproduced in a number of Canadian papers. This was followed by other articles, which reflected on Mrs. Beaton. They alleged that Mrs. Beaton was the mysterious Mrs. Oliver, who was with the old man when he disappeared from the Norfolk line steamer. Mrs. Beaton denied that she was connected with the case in any way. She retained Staunton & O'Heir to look after her interests. The lawyers have served notices of action on the following papers: Toronto Globe, Mail, World and Empire, Brantford Courier and Expositor, Kingston News, Belleville Intelligencer, Brockville Times, Peterboro' Review, St. Catharines Star, Strathroy Despatch, Stratford Herald, Georgetown Herald, St. Thomas Times, St. Thomas Journal, Galt Reformer and Guelph Herald.

Mr. A. Filautault, the editor of the Canada Review, who resides at 312 Craig Street, Montreal, says that an attempt was made to kill him on the morning of September 18th, and that

only for the fact that he was in bed at the time instead of being in his office sitting at his desk, a bullet, which had been fired through the office window, which fronts on Perth street, would have gone into his body instead of through the room and into the hallway. Mrs. Filiatrault had a narrow escape, as she was standing in the hallway at the time, and her husband thinks that the party who fired the shot mistook his wife for him, as the room and hallway is dark, and it is almost impossible to see from the street. Mr. Filiatrault showed where the bullet had entered, but said that he had not found it. During the conversation he showed some threatening letters that he had received, one of which contained this passage literally translated:—"I know somebody who is decided to end with you, to blow your brains out, as soon as he will have the occasion. We will hear some day that the carcass Filiatrault is lying at the corner of the street." This is signed "Father of a Family." Mr. Filiatrault said that he had no idea who had fired the shot. --Gazette.

I think that the newspaper which is honest and ordinarily intelligent," said Mr. Norris, of the New York World, before the A. N. P. A. at Chicago, "that which prints the most and the best news is the one which ultimately succeeds. So far as the business end of the newspaper is concerned I think every newspaper must obtain a permanent prosperity and succeed solely upon its merits as a newspaper, and not on account of its business methods. There is no better evidence of the prosperity of a newspaper business than the extraordinary vitality which asserts itself continually in the old, established newspapers. A newspaper honestly conducted when once established cannot be destroyed."

The beginning of the sixth year of the Columbia (Penn.) Daily News brings out an eighteen-page paper celebrating that event. The News has recently moved into a handsome new building, and gives plenty of evidence of enjoying a well-earned prosperity. The News is the pioneer penny paper of Lancaster County, and attributes much of its success to its reduction of price. "The departure from the fossilized price of 10 cents a week was one of the most fortunate changes in the life of the paper. The circulation in a very short time doubled itself, and the subscription list is now more than seven times as large as it was at the time we decided to try the six-cents-a-week experiment. The penny paper marks progressive journalism, and that alone is consistent with a live and growing town."

NEAT PRINTING.

This journal will be glad to receive samples of fine printing for criticism.

Two fine pieces of work have been turned out this month by Apte Bros. the Yonge St. printers. The first was the Official Announcement of the Wanderer's Bicycle Club. The cover was embellished with a very handsome design, similar to the club crest, done in two colors, and gold stamping. The advertisements and general letter press were much above the average for such work. The second was the menu card for the famous banquet given by Zetland Lodge, 326, G. R. C. Toronto to Detroit Lodge No. 2, Detroit, St. John's Lodge, 2602, London and The Builders Lodge, 177, Ottawa. On the front was a handsome half tone containing portraits of the masters of the four lodges, and on the back page a handsome embossed crest of Zetland lodge. The menu consisted of eight pages printed on heavy cardboard, done in green and gold. The arrangement and straight rule work were admirable.

OSGOODBY AND CONFRERES.

INSPECTOR Archibald of this city has started a genuine crusade against all obscene literature, posters, books and everything else, and intends to make a test case of The Times. The article in the Times, to which the Inspector takes particular objection, were headed "Toronto After Dark," and have been running for several weeks. Not long ago, a special article of this class was headed "She saw the Elephant," and this served as the straw that breaks the camel's back, for Inspector Archibald determined at once to prosecute.

The Times is a weekly paper started a year ago by Osgoodby. About 5 weeks ago it was given out that he had sold out to one Bonner, from over the line, since which time Osgoodby was to give his time to the Dominion Illustrated, the Montreal magazine, of which he had become proprietor.

It is evident that the authorities believe Osgoodby to be still the proprietor of The Times, although a man named Gordon claims to be proprietor. Osgoodby is the man who started "The Canadian Queen" in Toronto. He ran that for a year or two, with prize attachments, then sold it out and started The Times. After a year at this he bought the Dominion Illustrated, and has been devoting his attention to it for a few weeks. He came from Buffalo originally. He made money hand over fist on The Queen, and set up a fine team and carriage, with a liveried coachman of dusky hue. One day a single horse attached to his dog-cart ran away and he was thrown against a street car. He got a verdict of \$6,000 against Hon. Frank Smith's company for his injuries.

A few days ago W. G. Osgoodby, A. H. Cobbett and W. H. Stacy were arrested upon a charge of conspiring to defraud.

The indictment is taken under clause 294 of the new criminal code, and is a common law misdemeanor. The whole clause in the code reads: "Every one is guilty of an indictable offence and liable to seven years' imprisonment who conspires with any other person by deceit or falsehood, or other fraudulent means, to defraud the public or any person, ascertained or unascertained, or to affect the public market price of stocks, shares, merchandise or anything else, publicly sold, whether such deceit or falsehood, or other fraudulent means, would or would not amount to a false pretence as hereinbefore defined."

The arrests were made in connection with guessing competitions instituted by the Scott Seed Co., the Exquisite Toilet Co. Co. and the Chemical Supply Co. These were owing to complaints having for some time been pouring into the police authorities and the Canadian Postoffice Department from hundreds of people in the United States who claimed that they had been defrauded by the concerns mentioned.

For several weeks the postoffice authorities state that they have been simply deluged with letters for the Exquisite Soap Co., the Scott Seed Co. and the Chemical Supply Co., which were delivered at the Osgoodby building. Some letters for the Exquisite Soap Co., it is stated, were delivered at 69 Adelaide street east, where they are reported to have been received by Cobbett. On the 19th ult. the delivery of the mails was stopped.

At present Osgoodby, Cobbett and Stacy are out on bail, and their cases will come up at the next sitting of the court. If the police do not succeed in convicting them of running these prize puzzle schemes, which have been condemned so often in *PRINTER AND PUBLISHER*, they will no doubt turn on the police

for damages. Gordon of The Times is already suing the police for damages for preventing the circulation of his paper.

There is a gang in this city who have been systematically and barefacedly robbing the public by means of fake prize-guessing contests, and it is to be hoped that the detectives will succeed in breaking them up whoever they are. Residents in the United States were duped as often as Canadians.

ABOUT THE CITY.

THOMAS WILSON, deputy foreman of the Methodist Book Room, ex-President of the Toronto Typographical Union, and ex-Vice-President of the International Union, died on Sept. 10th.

The Empire's Saturday editions are improving in many particulars.

J. S. Carstairs, formerly of the St. Lawrence News, of Iroquois, Ont., is now on the Empire staff.

Capt. Curry of the Mail fell and sprained his ankle a few days ago. An English oak now supports him.

Mr. Robert Machray, special commissioner for The Empire, has been doing up British Columbia for a special.

Mr. Alf. Wood, formerly a well-known Toronto newspaper man, and now of British Columbia, is back to the city to live.

Mr. Emery of the Toronto Type Foundry, who has been in Winnipeg since the illness of Mr. H. C. Stovel, has returned.

A. W. Wright of Toronto, editor of the journal of the Knights of Labor, has succeeded John W. Hayes as general secretary of that organization.

Frank W. Coulson has brought a libel suit against S. Frank Wilson of Truth for \$20,000 damages for not carrying out the terms of an advertising contract.

Judgment has been entered at Osgoode Hall in favor of J. C. Hopkins, who was sued at Cobourg by one Cruickshank for damages for a breach of contract to purchase.

The Budget Printing and Publishing Co., Toronto, owners of The Budget, a leading Canadian insurance and financial journal, are in difficulties. The company is composed of Messrs. W. Campbell, W. B. Campbell and A. C. Campbell. It is thought that the firm will dissolve altogether.

The British Canadian is the name of a neatly printed paper published in this city, whose mission is "one language, one school, one flag, one nation." The staff is composed of Mrs. Agnes C. Yeomans, business manager; Miss Florence, juvenile department; Margaret L. Shepherd, editor.

The Toronto Times will not appear again for awhile, the recent action of the authorities in branding it as an immoral paper having made its continued publication unprofitable. Mr. Gordon, the proprietor, has not decided yet whether he will abandon it entirely, but he claims that the morality department has ruined his business, both in advertising and in sales, and this will be made a strong ground for damages in the pending action against Inspector Archibald and Crown Attorney Curry, which will come up for trial at the December Assizes.

Mr. C. D. Bingham, printer, 38 Adelaide street west, has been in financial difficulties since his return from Elmira, where he gained newspaper notoriety through an unsuccessful attempt to commit suicide. His business has fallen off rapidly, and lately he has been unable to make both ends meet. Then he

made an assignment for the benefit of his creditors to Mr. Charles Langley, Wellington street east. The liabilities were roughly estimated at \$11,000 with assets nominally the same. Now it is reported that the assets have been sold to John Milne his bookkeeper and Mrs. Bingham, who have put \$3,500 cash into it. Mr. Bingham will remain with the firm.

The old firm name of Warwick & Sons has vanished. Old things vanish because they outwear their significance, and so the new firm name of Warwick Bros. & Rutter takes the place of the old because it is more significant of the present composition of the firm. The partners are the same as during the past five years viz., G. F. Warwick, G. R. Warwick, A. F. Rutter and C. E. Warwick. The best PRINTER AND PUBLISHER can wish the new firm name is that it may always remain as spotless as the name it displaced, and that long years may roll around ere another change will be necessary, unless it be by addition.

Earnest Albert Macdonald has sworn out an information against W. F. McLean that he did "unlawfully and maliciously, intending to injure complainant and to derive him of his name and reputation, and to bring him into public contempt or ridicule and disgrace, on the 28th day of September, 1893, write and publish, and cause and procure to be written and published, a false and defamatory libel in the form of an editorial in a newspaper published in the said city of Toronto called The Toronto World, containing divers false and defamatory matters and things of and concerning the said complainant." The libel is said to have risen owing to an article entitled "A Madman at Large."

E. N. WILLIAMS LEAVES.

E.N. WILLIAMS has been head bookkeeper and general manager of the business of Buntin, Reid & Co. for many years. He had power of attorney from the firm and was in confidential relations with his employers. Mr. Buntin lived in Great Britain, and Mr. Reid lived in Toronto and placed the most implicit confidence in Mr. Williams. Some time ago Mr. Buntin died, and his share in the business was taken by Alexander Buntin, his son. This gentleman desired to inaugurate a new kind of management, and of course the methods of Mr. Williams were disturbed. Mr. Williams became dissatisfied and left, and the facts of the case apparent at present indicate that he has no intention of coming back.

Shortly before his departure he drew \$18,000 from the Traders' Bank which he had on deposit there, and converted as much of his personal and other property into cash as possible.

It does not appear so far that he has appropriated any of the firm's money, but it is stated that he has unloaded some bad paper upon them. He had power of attorney from the firm and carried on a note-shaving business on his own account. It is alleged that before leaving he endorsed with the firm's name some of the paper on which he could not realize and thus left the company to assume the responsibility for payment while he collared the money. Some of the notes made by C. D. Bingham, printer, were, it is said, used in this way.

Whether these charges be true or not, there is no one to refute them, for Williams has abandoned everything and fled the country. Some of his friends assert that the treatment he received of late was such as to make him unsettled. But the most foolish action any man can take is to leave everything without an explanation. Such mysterious actions are always bound to raise suspicions.

THE WINNIPEG FREE PRESS.

MR. MOLYNEUX ST. JOHN, the well-known newspaper man, has been appointed managing director and editor-in-chief of The Winnipeg Free Press, replacing Mr. W. F. Luxton, who has been editor of the journal since its first issue, over twenty years ago. Mr. St. John first visited that country with Lord Wolsley's expeditionary force, and subsequently held the position of Superintendent of Public Instruction for Manitoba, and was also sheriff of the Northwest during the Mackenzie regime. Mr. St. John has also been editorially connected with The Toronto Globe and Montreal Herald.

Why the change was made is a mystery. Mr. W. F. Luxton, in a letter to The Tribune, says: "Nothing short of the Free Press being an instrument to aid directly and indirectly C.P.R. schemes, meritorious or the reverse, and approve of the C. P. R. policy, good, bad and indifferent, would satisfy the directors, and simply because I would not accede to such a line of conduct for The Free Press I am where I am to-day, and so far as those who have overpowered me known or care without as much as a ten cent piece and my place upon my beloved Free Press

yes, I say, beloved, because I loved it better than my life will obviously be filled by passive persons necessarily responsive to every behest of the Canadian Pacific Railway. My successor as editor-in-chief is Mr. M. St. John (a gentleman, by the way, for whom I have always had the highest respect), who comes directly from the C. P. R. general offices in Montreal. He is simply being transferred from one C. P. R. department to what is to be another. When the Board of Directors deposed me it was all so sudden and unexpected that I could scarcely collect my thoughts, but I found words to express those ideas, I had been despoiled of my life's work, all of which had gone as a sacrifice to manhood—the only capital left me."

The Hamilton Herald says: "It is pretty rough that a man should be kicked out of the property he has built up through twenty-five years of hard work, but Mr. Luxton has the consolation of knowing that people will not have the same respect for The Free Press as a mere echo of a railway company that they had for it when its columns were devoted to the ventilation of independent opinion."

Mr. St. John in his salutatory of Oct. 2nd closes thus: "The Free Press is not intended to be the organ of a political section, or of any commercial enterprise; on the contrary it is free to espouse any cause, or the contention of any party that its editor may deem to be in the interest of the country. Where public duty demands criticism, no political party, nor any commercial undertaking whatsoever, will be held inviolate, but, though it is sometimes difficult to see merit in opinions differing from one's own, the attempt, at least, will be made to answer political and other fallacies without malicious inference or rancorous expression, without assuming that the holders of wrong opinions are necessarily of unsound mind or unclean character, but without any hesitation in calling a spade a spade. And the measure which the Free Press may mete to others it will be content to receive."

What the whole matter means is left for the reader to decide. But it would be foolish for any reader to try to make himself believe that the policy of any great Canadian paper depends on what the editor thinks. The editor is writing for a living, and the paper is run so as to make a profit. Politics are secondary considerations.

MONTREAL NOTES.

A NEW publication in the interest of the wine and liquor trade is shortly to appear under the editorship of Mr. E. C. Mann.

It is said that The Daily Witness since it moved into its new quarters has nearly doubled its circulation.

Mr. L. H. Fredericks of The Herald staff and one of the oldest journalists in the city, died in the General Hospital this month after an illness of several months.

At a fire in King's block on St. George street recently, Mr. D. English, one of the best known job printers in the city, was burned out. He was insured only for \$4,000 and his loss was \$7,000.

Mr. Austin Mosher, The Empire correspondent here, has been summoned to Toronto. It is whispered that his mission there is to decide whether he will accept an editorial position on the staff at headquarters or not.

Mr. D. M. Quinn, manager of the True Witness Publishing Company, Montreal, has assigned upon the demand of the Canada Paper Co. The liabilities are some \$15,000, with a deficiency of only some \$1,500. The chief creditors are: J. P. Whelan, \$10,000, Canada Paper Company, \$1,500, R. B. Angus (rent), \$850, and Messrs. J. B. Rolland & Fils and Miller, Richards & Co., in smaller amounts. Mr. J. P. Whe'm has been appointed provisional guardian.

THE LETTERS J. AND W.

It is a fact not so well known but that it may be said to be curious that the letters j and w are modern additions to our alphabet. The use of the j may be said to have become general during the time of the Commonwealth, say between 1649 and 1658. From 1630 to 1646 its use is exceedingly rare, and I have never as yet seen a book printed prior to 1625 in which it appeared. In the century immediately preceding the seventeenth it became the fashion to tail the last i when Roman numerals were used, as in this example: qijj. for 8, or xij. in in place of 12. This fashion still lingers, but only in physicians' prescriptions, I believe. Where the French use j it has the power of s as we use it in the word "vision." What nation was first to use it as a new letter is an interesting but perhaps unanswerable query.

In like manner the printers and language makers in the latter part of sixteenth century began to recognize the fact that there was a sound in spoken English which was without a representative in the shape of an alphabetical sign or character, as the first sound in the word "wet." Prior to that time it had always been spelled as "vet," the v having the long sound of u or of two u's together. In order to convey an idea of the new sound they began to spell such words as "wet," "weather," "web," etc., with two u's, and as the u of that date was a typical v the three words mentioned above looked like this: "vvet," "vweather," "vveb." After a while the type founders recognized the fact that the double u had come to stay, so they joined the two v's together and made the character so well known as w. I have one book in which the three forms of the w are given. The first is the old double v (vv), the next is one in which the last stroke of the first v crosses the first stroke of second, and the third is the common w as used to-day. Cincinnati Times.

TRADE NOTES.

THE Dexter Folder Co. have recently put one of their late improved double sixteen point feed book folding machines into the establishment of Houghton, Mifflin & Co., Cambridgeport, Mass. It is well known that this firm, when supplying their needs in the way of folding machinery, invariably place their order for the very best, and this fact should do much to establish the claim made by the Dexter Co. of the superiority of their folding machines. This order was the result of the favorable impression made by a personal investigation of the Dexter Folding Machines while on exhibition at the Massachusetts Charitable Mechanical Association, held at Boston recently. The Dexter Folder was awarded a silver medal, that being the highest award for folding machinery. We are informed that this company report that in spite of the dull times they have been able to keep the shop running to almost full capacity. In fact, that in the way of special book folding machinery, there has never been a time when they could keep up with their orders, and on Sept. 1st they had over \$12,000 worth of machinery under way that was ordered. This is largely owing to the fact that on account of recent valuable improvements, this company are supplying a line of machines that cannot be obtained from any other house. The Dexter Co. will be glad to send their new catalogue to any one wishing it. This catalogue is generally admitted to be the finest piece of work, from an artistic standpoint, ever issued by any manufacturer of print ing machinery.

Buntin, Gillies & Co., Hamilton, have issued a price list of wedding stationery, announcement folders and cards, programmes, menus, etc. The line is a fine one, and samples should be in the hands of every printer. A complete sample book costs fifty cents, which the firm agrees to refund when orders reach the sum of five dollars.

Mr. James Brown, Canadian manager of the J. L. Morrison Co., reports business picking up, and some good sales this month in wire and wire stitching machines.

CONCERNING THE FUTURE.

FOR years and years many inventive geniuses have planned and their minds have been kept busy endeavoring to formulate some idea in machinery that would supercede the old method of typesetting by hand, and many times new inventions have been set forth promising great results, but which ultimately were found to be impracticable and useless. Those most concerned, says the American Art Printer, have watched these spasmodic efforts with no small degree of interest, the more incredulous ones believing that no idea would ever come to the mind of man sufficient to rob the printer of his time-honored occupation. But as persistency finally receives its reward in nearly all undertakings, so in regard to composition by machinery. The fears entertained for years by some printers that eventually an invention would come to light that would revolutionize the printing business, have assumed realization in some of the perfected typesetting machines of the present day.

That typesetting machines is a reality is observed in the large number of printers who have suddenly been cast adrift, and who are to-day wandering aimlessly about seeking work, their seedy and dejected appearances indicating a hard tussle with fate. In view of this condition of affairs the question naturally arises, what is to become of this surplus of printers. What is to be the

future of those who have been forced out of situations by the advent of typesetting machines? Presumably speaking, some will enter new fields of usefulness, while the majority will learn to run machines— if they are given the opportunity.

In this connection it is painfully observed that in many offices where machines have been put into use, an impenetrable wall of selfish protection seems to have been erected about them, excluding the possibility of any who might feel so disposed from gaining an insight into the workings of said machines. Asked for a reasonable explanation in regard to this condition of things, those interested selfishly answer that such precaution is necessary for self-protection. They argue that a surplus of operators would jeopardize the chances of those now holding machine situations!

Statements of this character are unwarrantable and inconsistent with union principles. With the introduction of additional machines will come an increase in the demand for operators, and it is believed that after awhile employment will be had by all who have mastered the intricacies of these wonderful inventions. Thus, when certain members of the union, who have succeeded in securing comfortable berths for themselves, endeavor to exclude other members of the same organization from a chance of earning a livelihood in the future, union principles become mere mockeries.

In contemplating the future and the possibilities of typesetting machines, there is much food for reflection on the part of the International Typographical Union. Its membership is the foundation upon which it now rests and has rested ever since its inception, and any weakening of the same is a menace to its existence. To keep that membership intact should be the constant ambition of this strong and flourishing body. So, if through selfishness or any other reason, some of its members should strive to prevent others from acquiring knowledge that will be the means of keeping them in the union, the organization should exercise some kind of authority to defeat the calculations of those who by their actions demonstrate their disloyalty to the union's best interests.

The International Typographical Union should, by advice and authority, encourage its members as much as possible in diffusing the light of typesetting machines, even though it should become necessary to go to the extent of establishing training schools to accomplish such purpose. Now that the practicability of machines has been demonstrated by experience, and it is believed has come to stay, it is our duty to assist each other in sharing a portion of their benefits. Teach as many of our members as possible the mysteries of the machine, because, as time progresses, it is a reasonable supposition there will be work enough for all.

It is not expected that a machine operator will kill himself from constant toil any more than would a hand compositor. And though at the present time, owing to a scarcity of operators and the novelty that comes with the practice of a new idea, those running machines are applying themselves to their work with unusual studiousness, it is believed that after a time there will be the usual demand for substitutes, and to meet the necessity a large number of competent operators will be kept busy in this capacity.

The Endeavor Standard, printed at Vancouver, has just made its appearance. It is printed in the interests of the Christian Endeavor societies.

DON'T.

TO YOUNG CONTRIBUTORS.

DON'T try to work on the editor's sympathies. If he is a good editor, he keeps his feelings in the background, and has an eye single to business. His duty is not to relieve distress or gratify individual aspirations, but to entertain (and, if possible, sometimes instruct his readers as well as he can). A magazine is not an eleemosynary institution.

Don't ask the editor to tear up or burn your article if he can't use it; decent people dislike to destroy other people's property. Don't fasten all your hopes on a single publication, when there are hundreds of them in the land; what is unavailable to one may suit another. Don't try to hold one person, or set of persons, responsible for the success or failure of your literary career.

Don't complain that the periodicals, while heartlessly rejecting your story, or sketch, or verses, have published hundreds that were worse. Perhaps they have; but when you come to conduct a magazine, you will find that one style of writing or thinking can't be made to cover all the ground, and that your individual taste must defer to that of the public.

Don't fancy that you are insulted, or that there is a conspiracy against you because your articles come back. It is a physical impossibility to print more than a very small percentage of those that are offered.

Don't "give it up" because a particular contribution is declined. As you may learn from the circular which all well-conducted magazines send out in such cases, its non-acceptance may be dictated by considerations irrespective of its intrinsic merit or your ability. A second, or a twentieth, shot may hit the mark which others have missed.

Don't overwork the useful word and. Once is often enough for it to appear in a sentence, as a rule. When you see it staggering from fatigue, take it out of the ranks, put a period in its place, and begin the next word with a capital.

Don't take your pen in hand till you have something to say which is liable to interest a good many people, and don't be hasty or careless in your way of saying it. F. M. B., in September Lippincott's.

ONLY A PRINTER.

HE is only a printer. Such was the sneering remark of a leader in a circle of aristocracy—the codfish quality. Who was the Earl of Stanhope? He was only a printer. What was Prince Edward William and the Prince Napoleon? Proud to call themselves printers. The present Czar of Russia, the Crown Prince of Prussia and the Duke of Battenburg are printers, and the Emperor of China works in a private printing office almost every day. William Caxton, the father of English literature, was a practical printer. What were G. P. Morris, N. P. Willis, James Gales, Charles Richardson, James Parker, Horace Greeley, Charles Dickens, James Buchanan, Simon Cameron and Scuyler Colfax? Printers all, and practical ones. Mark Twain, Amos Cummings, Bret Harte and Opie Read are plain, practical printers, as were Artemus Ward, Petroleum N. Nasby and Sut Lovingood. Senator Plumb, of Kansas, James S. Hogg, of Texas, are both printers; and the leader of science and philosophy in his day made it his boast that he was a journeyman printer. In fact, thousands of the most brilliant minds in this country are to be found toiling in the publishing houses of large cities and towns. It is not everyone that can be a printer—brains are absolutely necessary. Century.

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IT IS SAID THAT THE PRINTERS of Canada are "slow," that they are not up to the times in matters pertaining to their trade. I do not know if that is true or not, but I am going to find out how many of them are interested in my advertisement from month to month in THE PRINTER AND PUBLISHER. **AN OFFER** I have made a book which I want to circulate widely, and I want the printers of Canada to know what it is. It is a valuable book, but it is not a costly one (\$1 and \$1.50). To the first ten printers living in Canada, outside of Toronto, who will send me a request *written on a sheet of their own office letter paper*, I will send *free* and postpaid a copy of "The Printer's Art," in cloth-paper covers.

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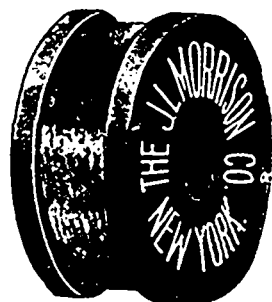
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A NEW DEPARTURE.

The Carson, Nevada, News has a new scheme for obtaining and holding subscribers. Its offer reads as follows: "The News has made arrangements with S. S. McClure of New York by which all yearly subscribers to The News can obtain free McClure's Magazine for one year.

"Monthly subscribers can have the book by paying 10c. per month extra.

"Subscribers who receive the paper by mail will be given the same advantage as that derived by those who take the paper by carrier."

McClure's Magazine is a good one, and publishers who do this kind of advertising will find it a suitable one for the purpose. The Cosmopolitan at its present price is a good monthly for clubbing purposes.

The Toronto Evening Star is trying to secure subscriptions by means of cheap paper novel premiums. The Empire is giving an incentive in the form of an illustrated account of Stoddard's trip around the world. These schemes and many cases similar to that of the Nevada News mentioned above show a weakness on the part of the publishers. They acknowledge, when adopting such subterfuges to gain subscribers, that they are not able to turn out a paper of sufficient merit to gain the public confidence. If publishers would put the extra effort and expense into news gathering they would soon have a paper which must increase its subscription lists. Journalism should be dignified, straight forward and dependent on its energy alone for its success, hence clubbing and premiums should be avoided if possible.

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We were, however, unable to secure adequate space, and the insufficient amount that was finally assigned us came so late that we were ultimately forced to withdraw from the Exposition entirely. Fortunately, our inability to make an exhibit will not prevent those interested, who visit the World's Fair City, from carefully examining a complete line of our very latest and most improved machines, if they desire so to do.

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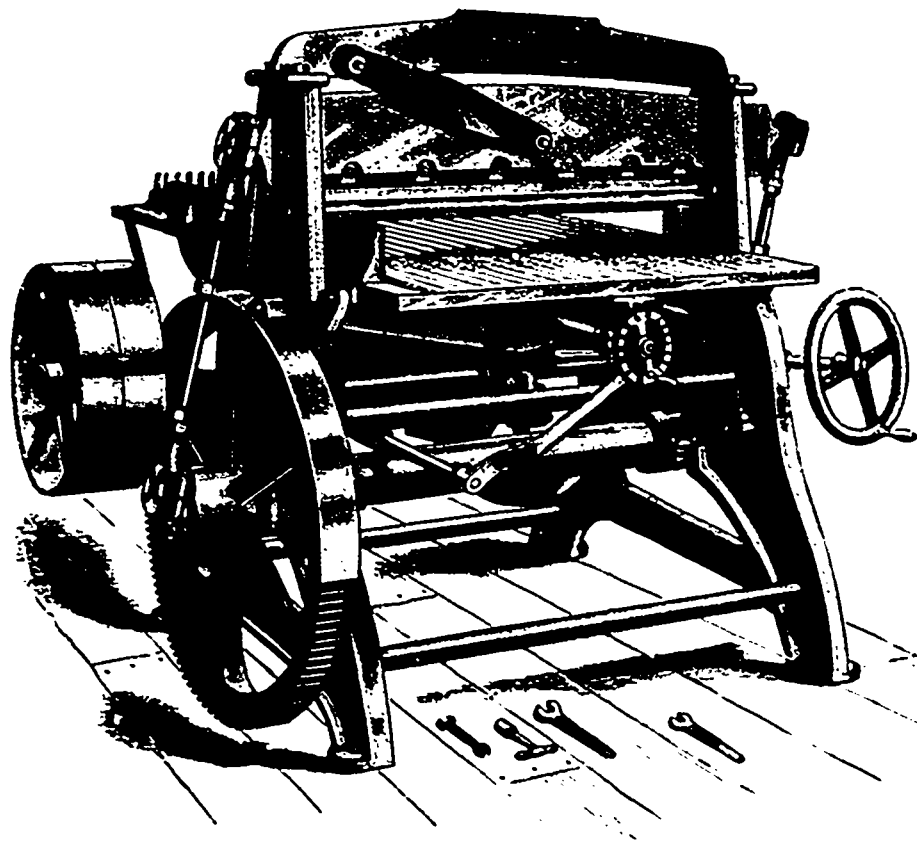
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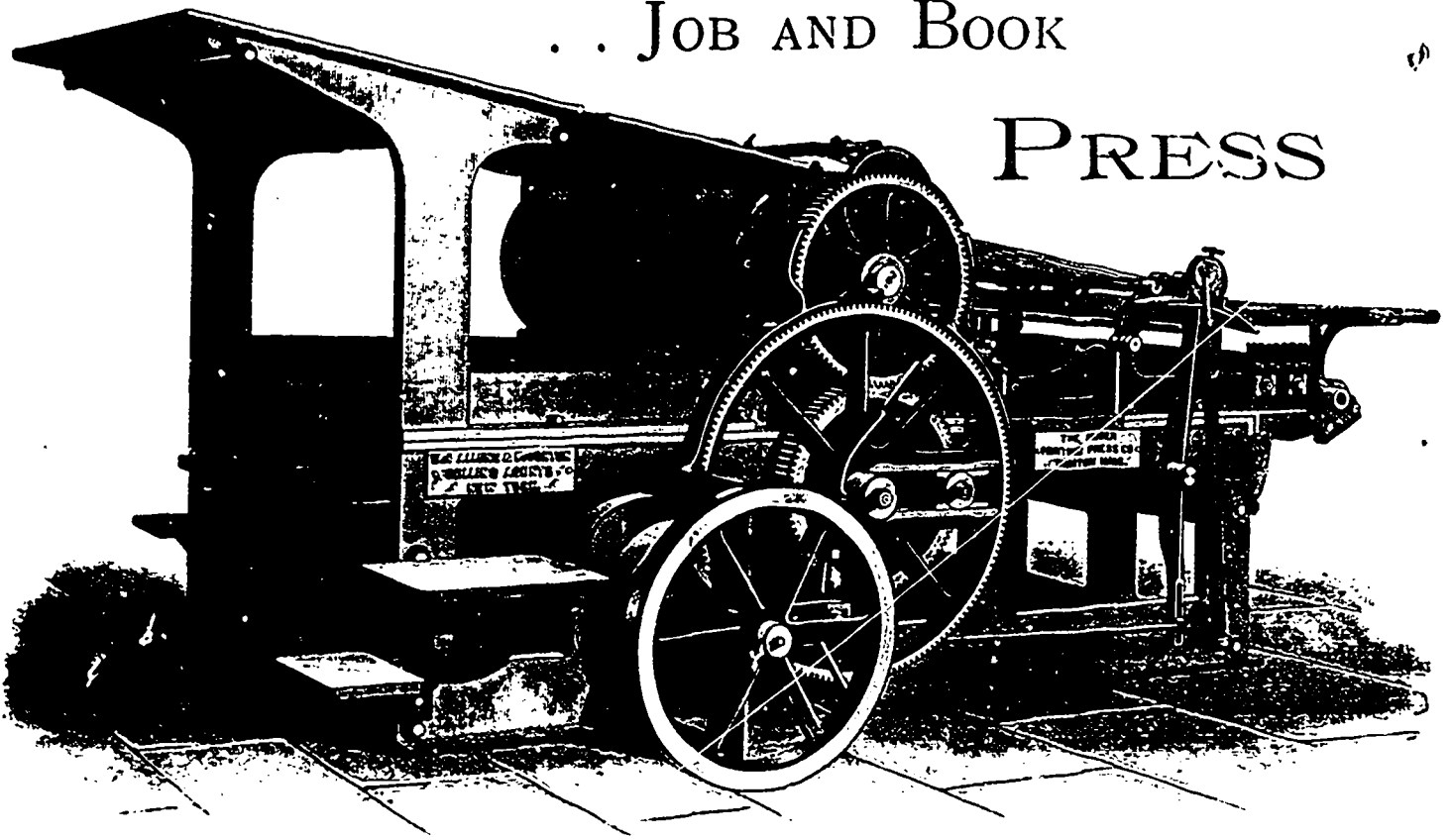
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