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Vol. VIII—No. 4

TORONTO, APRIL, 1899.

\$2.00 PER YEAR.

The MacLean Publishing Co., Limited

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JOHN BAYNE MACLEAN,
Montreal.

Treasurer,
HUGH C. MACLEAN,
Toronto.

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

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Subscription, \$2.00 per annum. Single copies, 20 cents.
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THE WEEKLY PRESS.

Some papers are spoiling their typographical appearance by the way the small reading notices, or liners, are being thrown around. "LINERS."

One weekly, whose publisher evidently has good ideas on make-up and general effect, puts a column or two of small local items on the front page. It makes a good showing until you discover that every second item is a liner about Smith's sugars, or Brown's boots. There are always exceptions to a general rule. Each publisher knows his own interests best, but, by giving up the best places in his reading columns to paid liners, he may be doing his paper and his large display advertisers an ill turn.

TRIP TO THE COAST.

The prospects of a trip to the Pacific Coast were discussed at the Canadian Press Association meeting in February. A sub-committee was appointed to see what could be done with the railways, and, perhaps, the Immigration Department at Ottawa. This sub-committee has not been idle. It has kept in view the fact that weekly editors will not feel justified in taking the trip unless the expenses are kept down to a very moderate figure. The desire to have a strong delegation of weekly men is based on the natural belief that the men who go

should represent both the daily and weekly press, as the weekly papers can do so much to make our western country known to people in Central and Eastern Canada, who, if they are determined to emigrate, should be induced to remain in their native land. No definite results have yet been reached in the matter of the excursion. But the attempt of the sub-committee is to limit the expenditures to \$50 per individual. This would, it is expected, cover all the necessary expenses of the trip.

PRINTED AT A DISTANCE.

The Guysboro, N. S., Gazette, is dated Guysboro and New Glasgow, but is printed at the latter place, which is 100 miles from the other, and there is no rail communication between them. The arrangement, however, does not seem to deprive the paper of any of its local flavor. It is a bright little weekly of eight pages, five columns to the page. The publisher is Albert Dennis, and the local editor is J. P. Dillon. The entire typographical appearance is very neat and nice. The news is all well condensed. Nearly all the matter is home-set. The advertisements are well made up and do not sprawl all over the paper. The impression one gets is altogether favorable, although from the average publisher's standpoint a subscription rate of 50c. is getting dangerously near the profit-disappearing point.

GOOD MATERIAL IN BLUE BOOKS.

Reference was made before to good local material in blue books and other official publications. In this connection, it is strange to observe that some publishers use the blue books sent them for wrapping paper. They cut out the leaves and paste them round the papers which are sent to a distance, or to exchanges. Not long ago, the Ontario Government got out a report on birds. Special attention was given to birds from the farmer's point of view, those that were destructive to crops, those that fed on insects which injured crops, etc. It was a practical, curious and valuable report. The very material, one would think, for newspapers which circulate in the agricultural districts. But some weeklies never alluded to it, and, in one or two cases, at least, the bird report found its way to the wrapping heap. This does not seem like good policy. It is often charged against young reporters on the city press that a good item goes right under their noses and they do not see it. The same criticism may reasonably be applied to editors who get good reading matter sent to them in printed documents and destroy it without taking the trouble to read it.

THE PAPER DEPARTMENT.

THICKNESS OF PAPER.

THE variations in the thickness of a sheet of paper may be regular in character or irregular, according to the condition of the pulp used or the manner in which the stuff is manipulated on the machine.

As a general rule, the variation is more marked in the cheaper qualities and in coarse papers not intended for high-class writings and printings. In proportion as greater care is exercised in the preparation of beaten stuff, followed by a thoroughly efficient system of straining through fine strainer plates, so the presence of irregular patches in the fibre of the paper becomes less and less possible. These patches when found, as they often are, by holding up the sheet of paper to the light, will not always be detected by a test for thickness made in the ordinary way.

THE CANADIAN PAPER TRADE.

Paper manufacturers of Canada are congratulating themselves on the improvement which has been made in their industry of late, says The New York Paper Trade Journal. They have watched the progress of The International Paper Company in this country with a great deal of interest, and are of the opinion that whatever effects the operations of that company may have on the industry and trade in the United States, there will be no ill effects in so far as they themselves are concerned. Many improvements have been made in the older mills in the Dominion, and a number of new machines have been set up in place of old ones. Besides this, four new machines have been erected in Canada during the past six months, and all the four are to run on news paper. The combined output will be about 80 tons news per day. The price of news is considerably lower to-day than it has been heretofore, and the reduction has had the effect of stimulating the publishing business, and as a consequence the newspapers are now in a position to take up all of the additional output. At present there is no prospect that Canada will export any news paper to the United States. At the same time Canadians are comparatively free from any competition from this side of the line; all of which goes to prove the truth of the theory which has been advanced in time past—that Canada is the natural home for a really gigantic paper industry.

THE UNITED STATES PAPER TRUST.

United States newspaper publishers are said to be still alarmed about the high price of paper, and rumor says publishers will combine to make their own paper. The latest story is that agents of a syndicate of publishers of New York and Philadelphia have been inspecting a water-power in South Norridgewock, Maine, with a view of building a 100-ton pulp and paper plant at that point. It is said that the amount of power that can be developed is satisfactory, and that there is plenty of spruce pulp in sight. It is also said that the plant is to cost about \$1,500,000, but in New York it is said among the trade that the story is of the same class as that which was told two or three weeks ago, about the proposition to build a paper mill on

the Ottawa river. It is known, however, that a number of newspaper publishers are talking over the advisability of building a paper mill to supply themselves with paper, but their ideas have not been definitely formulated as yet.

CANADIAN PULP IN ENGLAND.

Canada is increasing its shipments of wood pulp to British ports, says a London correspondent, writing April 14. There were received from Halifax last week 4,103 bales landed at Liverpool, 1,872 bales landed at London. From St. John, 360 bales were received at Glasgow. The ship Michigan unloaded 295 bales at Liverpool, from Boston. The total value of chemical wood pulp received last week was £23,182, the consignments from Norway amounting to 51 per cent of that amount, and from Sweden 35 per cent. It will thus be seen that very little chemical pulp was received from other countries. Mechanical wood pulp was received last week to the value of £10,980, Norwegian supplies representing nearly 55 per cent. and Canadian exports 44 per cent.

OPPOSED TO PREMIUMS AND CLUBBING.

I do not like giving premiums. I give one instance of a little experience I had once. I was to give a picture, with my paper, to all new paid-in advance subscribers, and the picture publishing house went back on me. I don't like the idea. You may soon come to grief by such plans. You pick up a paper now and then that has a great deal to say of some grandiloquent "premium" offer. The people get tired of such business. I believe that most people want to buy a paper just as they buy beefsteak—that is, select what they want, pay for it, and take it along. If we give premiums at all, it should be to old subscribers, the new ones have earned none. Clubbing with other papers is another bugbear. It will often help you secure new names, and will encourage old subscribers to pay up, but, in the long run, taking everything into account, it does not pay the editor. Note one thing—by this practice you encourage needless competition in your own field. I believe we should not do this. Let these foreign publications come, if they will, but let them make their own way, as we have to make ours. It is to be noted, too, that if, in our zeal to publish all the home news, we also devote a reasonable space each week to State and world news, clubbing after the first trial will be but little temptation.—John Beal, before The Missouri Press Association.

WHEN IT IS HARD TO REFUSE.

No shrewd advertising manager—more intent upon permanent success, though seemingly far in the future, than upon a temporary profit—will allow any violation of the public's confidence through the acceptance of fraudulent or tricky business. There is, indeed something tangible and valuable in the asset represented by popular esteem and trust. To be sure, it is hard sometimes to refuse a tempting offer—one that might compromise a newspaper in the eyes of readers or offend some reputable advertisers, especially when business is dull and receipts light, but there are good dividends ahead in return for present investment in a decisive No.—Newspaperdom.

The latest addition to Northwest newspapers is The South Edmonton Advertiser, published by J. D. Skinner.

SOME WRITERS OF NOTE.

SEVERAL names have come forward prominently during the past few months as writers of fiction, and one of them is a Canadian. It may interest Canadian newspapermen to know something of Mr. W. A. Fraser, whose new book of tales, "The Eye of a God," has just appeared in Toronto and New York. Mr. Fraser is already the personal friend of a large number of journalists who appreciate his excellent social qualities, his bright personality and the success in literary work. As a writer of short stories, Mr. Fraser already ranks as one of the cleverest of the present day. His work is marked by originality of conception, and combines unusual strength with fine literary finish. He is a native of Nova Scotia, and follows the vocation of a civil engineer. Nine years of his life were spent in India, during which time he gathered a store of material that he is now utilizing in his stories.

He has also spent some five years or so in the Canadian Northwest, where, in the new free life of the plains and prairies, he has found a rich vein which he has worked with great success. No better stories than his have been written of the Western life of Canada. If he continues to develop as rapidly as he has in the few years since he first began literary work, we may look to his taking a

place among the great writers of this period. London Literature, last year, in a highly appreciative article on Mr. Fraser and his work, referred to him as "the Canadian Kipling." In this connection it is interesting to note that Mr. Kipling has taken a great liking to his Canadian prototype, and has encouraged him to pursue the course in which his talents would seem to fit him for eminent work. Mr. Fraser, who frequently visits Toronto, resides at Georgetown, Ont.

Mr. Theodore Watts-Dunton, whose romance, "Aylwin," has been one of the literary events of the season, was born 63 years ago at St. Ives, in England. He is the literary critic of The Athenæum. Mr. Watts-Dunton has long been well known. He contributed the article on "Poetry" to The Encyclopædia Britannica, which forms one of the most authoritative state-

ments of the principles of criticism to be found in our language. "Aylwin" is not a book of to-day, nor does it depend for its great charm on catching any particular tide that happens to be flowing. It bases its claims for recognition on the perfection of its literary art, on the genuineness of its romance, on its open-air freshness and on the fervor of its passion. The sources of its interests are manifold. Many will be attracted most of all by the picture of gypsy life which the book gives, the author being the great expert on the life of this rapidly dying but wonderful people. But it is the book of a scholar, of a poet, of a man of the world.

The accompanying picture of Mr. Dunne, of The Chicago Journal, who has won fame on two continents as the author of "Mr. Dooley in Peace and in War," will prove interesting to his Canadian colleagues who have heard of the man and read the book.



W. A. Fraser, of Georgetown.

BAD POLICY.

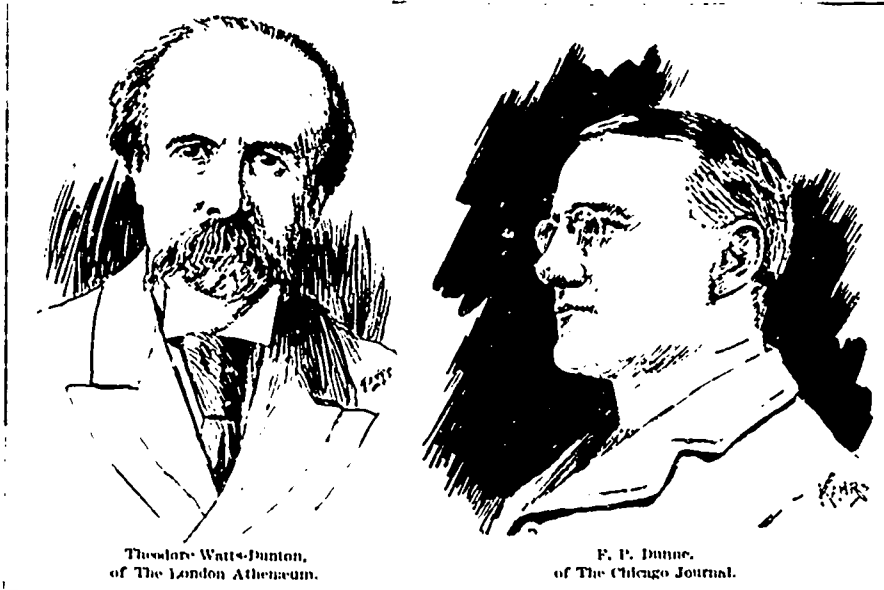
When rival newspapers in the same town blackguard each other and call each other "liar," "robber" and "thief," a suffering public is apt to take each at the other's valuation; and when this occurs, the newspapers as well as

their publishers have lost caste and influence. Where there should be recognized power, there is impotency; and where there should be respect, there is disgust.

This lack of courtesy towards each other is owing to a lack of business sense. The material prosperity of country newspapers will be vastly increased when editors and publishers in the same town come to understand that

the best business sense is courtesy towards each other, in and out of their papers.

There's no more real love for each other among lawyers or doctors than there is among editors and publishers, but the former have sense enough to publicly treat each other with courtesy—and they always stand together on rates. Let an irate client resist the payment of a fee on the ground that it is excessive, and all the lawyers in that community will swear that the fee is reasonable and just. But let some fellow go to a newspaper, and say that the other paper charged too much for an advertisement or for job work, and he is instantly encouraged, and told that he has been robbed by the paper in question, whose editor is a rascal anyway, and ought not to be allowed to live in the community.—S. K. Strothers, Illinois.



Theodore Watts-Dunton, of The London Athenæum.

F. P. Dunne, of The Chicago Journal.

THE PRINTING DEPARTMENT

THE PRINTER SHOULD ADVERTISE.

“I get out something every once in a while, just to let people know I'm alive,” wrote a printer the other day, and I replied: “You get out something once in a while just to let people know that you were asleep, you mean.” Mr. De Vinne struck a keynote recently when he said. “In common with the majority of printers, we do not advertise.” “In common with the majority of printers”—that is the point. The De Vinne Press is successful—not because of its popularity with the rank and file of New York business, but because it is equipped to do a certain kind of work better than the majority of New York printers. I venture to say that there are a score of printers in New York who do a larger job printing trade than The De Vinne Press: I might venture even a larger proportion.

The job printer is the printer who must advertise. He must do it either by printed advertising matter or by employing solicitors to cry his work about among the users of printer's ink.

Just as a man does not commence to build a house without first knowing the probable cost of it, so a printer should not say “I will advertise,” and then depend on chance to give him an inspiration for something “striking.” What he wants to do is to sit down, count what he can afford to invest in advertising, then plan to spend it in monthly installments, for one year. Do not skip the Summer months. It is the very acme of folly to think because times are dull that you must do no advertising. The man who advertises in good times and not in dull times is like a man who draws water only when he is not thirsty. Watch the most successful advertisers in the country; you never hear of them stopping when trade is dull. John Wanamaker told me on one occasion: “Advertise all the year round, most when you find people are hardest to interest.”

Select a list of names from among the business houses with whom you wish to do business. And see that they get something every month. Never skip one of them at any time. Never fail to do your own advertising as promptly and as well as you would do an order for the hardest to please of your customers.

Try to understand the vital necessity of all profitable advertising, that it must be done right, all the time, and that is a duty you owe your business. There is no luck in successful advertising. It is simply cold, hard-pan sense and stickativeness that brings success in advertising.

Have a plan—have it a good one—carry it out as religiously as you expect your wife to have your meals ready for you when you want them, and don't expect your advertising to do everything—work just as hard as you would if you weren't advertising.—Musgrove, in *Printer and Bookmaker*.

NEW ENGLISH MENU CARDS.

An English correspondent says that the London printers are bestowing some ingenuity on menu cards just now, this being the season for dinners. “One new design,” he says, “is decidedly original. At the top of the card is a small metal bracket

with a pin, which passes through the centre of one of the implements used on the dinner table—the knife, fork, spoon, or knife-rest—and at either end of this implement is a figure of a lady or gentleman, in fancy or evening dress. The figures and the spoon, fork, or whatever it may be, are cut out of thin cardboard, and the pin is placed exactly at the balancing point, so that it forms a kind of miniature see-saw, and a touch with the finger will cause the figures to oscillate.

“Another, very pretty, is a card of sage-green, surrounded with a white and gold moulding—a close imitation, even down to the fluting, of the white mouldings used for picture frames. A very curious fashion is to have a small metal and glass locket with a bit of four-leaved clover in it fastened to the menu; so the guest takes away a practical memento of the banquet—one that he can wear on his watch chain if he feel ‘so disposed.’

“Many other designs have made their appearance, but it would take too much space to describe them all here. I may mention, however, that Mucha, the artist, whose posters are so much sought after, both in London and Paris, has executed two or three series—the four seasons, and other similar subjects—and his very decorative designs, though hardly so effective when greatly reduced, still bear the imprint of his talent.”

THE LATEST PROCESS OF COLOR PRINTING

The International Color Photo Company, of New Jersey, have taken out a patent for a new process of color photography, adapted either for photographic printing or letterpress printing from half-tone blocks. From the description of the process in the specification, it would seem that the inventor takes paper, opaque white celluloid, or other similar material suitable for the purpose, and upon its face rules separate, fine alternate lines of such dyes or colors as to correspond substantially with the fundamental colors of the spectrum, says, reddish orange, yellowish green, and violet blue, in the order of the spectrum, instead of lines, small alternate dots, squares, or figures in any manner sufficiently close to present to the eye a neutral surface. The color of each dye is preferably of such depth as to absorb the kind of light transmitted by the others. More than three colors in the dots, or lines, or figures, may be used, such as the complementary colors, red and green, blue and yellow, or the whole series of the spectrum. Such a mixture of colors placed side by side follows the laws of the mixture of lights and not of pigments. To make the block for printing, a screen is prepared by ruling on it alternate lines of each of the three colors, 100 to the inch of each color, or 300 to the inch in all. The negative made through this screen will be in monochrome lines, and from this a half tone plate is made. A print taken from this half-tone plate upon white paper will show, with black ink, a lined black and white picture, or where dots and figures are used it will show a black and white picture corresponding to the pattern. In order to print a colored picture from this block the lined or dotted paper prepared as above described is taken, and impressions made upon it by means of a black or dark ink, making it register so that the black ink will cover to its proper

DIVIDENDS THEIR SPECIALTY.

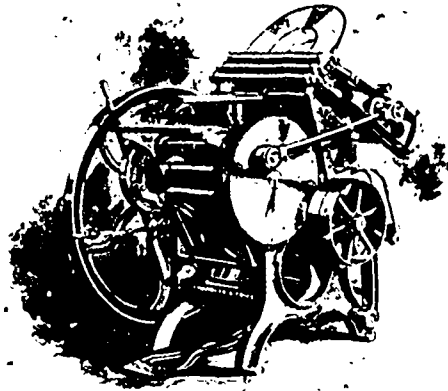
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Noteworthy Facts

Over 10,000 in satisfactory use.
13 years on the market.
None for sale second-hand.

Noteworthy Reasons

The Press is built honestly.
The Press is built to wear.
The Press is built to produce.
The Press is built with all the essentials,
without non-essentials



The Standard in Job Presses

For sale by dealers only

CHANDLER & PRICE CO.

Manufacturers of High-grade Printing Machinery.

CLEVELAND, O., U.S.A.

degree the colors which were absorbed in the camera by the colored plate or screen, and leave uncovered or exposed those colors whose corresponding colors in the object to be photographed have impressed themselves on the negative in the camera. The blacks are formed by the black ink, the whites by the combination of the colored lines, dots, or figures not covered by the ink, and the intermediate mixture of the colors by the combination of such colored lines, dots, or patterns as are not entirely covered or obscured.

COST OF HALF-TONES.

This question is a chronic one between printers and photo-engravers. People have got the idea that when they have beaten down the photo-engraver to 10c. per square inch for copper half-tones they have secured the bottom price. We should think so too, says an English contemporary, but we very much question whether a photo engraving house with any sort of a reputation could be found to do work at this price. The Inland Printer has been collecting opinions of the leading engravers on the subject, and one and all scout the idea of accepting such a figure. As this journal very properly remarks: "Perhaps, when the printer has labored to get results from a flat, badly-etched half-tone, he will find his labor more than balances what he would have had to pay for a first-class piece of work from an established house. You can buy oil paintings for \$3, but we do not see any of them getting much attention from the public. Let us ask the artist how much he charges for his work by the square inch. Let us ask him from the foot of the stairs, or, better yet, the same way as we do the photo-

engraver, over the telephone. Let us make him an offer, and tell him we will pay for his paints and brushes if he will fix up a picture, and we will show it to our friends and say he did it. Of course it has taken him years and close application to get skill to do his work. His natural aptitude or genius is his endowment by Providence to survive among the world's workers. He has spent money in travel to see the works of the masters. But what of that? He has plenty of time and work is slack, and we are willing to pay for the material. Let us ask him for a \$3,000 picture for 10c. per square inch. This is absurd, is it not? But, is our attitude towards the engraver anything different?"

ROLLERS IN DAMP WEATHER.

A platen machineman having trouble with his rollers asks for hints on overcoming difficulties. He has evidently not kept in reserve a fully seasoned set of rollers for use in damp weather. Apart from this, it should be remembered that the peculiar characteristics of roller composition should be understood before a pressman can hope for success in coping with troublesome climatic conditions. It is not advisable, for instance, to wash or sponge up a small roller made of glue and glycerine with water, when the moist temperature is high; nor is it advisable to sponge off such a roller with alum water after first washing it in oil, nor even after rolling it in dust. Rather, avoid water and watery liquids, and keep the rollers as dry as possible. It is difficult to do this at times, but in such cases, freely apply powdered alum about half an hour or longer before putting the rollers on to the press. Rub off the surplus alum with a dry

rag or the hand, and the roller is ready for work for several hours. Benzine is best for washing up rollers in humid weather to prepare them for receiving the coating of dry alum. Keep all rollers in a cool dry place.—American Pressman.

SEASONING ROLLERS.

Seasoning depends on the state of the atmosphere ; if the air is warm and damp rollers do not season at all, but remain as fresh as when first drawn from the moulds. Dry weather, whether warm or cold, imparts the required toughness to the rollers. For this reason it is recommended that rollers be allowed to season for 10 dry days, not 10 consecutive days, before using.

The worst place to season a roller is in a cellar, particularly if damp, for the natural tendency of a roller is to absorb moisture, and the more it absorbs the more tender it becomes, and will "pick out," melt down, burst and be generally unsatisfactory. For this reason roller composition manufacturers make special efforts to remove every drop of water from their composition. The box at the foot of a machine is another poor place to keep rollers in. To season, rollers must have a circulation of air, and will not mature as desired if allowed to remain packed up or coated with varnish as soon as received. If it is necessary to coat them, season first and varnish afterwards.

Another hint to be remembered is that in trimming or beveling the ends of rollers be careful not to cut down to the core, for if the composition on the ends is loosened oil and ink are enabled to permeate between the composition and the core, resulting in loosening the whole roller. Remember that the winding of cord or cotton on the ends of the roller under the composition must not be cut.

THE EVIL OF PRICE CUTTING.

If the job printing business as generally conducted is a ten per cent. business, it is apparent that a charge of ten per cent. more will increase the profit one hundred per cent., and it is probably safe to say that in seven cases out of ten an extra ten per cent. can be charged, and will not be objected to. A plant that is doing \$50,000 worth of business a year at a profit of ten per cent. makes very much less than if it did only \$35,000 worth of business at a profit of twenty per cent. The majority of employing printers are more enthusiastic workers than they are competent business men. They worry more about an idle press than they do about the lack of profit in a job ; and for this reason will take a profitless order for the sole purpose of keeping a press busy. Thus they establish a price, not only on that particular order, but one that is used for comparison with every succeeding order. The evil results are not confined to the printer who does this, but other printers are expected to meet these prices, and, knowing that the work has once been done at these figures, another will take it at the same price, and the whole trade is injured by it. It is the repetition of this sort of thing that has demoralized the job printing business, and the only salvation is to bring this fact forcefully before the attention of the trade so they will realize the folly of it, and rather see a press stand idle than work for nothing. There is always a certain amount of work that must be done and which will be placed at a figure that will leave a profit to the printer if no printer can be induced to take it at a loss; and, if the employers

instead of taking work for the sake of keeping their plants busy, will refuse to handle it except at a fair profit, they will find at the end of the year that they are better off, and soon the benefit will be felt all along the line, and the printing business will be in a more hopeful condition.

In small job offices orders range in price from \$2 to \$20—sometimes more than the latter figure, but not frequently. Now, very few customers would object to paying \$2.50 to \$22. Stationers and middlemen succeed in getting it—why not the printer? I saw a middleman in an office recently, who got a quotation for a lot of printing, and, when he found he could not get a lower price, he left the order, and had it charged to the customer at \$38, leaving a profit of \$17 for himself. He simply secured the order and made a profit of \$17, while the printer did all the work and furnished the stock, assuming all the risk of spoiling the job in the process of manufacture (and there is always that risk on every piece of work), and he probably made 10 per cent. The results in this case should have been just the reverse, the printer should have had the large end, and, if all printers could be induced to realize this, the business would be more profitable. It might then be possible for an occasional printer to become wealthy, instead of the deplorable condition existing everywhere.

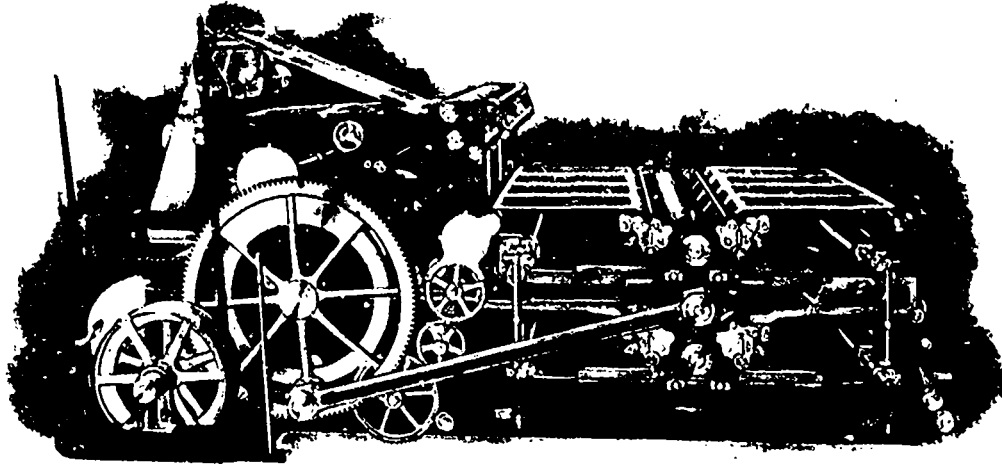
The printing business is different from most manufacturing lines, from the fact that there can never be an overproduction. The business now suffers, perhaps, because there are too many producers of printing, but if it were possible to go on producing and putting the product in stock, the condition would be even worse than that of the bicycle business, which, I believe, is as bad as anything well can be. The liquor business does not seem to be greatly affected by the number of saloons in existence, because they get a good profit on their sales. If they should cut their prices in half they would be obliged to do more than double their present amount of business to be as well off as they are now. They know that, and act accordingly. It seems strange that saloonkeepers should be better business men than printers ; but it certainly looks as though they are.

Do not aim to get every job in sight, but rather aim to get a fair profit on everything you handle. You will not have to work so hard, and you will have something to show for your labor. Remember, the busiest printer is not the most prosperous printer. Suppose you, established printer, had rejected all the unprofitable work you have done in the last five years, and besides this had charged 10 per cent. more on all the orders that would have stood the extra price, how much better off you would be to-day? But what is the use of worrying about past mistakes? Let us, rather, resolve to do differently in the future.—Inland Printer.

ADVANCES IN COLORTYPE.

This is a method of printing in colors into which there enter many elements never before combined. It is without doubt the most wonderful achievement along this line ; not only wonderful, but eminently practical. It provides a means of reproduction direct from object or drawing, thus preserving the natural detail and colors and giving a perfectly faithful representation of the original—an advantage which every honest manufacturer should appreciate. In other words, colortype means photography in natural colors. Not only that, but more wonderful still, perhaps, printing in natural colors. For some

THE DUPLEX.



*Eng. Satt
Batt. Creek, Mich.*

**The Only
Practical**

**AND
SUCCESSFUL
FLAT-BED
PERFECTING
NEWSPAPER
PRESS IN THE
WORLD** ❁ ❁ ❁



**SIX THOUSAND
four, six, seven or
eight page papers
per hour without
the expense and an-
noyance and delay
of stereotyping.**

It needs only the USERS to speak for it.

FIRST IMPRESSIONS.

ZANESVILLE, OHIO, July 1, 1898.
We feel highly elated over our new Duplex press. Have speeded it to over 6,000. Confident it will carry a speed, without breaking web, of easily 7,000.
W. M. MILLER, Manager. TIMES-RECORDER CO.

NINE MONTHS LATER.

ZANESVILLE, OHIO, March 27, 1899.
Duplex Printing Press Co., Battle Creek, Mich.
Gentlemen,—After ten months use of the Duplex "Angle Bar," we feel constrained to write you a few words of added praise for this most remarkable machine. It has never been of a moment's care, and always fills our highest expectations. No daily paper of any pretensions, outside of the metropolitan cities, can afford to do without the Duplex.
Respectfully,
W. M. MILLER, Manager. THE TIMES-RECORDER CO.

THE DUPLEX IN CANADA.

WOODSTOCK, ONT., Feb. 6, 1899.
Duplex Printing Press Co., Battle Creek, Mich.
Gentlemen,—We inclose you herewith check in full settlement for press according to statement herewith inclosed.
In making our final payment on the press, allow us to say that we are perfectly satisfied with it in every way. In a word, it is working beautifully. In this press we believe you have the solution of the great problem of speed without stereotyping, and we can recommend it to any office with a circulation of from 2,000 to 20,000. It has revolutionized the work of getting out our paper. It is easier to take care of than our old press, and enables us to get the paper out in much better style and in one-quarter the time. It is, therefore, a labor-saver, a big promoter of circulation through rapid production, which means early delivery and a big advertisement at the same time. All this, and much more, we can say for your Duplex press, and you are quite free to use what we say.

In this connection, let us again express our satisfaction at the way in which you have done business with us, both on the financial side and through your experts who were over here putting up and regulating the press.
Very faithfully yours,
ANDREW PATTULLO, Proprietor. THE SENTINEL-REVIEW.

THE DUPLEX IN NOVA SCOTIA.

HALIFAX, N.S., March 27, 1899.
Duplex Printing Press Co., Battle Creek, Mich.
Gentlemen,—We are in receipt of your esteemed favor authorizing a settlement to be made with your Mr. W—— for the press. The work is about through here, and before he leaves, to-morrow, we will hand him a draft, payable to your order, in full settlement of your claim against us for the balance due on the Duplex printing press, which is just installed.
We take this opportunity of stating that the press has been erected and has been operated very successfully. We have every confidence that the press will give us entire satisfaction.
Yours obediently,
THE MORNING HERALD PRINTING & PUB. CO.
WM. DENNIS, Managing Director.

**SCORES of other
Endorsements
equally strong.
See Catalogue.**

**FOURTEEN of these
large perfecting
Presses were sold
by us during the
first three months
of this year. This is
the sort of proof
that is decisive.**



**Duplex
Printing
Press Co.**

BATTLE CREEK, MICH.

time, The Chicago Colortype Co. have been perfecting these new processes, and have reached a standard which seems marvelous even to the modern printer.

Many of the most handsome colored illustrations now appearing in elaborate books, such as "Bird Neighbors," etc., have been executed by this Chicago firm. The colortypes are themselves patents, and cannot be duplicated or counterfeited. The Chicago Colortype Co. will correspond on all matters pertaining to color printing, and will send samples on application. In the course of its inquiries, PRINTER AND PUBLISHER has received a number of them, and finds them a very valuable study in this new system of printing.

One production which has a direct interest for Canadian publishers is a line of beautiful pictures to be used by newspapers as "art supplements." One of these, a copy of which is before us, is entitled "Sunrise," a water scene, with sailing and steam vessels and fishing boats. The picture would do much for circulation. The publishers furnish it for \$6 per thousand f.o.b. Chicago, and, as pictures of this class formerly sold for from \$9 to \$14 per thousand, it looks as if these high-class productions could be utilized even by papers of moderate circulations with good effect.

THE CHATHAM PLANET'S SUIT.

The second trial of the libel suit of Douglas vs. The Chatham Planet was held at Chatham March 21, and resulted in a verdict of \$1 for the plaintiff, the jury declaring that each side should pay its own costs. The court (Chief Justice Meredith), however, awarded costs to the plaintiff. The alleged libel is said to have been published in an editorial in the defendant's paper on February 21, 1897. It commented upon the plaintiff's action as city solicitor in certain matters. This action was tried last year before Justice Armour, and a verdict then given for the defendant. Upon appeal, the case was set aside and a new trial ordered. The judge charged against the newspaper. The Planet has published a very moderate and dignified editorial upon the result of the second trial, showing that its original article was a reasonable comment upon the acts of a public official, and expressing the view that it has nothing to take back. Mr. Sydney Stephenson, publisher of The Planet, will have the sympathy of his confreres.

EXPERIENCE WITH THE HOME-PRINT.

The Hartley (Ia.) Herald, in its pleasure at having successfully changed to all-home print, says: "The logic of the situation is the all-home print at a dollar will be popular and successful paper hereafter. Our experience with the six-column folio, all-home print, for a dollar, is highly satisfactory. We are no longer harassed by patent trust bills and express charges. We are delighted, the subscribers are pleased, and the advertisers are better satisfied than ever before. We use no plates, set twelve columns of brevier type, nearly all home and country news, and run twelve columns of advertising. It is a good combination."

The old patent lever press on which Joe Howe printed The Nova Scotian up to 1836 is still in use in a Halifax printing office. It is an interesting relic of early Nova Scotia, and the wonder is that some public-spirited man does not present it to the Province for preservation in some museum.

A NEW COLOR



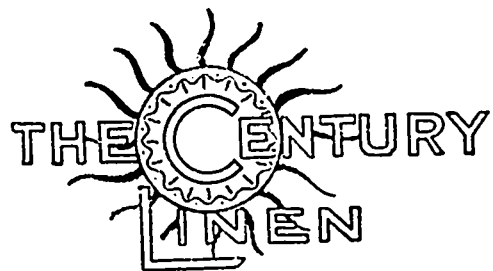
has been added to the line of

ROYAL CHEVIOT ...COVERS...

(GET A SAMPLE)

7-91 Envelopes at 90c. per 1,000 are best value
in business envelopes on the market.

(Note extra size of our high-grade commercial envelopes.)



Complete Stock now en route
from Mill.

Buntin, Gillies & Co.

HAMILTON.

When you want any of the following machinery, get our quotations; then you will give us your order:

- Monona Leverless Cylinder Presses.
- Chandler & Price Gordon Presses.
- Wetter Numbering Machines.
- Horton Mailing Machines.
- Brown & Carver Paper Cutters.
- Brown Folding Machines.
- Westman & Baker Gordons and Cutters.
- Jones' Gordon Presses.
- Lightning Jobbers.
- Rebuilt Cylinder Presses, our stock is the largest and best in Canada.

A full stock kept at all our branches.

Toronto Type Foundry Co.

LIMITED

BRANCHES

- 646 Craig Street - MONTREAL
- 175 Owen Street - WINNIPEG
- 520 Cordova Street, VANCOUVER
- 146 Lower Water Street, HALIFAX

In the matter of

The Keyes-Somerville Printing Co.

Limited

INSOLVENTS

TENDERS will be received by the undersigned Assignee, up to noon on SATURDAY, THE 29th INST., for the purchase, either in whole or in part, of the Plant and Stock in-Trade of the above named Company.

As Brantford is the third manufacturing city in the Dominion of Canada, a splendid opportunity is afforded for the purchase of an established business.

The plant is new and in first-class shape, and may be seen at the Office of the Company, No. 46 Colborne Street, Brantford.

The premises can be acquired for a term at a very low rental per month, and the contract for the Electric Power is on very advantageous terms.

Further particulars, together with a copy of Inventory, can be had from the Assignee.

ARTHUR K. BUNNELL,

Box 237

Brantford, Ont.

NEWS OF THE MONTH IN BRIEF.

PERSONAL MENTION.

E R. C. HOSKING, late of The Winnipeg Free Press, has joined the reportorial staff of The Vancouver Province.

Kenneth Beaton has retired from The Miner Printing and Publishing Co., Nelson, B.C.

M. A. James, editor of The Bowmanville Statesman, has been created a justice of the peace.

Alex. Heron, city editor of The St. John, N.B., Telegraph, has resigned to assume a position on The Fredericton Herald.

L. H. Dingman, formerly connected with The Stratford Herald, has become business manager of the St. Thomas Journal.

Frank Ward, an expert with The Linotype Company in Montreal, has gone to South Africa to look after the Canadian linotype machines now used in printing offices at the Cape.

George Simpson, on retiring from the position of Ottawa correspondent of The Globe to fill the vacancy on The Hansard staff, was presented by a number of his colleagues with a resolution of congratulation on his recent marriage and his new appointment. This was accompanied by a bric-a-brac stand of onyx and brass decorations. Horace Wallis, president of the press gallery, read the resolution, and the gathering of friends dispersed after singing "Auld Lang Syne."

The following are the officers of the press gallery at Ottawa this session: President, Horace Wallis, Quebec; vice-president, G. H. Brown, Montreal; secretary, R. J. Hartley, Montreal. The executive committee was elected as follows: W. Mackenzie, H. R. Holmden, Fred Cook, Thos. Cote, and D. C. Dunbar. A resolution was passed by the gallery men thanking Hon. J. Israel Tarte, Minister of Public Works, for the improvements made in the press rooms.

IMPROVEMENTS AND SPECIAL ISSUES.

W. D. Ruttan is endeavoring to float a new weekly in Manitou. It will be called The Sun.

The Mirror is a new literary and society weekly at St. John, N.B., published by F. C. Cooper.

N. K. Luxton is starting a new weekly, called Town Topics, for circulation in Victoria and Vancouver.

The first issue of Regina's new paper, The West, appeared on April 6. It is a bright and interesting sheet.

The Cornwall Standard office printed a nice programme for a St. Patrick's Day entertainment. Green ink was used. The matter was set with artistic effect by its very simplicity.

Albert Cutten, of Guelph, has started a new weekly in Harriston, Ont., known as The Standard. Harriston, with a population of less than 2,000, now rejoices in the possession of three newspapers.

A handsome and substantial five-storey warehouse will be built this summer, at 68 to 72 York street, by The Toronto Type Foundry Co., to provide facilities for their rapidly increasing business.

On May 15 The Quebec Telegraph will install a new Angle-Bar Duplex Cox press, which will run off an eight-page paper,

folded and pasted at the rate of 7,500 copies per hour. It will cost in the neighborhood of \$10,000.

Truro has a new weekly, The Searchlight. It is edited by C. W. Lunn. This makes two weeklies, two tri-weeklies, one daily and one monthly paper now published in Truro. Not bad for a town of 3,500 inhabitants.

The Bridgewater (N.S.), Bulletin has duly appeared, after the fire, in ample form and in a handsome new dress. The Bulletin gives some well-executed illustrations of Bridgewater before and after the fire. The paper is clearly and well-printed in large-faced type, as is the fashion with our Maritime brethren. The entire equipment was supplied by The Toronto Type Foundry Co.

The remarkable advances made by The Halifax Herald during the past year in typographical appearance and general equipment were appropriately set forth in a special issue March 23. The issue was 14 pages, and illustrated, both by the cuts and letterpress, the progress made in the typographical art in Nova Scotia, and especially by The Herald. The number was calculated to arouse the interest of the paper's advertisers, but would also commend itself to the general reader. Mr. William Dennis, the manager of The Herald, continues to show every sign of an alert and enterprising publisher.

BUSINESS CHANGES.

Mrs. E. E. Daubney, publisher, Deloraine, Man., has sold out.

Chas. A. Styles, is advertising his paper, The Morrisburg Courier, for sale.

The East Kootenay Publishing Co., of Golden, B.C., is in financial difficulties.

The News Publishing Co., Limited, Wolseley, N.W.T., are applying for incorporation.

The stock and plant of J. A. Strang, printer, Montreal, has been damaged by fire and water.

The Heimskringla News and Publishing Co., Limited, Winnipeg, are applying for incorporation.

N. K. Luxton, publisher of The British Columbia Guide, Victoria, has sold out to Alex. Girdlestone.

Thomas McNaught, publisher of The East Kootenay Miner, has been sold out by sheriff to E. A. Haggan.

The Cascapedia Pulp and Lumber Co., Maria, Que., is in liquidation, and the balance of their assets have been sold.

The plant, etc., of the estate of the Keyes-Somerville Printing Co., Limited, Brantford, is advertised for sale by tender.

Alphonse Denis and Eusebe Morin have registered partnership under the style of A. Denis & Cie., proprietors of La Tribune, St. Hyacinthe, Que.

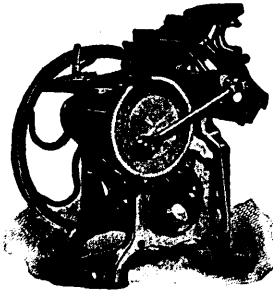
C. H. Creighton has sold The Leamington Post to Messrs. Johnson & Wickwire. The new proprietors have been connected with the paper for some years.

The building and printing plant of The Regina Standard were destroyed by fire on March 18. The loss amounted to about \$8,000, while the insurance was under \$4,000.

Chas. F. Stone, proprietor of the Perth Expositor, has replaced his old English Wharfedale power-press by a modern "Cottrell." The Toronto Type Foundry put up the new press.

THE "ALL RIGHT" PRINTING MACHINERY.

Jones Gordon "all right." Ideal Cutter "all right." Lightning Jobber "all right."
PRICE "ALL RIGHT."



THE JONES GORDON JOB PRINTING PRESS.

It is the heaviest Gordon Press built. It is the strongest-braced press made of the Gordon style. Our 14 1/2 x 22 is made with frame cast in solid piece. It is the only job press of any style having a distributing Duplex Ink Fountain. It is the only Gordon Press having an Ink-roller Throw-off—a great advantage. It is the only Gordon Press built of any style, having a Self-locking Chase Hook and Form Starter. Think of the convenience. It has the most simple and easiest-worked Impression Throw-off used on any Gordon Press. A short-stroke motion. It is the only Gordon Press having finished and plated loops on the carriage for use in taking out and replacing the ink rollers. Don't you think this a good thing?

NOTICE POINTS OF SUPERIORITY.

VERY HEAVY. GREAT STRENGTH.
STEEL DRAWBARS AND SHAFTS.

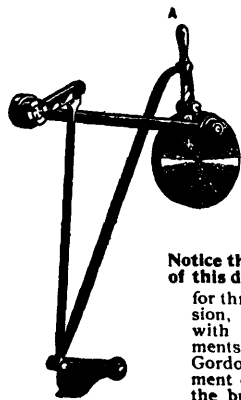
Perfectly True. Our beds and platens are scraped to a perfectly true surface after planing, thus making it practicable to print a solid form without overlay or underlay.

No Long Shaft sticking out in the way with our steam fixtures.

Feed Table to Right of Gear Wheel. Think what an advantage and what a lot of trouble is saved by having the feed table so far to the right. It gives the pressman more elbow room. Adds greatly to convenience of feeding. Big thing.

Self-Locking Chase Hook. Pressman does not touch the chase hook in putting in the chase. Dropping in the chase locks the form. This is the biggest little thing ever put on a press.

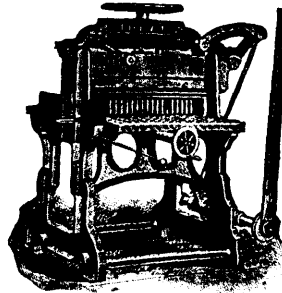
Brake to Stop the Press. All our steam fixtures are provided with a brake by means of which the press may be stopped almost instantly. This is a part of the steam fixtures and costs nothing extra.



Patent Impression Throw-off.

Notice the simplicity of this device

for throwing off the impression, and then compare it with complicated arrangements used on ALL other Gordons. A short movement of the handle A does the business.



THE IDEAL Printers' and Bookbinders' Cutter.

With Quick-Moving Back Gauge.

Front table 16 inches wide in 30 and 32 inch cutters, instead of the usual 12 inches. In the 25-inch cutter it is 12 inches.

PRICE LIST.

SUBJECT TO DISCOUNT.

25 inch, will square 25 inches,	\$110.00
30 " " 30 "	175.00
32 " " 32 "	200.00

SPECIAL FEATURES.

This cutter is very strong. We wish to call especial attention to the fact that we use no out-of-date "gibs" in adjusting our knife bar. Our knife bar operates in a solid box. No possible chance for play or rattle. We use the finger gauge, making it possible to make a very narrow cut. Notice the brace under the cutter stick. The handle is easily adjusted to any position by the use of one bolt. Cutter fully guaranteed. Our quick-moving gauge is invaluable.

It Is All Its Name Implies.

We take pleasure in saying that we have found it all its name implies and perfectly satisfactory in every respect. The octagon stick giving sixteen cutting surfaces was a happy thought that will be appreciated. The lever by which the gauge is instantly moved to any desired position is a great time-saver and therefore a valuable feature. Under the severest tests the Ideal never fails and demonstrates the worthiness of the name given it. Let us congratulate you upon your success in producing a cutter embodying all the essentials of a perfect machine.—SLAUSON BROS., Elmira, N. Y.

Don't Care to Trade.

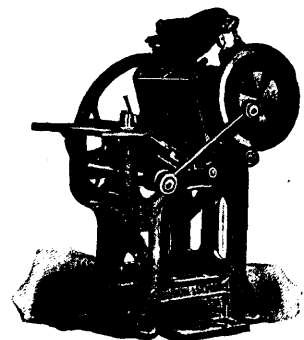
The Ideal is a dandy. Cuts easily cardboard or paper—all that can be put under the clamp. I don't care to trade it for any other make of cutter.—N. G. THOMPSON, S. W. Oswego, N. Y.

I Take Pleasure in Recommending It.

The Ideal Cutter is perfectly satisfactory. It is very strong, perfectly accurate and never out of order. I take pleasure in recommending it to all printers wanting a good cutter at a fair price.—CALKINS, THE PRINTER, Niagara Falls, N. Y.

More Than He Expected.

I can truthfully say that the 25-inch Ideal Cutter more than comes up to my expectations. The unique patent draw for moving the gauge is certainly a decided advantage over the old way of turning a wheel.—H. D. LAMONT, Hazelton, Pa.



LIGHTNING JOBBER

No other press ever built has attained such immediate popularity.

SIZES AND PRICES.

7 x 10 inside of chase, two rollers,	\$ 90
8 x 12 " " three "	110
9 x 13 " " " "	125
10 x 15 " " " "	150

Steam fixtures, \$9.00; long fountain, \$16.00.

Two wrenches, two chases, ink rollers with cast brayer, or mold, and two sets roller stocks go with each press.

DISCOUNT ON THESE PRICES FOR CASH.

Guaranteed to print a solid form. Simple in construction. Very light running. Very strongly built. Shafts steel. Drawbars steel. Machine-cut gearing. No cams. Impression throw-off. Depressible grippers. Same kind of carriage and impression screws as used on the Jones Gordon.

I Am Printing a 4-Col. Paper on My 10 x 15.
C. O. GRIMM, Grover Hill, Ohio.

It Prints a Full Form.
W. H. RODELL, Rochester, N. Y.

It Is Perfection Itself.
G. F. MORRIS, Saratoga Springs, N. Y.

It Gives Entire Satisfaction.
WM. J. KLINE, Amsterdam, N. Y.

It Fills the Bill.
W. H. SEELEY, Binghamton, N. Y.

As Well as an Embossing Press.
HARRY L. EVEREST, Dolgeville, N. Y.

It is a Dandy.
ASHLEY PRINTING Co., Ashley, Ohio.

Works to Perfection.
DRURY BROS., Grand Encampment, Wyo.

Meets Every Requirement.
MOORE BROS., College Corners, Ohio.

Not Found a Better Press.
J. L. STURTEVANT, Albany, N. Y.

It is a Whirlwind.
WM. McDONALD, Byron, Mich.

Presses Are Satisfactory.
CLARENCE DUPUY, Syracuse, N. Y.

What More Can a Man Ask?
C. O. GRIMM, Grover Hill, Ohio.

Some Severe Tests.
CUNNINGHAM PRINTING Co., Middleburg, Ky.

Form Fills the Chase.
FULLER PUBLISHING Co., Grand Rapids, Mich.

No Peer in the Market.
ROY L. ALGER, Petoskey, Mich.

SOLE AGENTS FOR CANADA
TORONTO TYPE FOUNDRY CO., LIMITED.
TORONTO.

BRANCHES—646 CRAIG ST., MONTREAL
146 LOWER WATER ST., HALIFAX,
175 OWEN ST., WINNIPEG.
520 CORDOVA ST., VANCOUVER, B.C.

ORIGIN OF THE CABLE SERVICE.

Compiled for THE PRINTER AND PUBLISHER.

BARON PAUL DE REUTER, who died last month in France, aged 83, was the founder of the international telegraphic news agency which bears his name. A German by birth, he became a naturalized British subject. When the first telegraph line on the continent of Europe, that between Berlin and Aix-la-Chapelle, was opened, in 1849, Reuter, who had started life as a merchant's clerk, began to furnish commercial reports by telegraph. To improve the facilities between points not connected by wire, he employed fast horses, carrier pigeons, swift couriers and other means to quicken communication.

The service was a good deal hampered by the press censors and other obstacles on the Continent, so, in 1851, when the cable was laid between England and the Continent, Reuter fixed his head office in London, where it has since remained. In those days, the London dailies were at enormous expense in getting news. The Times, for instance, possessed a fast steamer, which kept up quick communication between Calais and Dover. Reuter offered to convey political, as well as commercial, information. But the London papers were slow to take it up. Mistakes were apt to be made, for often the news had to be translated into three or four languages before it reached London, and errors would creep in. His first two efforts to supply the London press were, therefore, unsuccessful.

But, undaunted, Reuter made a third attempt in 1858. He approached The London Advertiser, then edited by James Grant, and offered to supply that journal with foreign telegrams. The Advertiser was then under an expense of £40 a month for its foreign news, but Reuter offered to do it for £30 a month, guaranteeing that the telegrams would be fuller and better at that price. As a test, he offered to send the news for a few weeks free of charge. The experiment was a success, and all the newspapers in London, except The Times, made contracts with Reuter for his service. The Times at first believed that Reuter could not give them a foreign service as good as their own, but presently decided to take his despatches.

The first great "scoop" was a report of the interview between Napoleon III. and the Austrian ambassador which foreshadowed the war. The despatch created a great sensation. From this time on the papers were eagerly read for Reuter's telegrams. The agency gained the confidence of the press by its accuracy and impartiality. Information was always kept for the press and never allowed to leak out first to the stock exchange or private individuals.

In those days there was no cable between England and America. The agency did everything it could to facilitate communication. The latest news was telegraphed to Boston or New York, from all points in America, just before the mail packet left. Fast sailing yachts met the steamers off the Irish coast and received on board the despatches, packed in hermetically-sealed boxes, which were immediately conveyed to Crookhaven, the nearest point on the Irish coast. Thence the news was telegraphed, by way of Cork, over some sixty miles of wire, laid down by Reuter himself in order to obtain the most rapid trans-

mission to London. When President Lincoln was assassinated by Booth the mail had already left New York, but Reuter's correspondent chartered a swift steamer, overtook the mail boat, and got the news on board.

The seizure of Mason and Slidell on the Trent was first conveyed to London by Reuter, and, on the strength of the despatch, Lord Palmerston summoned his cabinet. It was a Reuter telegram which first gave England the tidings of the disaster at Isandhlana in the Zulu War, and the defeat at Majuba Hill by the Boers.

Reuter, who was, on account of his public services, created a baron, in 1871, by the Duke of Saxe-Cobourg and Gotha, also busied himself in laying cables. Through his efforts was due the submarine cable connecting England and Germany, which enabled a through telegraphic communication to be made between London and the principal towns of his native country. He also acquired from the French Government the right to construct and lay a cable between France and the United States. This was laid in 1865, and was worked in conjunction with the Anglo-American Telegraph Company.

Having formed his agency into a limited liability company with himself as managing-director, Baron de Reuter, in 1878, retired from his position, though he still continued as an ordinary member of the board. He was succeeded in the post of managing-director of the company by his son, Mr. Herbert de Reuter, another son, Baron George de Reuter, having also a seat on the board.

PRINTER AND PUBLISHER WANT COLUMN.

WANTED—An experienced feeder for Cylinder and Gordon presses; girl preferred; steady employment. Apply to Shareholder Office, 206 McGill street, Montreal.

WANTED—For newspaper office, young man with some knowledge of advertising work, one speaking French desired. Apply, giving age, experience and references, to L. 146 Star Office, Montreal.

WANTED—A strong young man to work in a printing office, one having some knowledge of presswork preferred. Apply at Montreal Witness Office.

WANTED—A first and a second assistant stereotyper for a daily paper. Address, P.O. Box 586, Montreal.

TO PRINTERS AND EDITORS—Wanted, to manage a weekly Conservative paper and book and job office in the Northwest Territories, a live man. Address X, Box 55 House of Commons, Ottawa.

NEWSPAPER—The plant and business of The Morrisburg Courier, valued at \$2,500; \$1,200 cash buy everything. Plant is one of the best in eastern Ontario. Address, Chas. A. Styles, Morrisburg, Ont.

WEEKLY NEWSPAPER—Country village, good business. Box 551, Toronto Globe.

NEWSPAPER PLANT—Independent—and bookstore for sale; plant, \$2,300, no opposition. Address Box 450, Toronto Mail and Empire.

NEWSPAPER WANTED—Two young men desire to purchase a Liberal or independent weekly in good town. Box 319, Toronto Globe.

APPRENTICES WANTED—Two or three good smart boys to learn job printing. Apply Montreal Herald Job Department.

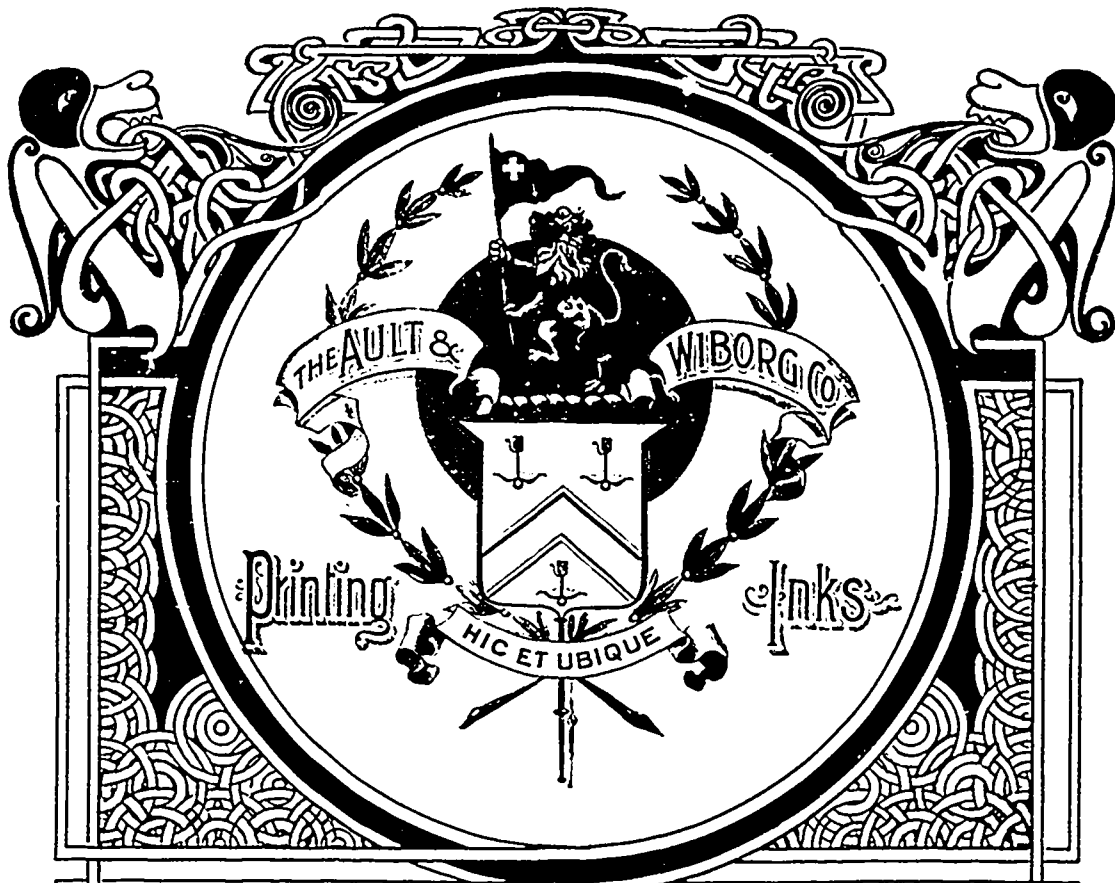
WANTED—A gentleman thoroughly experienced in newspaper work, to take the position of city editor of a morning paper in St. John, N.B. Apply, stating experience and salary. "M. D." care of Daily Telegraph Office, St. John, N.B.

PRINTING BUSINESS FOR SALE—Situating in a live business town of about 9,000 inhabitants, the centre of a Ref. Am. county, publication daily and weekly, with a good circulation; good reasons for selling. Apply to Box 438, Toronto Globe.

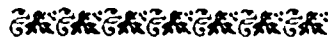
NEWSPAPER MEN—Owner of profitable Liberal daily and weekly wants accurate and experienced partner for business management, reasonable terms and good opening for right man. Apply Box 534, Toronto Globe.

JOB PRINTING PLANT—At a bargain, well established; good run of work. Address Box 370, Toronto Globe.

WANTED—A first-class lithograph pressman. Apply The Mortimer Co., Ottawa.



The Best Printers



ALL have only the best of everything. They want the best presses, best stock, best pressmen, and compositors, and, last but not least, the best Inks. ✱ The price of the best Inks is such that every good printer can afford to buy them. ✱ Ault & Wiborg's Inks are the best and the cheapest, ✱ because they for many years have given better results than any others.

The Best Inks Make the Best Printers—

✱ **Ault & Wiborg's.**

TORONTO TYPE FOUNDRY CO.

Sole Agents for Canada Limited

✱ A full stock kept at all branches.



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News Paper

Our paper has a good appearance, is bulky and of good color, and we sell it cheap.

Have you seen our new natural shade, it is being adapted by a number of progressive papers?

Ask our travellers for particulars, or write us direct.

Prompt shipment and careful attention
to LETTER ORDERS.

CANADA PAPER Co.
TORONTO and MONTREAL.

THE MONTREAL HERALD WINS.

NOT for years has so important a victory been won by a Canadian newspaper in the courts as the issue of the suit brought by Chief of Police Hughes, of Montreal, against The Herald. The jury found Messrs. Brierley and McKay not guilty of criminal libel. Mr. Brierley and the paper have been the recipients of many congratulations.

The articles to which Chief Hughes took objection, and for the publication of which he asked the court to condemn the proprietors of The Herald, appeared in the paper on November 10, 1898. The headings read: "Mr. Hughes, where's this \$300?" "The Very Curious Manner in which Montreal's Police Department buys its Horses" and "A Transaction not Explained." The article related how the claims committee, which had been appointed to examine and report upon outstanding accounts totalling about \$150,000 against the various departments, had accidentally discovered Chief Hughes' method of buying horses for his department. In brief, the story was about as follows. In May, 1897, Chief Hughes wanted a team of horses for his patrol wagons, and, as the council would not vote the money, he borrowed \$300 from a saddler who was doing business with the department, and purchased the horses himself. In June, of the same year, he borrowed another \$300 from the same man to purchase a second team. In October, 1897, he borrowed a third \$300, less \$25 the saddler, Mr. Poirier, held as discount. This method of doing business was pronounced by the court irregular and illegal, for, while the chief paid the money, it was done without the authority or knowledge of council. Mr. Poirier sent in his bill to the police department for "\$900 for three teams of horses," not for money borrowed by the chief. There was no money on hand to pay him, and, in May, 1898, he entered an action in the courts for the recovery of the amount. The suit was not pushed vigorously, and it did not come to trial before the celebrated meeting of the claims committee on October 18, 1898. At this meeting Mr. Poirier's account for \$1,780

\$900 for horses, and \$870 for harness and repairs—was considered. In the course of the discussion that ensued as to the price of the horses, in which the chief took part, the whole transaction was revealed. For publishing the facts and for the headings placed over them, criminal libel suits were entered against James S. Brierley and J. A. McKay, managing-director and secretary of The Herald. The evidence at the trial corroborated the newspaper's story. Mr. Justice Wurtele charged the jury in favor of the defendants.

It is now nearly two years since The Herald undertook the tremendous task of exposing the irregularities of municipal administration. Taxpayers wondered why their heavy annual contributions fell so far short of maintaining a decent civic service. Policemen were without uniforms, the fire stations were falling in on the brigade, millions of gallons of water was wasting through the unrepaired water mains, and vehicles were being ruined and bicyclists being injured by great gaps that had been worn in the asphalt and block pavements. Then, The Herald inaugurated the campaign of which this great libel suit is but one echo. The task of criticizing the municipal authorities was attended by many difficulties. First there were sneers, and then the authorities grew angry. Speeches of censure against the paper were made in the council and committees, and threats to expel the paper's representatives followed. But gradually the influence of a vigilant and vigorous newspaper has made itself felt, and the conduct of affairs has been passing into the hands of the better element in the council. Libel suits almost innumerable have been threatened. Chief Hughes gave notice of seven, civil and criminal, and, before the recent trial, he talked of entering 28 more. None have been entered. Another official gave notice that he would apply for a writ for \$20,000, but the notice lapsed, and the application was not made. Others, too, have talked in the same manner, but have, without exception, forgotten to carry out their threats.

The Herald tells its readers that the campaign has only nicely opened. All they have given the public up to now has been a preliminary canter, just for warming up.

News has been received of the death in Kentucky, U.S., of Jas. Robb, a former publisher of The Stratford Herald.

MR. G. H. PEART.

THREE newspapermen played the star parts in The Montreal Herald trial. Messrs. Brierley and McKay who stood as "prisoners at the bar," are already well known in the newspaper world, especially in western Ontario. Before undertaking



G. H. Peart,
of The Montreal Herald.

the management of The Herald, Mr. Brierley published the St. Thomas Journal and Mr. McKay, The Chatham Banner. Mr. Geo. H. Peart, the other member of the trio, is the writer of the article over which the suit arose. Since joining The Herald staff in December, 1897, he has had charge of the municipal work and has unearthed some startling stories. Within a month after taking over his new assignment he exposed the condition of the accounts in the various civic departments. During the previous two years some of the departments had secretly and illegally exceeded their appropriations by large sums. He has dug out a constant succession of stories from that time until now, in which the police, health, and water departments have been principally involved. Though only 28, Mr. Peart has had a varied newspaper experience. Born in Pickering Village, Ont., Nov. 1871, he began journalism with The Toronto World in 1894 under G. W. J. Wilkinson, the present news editor of The Mail and Empire. In September of the same year he was given charge of the police work for The World, and subsequently followed such famous cases as the Clara Ford and Hyams brothers murders. In fact, he played a specially important part in the latter. In boyhood days he had been a schoolmate of Willie Wells, who, it was alleged, had been murdered by the Hyams, and he was instrumental, to some extent, in disclosing the facts and bringing the case to trial. In December, 1895, he resigned to accept the city editorship of The Chatham Banner, under J. F. McKay—now of The Herald. In a short time, The Banner passed into the hands of Mr. N. W. Ford. Mr. Gemmill, editor-in-chief, became sheriff of Kent county, and Mr. Peart succeeded to the editorial chair. He continued to win laurels for himself as editor of The Banner until December, 1897, when he accepted a position on The Herald, under his old chief. His vigorous investigation of civic irregularities has added to his reputation amongst newspaper men, but it hasn't won him many friends in "the ring."

Motions have been made, but never carried, to expel him from the meetings of the police and water committees, and the threat was openly made in council to exclude him from council and committee meetings altogether. Twice Chief Hughes threatened him with arrest for criminal libel, and, on one occasion, the warrant was actually issued, but afterwards withdrawn, as it would have been found impossible to prove the authorship of certain articles.

TYPESETTING MACHINE FOR COUNTRY OFFICES.

Charles Botz, editor of The Sedalia (Mo.) Journal, is the inventor of a new typesetting machine, which is said to be adapted to meet the needs of the smaller country offices. It is unique in that it requires no power outside of the compositor, who can set at will a word or line of italics, caps or small caps, as well as lower-case Roman. The machines can be made to sell for \$300 each, and one machine will do the work of two swift compositors. Mr. Botz has secured three United States patents and will shortly be able to furnish all necessary information about this machine, which he is withholding at present, pending the granting of foreign patents.

Jos. Darveau, printer, etc., Quebec, is dead.

The Province Publishing Co., Limited, Vancouver, have applied to change their style to the British Columbia Printing and Engraving Corporation, Limited.

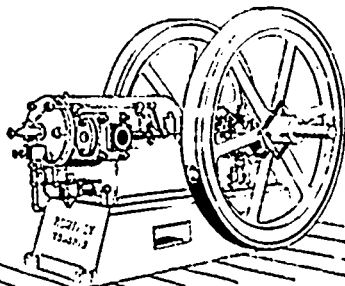
"Let me see," said the editor to a new acquisition, a graduate of the College of Journalism, "I hardly know what to put you at." "Until you decide," replied the man, "I'll sit down and write the leading editorials."—Life.

The report that E. V. Nye, proprietor of The Bedford, Que., Times, had been burned out was not wholly correct. The Times was burned out, but the proprietor is E. C. Hungerford. Mr. Nye is the proprietor of The Bedford Press. Until other arrangements can be made, The Times is being printed at the office of The Cowanville Observer.

A school of unique character has been established in Chicago. It is designed to impart instruction in the art of writing advertisements. It teaches composition, the use of words, type, display, illustrations, lithography, paper, rates, space and other details involved in the advertising business. The students already enrolled comprise newspapermen, clerks, printers, stenographers, etc.

"Foreman and Staff Delighted with It."

The Northey Gasoline Engine wins popularity with The Bowmanville Statesman.



"Built for Hard Work."

Mr. M. A. James, Editor Bowmanville Statesman, writes: "We have been using the 2 H. P. engine bought from you six weeks ago. Our only regret is that we did not throw out the steam engine and substitute the little wonder long ago. We find the 2 H. P. engine ample for running our big Wharfale and No. 3 Gordon presses. It works like a charm, and our foreman and staff are delighted with it. I cannot conceive of anything better for a printing office, as it is always ready, and speed can be got up in from five to ten seconds. The insurance companies have given permission to use the Gasoline Engine without raising the rates. You will be doing the printers of Canada a great service by introducing this power to them."

Mr. James is only one among many newspaper men who have proved the Northey Gasoline Engine to be what we claim for it—the ideal power for the press room. No other power can compare with it for convenience and utility. It embodies all the requisites—easily handled, ready when wanted, inexpensive to run, and absolutely safe. It would pay you to send for booklet and information.

The Northey Mfg. Co., Limited, 1007 King St. Subway, Toronto

NEWSPAPER CARICATURE IN CANADA.

HENRY JULIAN AND THE "BYTOWN COONS"

Written for PRINTER AND PUBLISHER

THE MONTREAL STAR has made the journalistic hit of the year with "The Bytown Coons." Week after week Star readers have laughed over performances of the Government minstrels, and since the whole series has been published in book form the interest in it has increased tenfold.

"The Coons" were practically the first cartoons that have appeared in The Star. Although the paper has always been well illustrated, the management seems to have fought shy of the cartoon, indeed, it is noteworthy that none of the Montreal papers have attempted anything of this nature until recently, though the Western dailies have successfully cultivated the cartoon for years.



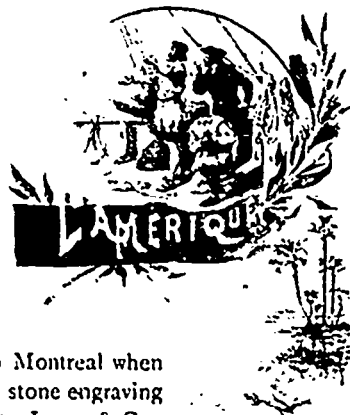
Henry Julian

The idea, it is said, presented itself to Mr. Henry Julian, The Star artist, while making a sketch of Sir Richard Cartwright. The old knight's features seemed

to invite caricature, and Mr. Julian straightway drew him as a colored minstrel singing of his political woes. This seems to have suggested the immense possibilities of a coon band recruited from the Cabinet, so one by one the members of the Government were added until the Bytown troupe was complete. The credit of the verses is divided among several of The Star's clever writers. Mr. Dalby's well-known satirical style may be recognized in some of them, I think, though he is reticent as to his share in the work of composing songs for Government coons.

Mr. Julian is not fond of talking about himself and he does not like newspaper publicity. But a doctor must be prepared to swallow his own medicine, and I am only performing an act of simple justice to the Ministers with whom he has taken liberties, in putting him through his own mill. In a weak moment he drew his conception of himself for a friend, and from that friend I succeeded in begging it, so that the readers of PRINTER AND PUBLISHER can see the clever artist as he is and as he sees himself. The same perfidious friend supplied me with a few facts about the gentleman whose sketches have made the country laugh.

Born in Quebec, Que., Mr. Julian came to Montreal when he was seventeen to learn stone engraving with the firm of Desbarats, Leggo & Co., who have long since been succeeded by the Burland Lithographing Co. At that time they published the long defunct



Unpublished Specimen of Illustration Work. H. Julian.

Canadian Illustrated News, the leading paper of its kind then, and young Julian's talent for drawing first showed itself in sketches for that paper. In 1874, when the first detachment of mounted police went to the Northwest he accompanied it, as the special artist of "The News." He remained with the Desbarats firm and their successors until 1889, when he joined The Star staff. His work there has always been excellent, and latterly it has become so original and bright that I should say it was one of the most popular features of the paper, in fact, I think the majority of Star readers turn to Julian's pictures before looking at anything else. During the last session of Parliament he contributed a series of lifelike pictures of public men entitled, "Lights and Shadows of Parliament," and this session he is making some splendid drawings of the members as they listen to the debates. These are probably his best pictures — the Government minstrels excepted, of course. Mr. Julian's ability is not confined to pen and ink work. A picture in oils, by him, entitled "The Return," was exhibited at the recent Art Exhibition in Montreal. It represents the return of a habitant from market, and is a perfect portrayal of a typical French-Canadian scene.



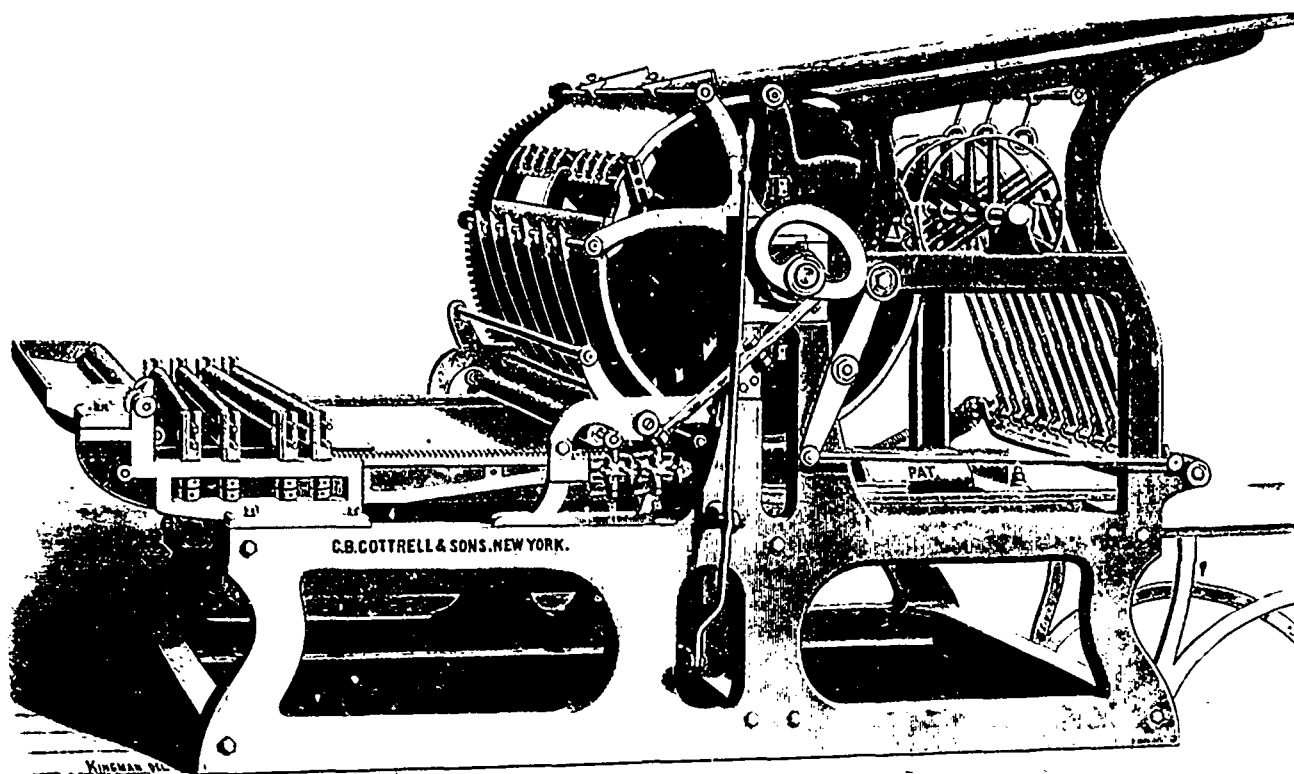
Unpublished Specimen of Caricature.—H. Julian

Mr. Julian is said to be extremely domesticated. He has a large family, and his home interests are all he desires outside of his work. He has received numerous offers from American papers, but prefers to remain in Canada on a comparatively small salary to settling in Yankeeland. It is one of the peculiar features of newspaper work that the man whose brains have evolved the clever idea rarely gets any credit for it. Whatever kudos is going belongs entirely to the paper. This is strikingly true in Mr. Julian's case. Thousands have laughed over his "Coon" creations, but only a few like you and I, who are in the business, know anything of the man whose talent and experience have produced the funniest and most original collection of pictures ever published in Canada. W. M. M.

Writing from the Boundary Creek, B.C., country to The Vancouver Province, J. T. Wilkison says that A. Megraw, formerly of The Vernon News, and C. E. Race, late editor of The Rossland Miner, are interested in mining affairs out there.

A peddling printer is somewhat of a novelty, but a Swiss paper says that two men are now "on the stump" in this line. Their modus operandi is to go from one public house to another (it was in the environs of Zurich, one Sunday morning, that the thing was first noticed) and offer to print at a cheap rate, and, of course, "while you wait," visiting cards for the customers. One man did the "patter" whilst the other took on the composing and press work. When one "pub." had thus been done, the "printing office" was put in a handcart and taken on to the next.

The King of Country Presses.



The "Triumph" Country Two-Roller Press. NEW SERIES.

WITH TWO ROLLERS COVERING FORM.

The illustration on this page shows our latest improved "Triumph" Press—New Series. It is adapted to printing newspapers, posters, pamphlets, circulars, and all classes of commercial work.

The press is supplied with our Patent Air-Springs, the resistance of which is increased or decreased according to the speed of the press. It is well known that the faster the speed the greater strength of spring is required; our Patent Air-Spring covers these requirements. If the press is running at five hundred per hour, the spring can be easily regulated for that speed; and if running at fifteen hundred per hour, the proportionate increase of spring can be obtained, and so up to the highest speed of which the press is capable.

Our Air-Spring is provided with an automatic throw-off that releases the pressure when the press is stopped, and the pressman can move the bed to and fro without compressing the spring; when the press is started the spring is applied automatically.

Our Patent Hinged Roller Frame permits the form rollers being instantly uncovered for removal or other purpose without unscrewing the sockets. The rollers can be taken out and put back without changing their set. The well fountain is used, being easily regulated and cleaned. It is set high, giving easy access to the form.

The distribution is ample; two three-inch rollers cover a full form.

The bed has four supports while under the impression. This is important, as a clear, even impression can be taken without over-laying the form. The shoes, tracks, and rollers are of hard steel. The gearing is accurately cut, which, together with registering rack and segment, insures perfect register. The fly is balanced, laying the sheet gently on the pile table.

The whole machine is substantially built, simple in construction; can be set up and run by any printer, and, by the aid of our Patent Air-Springs, will run at a high speed—1,500 an hour is always possible with perfect ease.

It will do all the work of an ordinary printing office, and for newspapers of growing circulation this is the best low-priced press in the world.

This is a very easy running machine and is fitted to run by hand power when desired. The press has tapeless delivery.

Size of Machine, 5. Size of Bed Inside of Bearers, 33 x 47 inches. Size of Form Covered by Two Rollers, 28 x 43 inches.
Price, \$1,300, subject to discount.

The price includes rubber blanket, wrenches, 2 sets composition roller stocks, roller molds, boxing and shipping f.o.b. cars Toronto

ADDRESS **C. B. COTTRELL & SONS CO.**
Times Building, NEW YORK,

or TORONTO TYPE FOUNDRY CO., Limited, TORONTO
Sole Agents for Canada.

THE ADVERTISING DEPARTMENT.

THE CANVASSER'S MANNER.

W. N. Gibson, Cowansville, Que., writes to **PRINTER AND PUBLISHER**: "I was interested in your article, 'The Canvasser's Appearance.' I can relate a case where the canvasser's appearance was all right, but his conduct was not always of a nature to help his business. He was soliciting subscriptions for a high-class monthly magazine. He called on a doctor whose plea for refusing to subscribe was that he was already taking several good magazines, McClure's, Munsey's, Review of Reviews, etc. With lofty scorn the solicitor stated that 'We don't sell our magazine to people who take that class of literature.' Another professional man politely but firmly refused to subscribe. 'Are you willing to remain illiterate?' was the insulting question. The fact that the professional man had a client present prevented the canvasser being sent down stairs with undignified rapidity."

NEW CONTRACTS GOING.

Abbey's Salt are using larger spaces, and their advertising is unusually vigorous.

As foreshadowed in March **PRINTER AND PUBLISHER**, a fair amount of business is being placed by general advertisers.

Fit-Reform Clothing Co. (E. A. Small & Co.), of Montreal,

have commenced to run good-sized advertisements in leading dailies. This business is being placed by agents in each city, instead of through advertising agencies as formerly.

A. McKim & Co. are sending out orders for The Metallic Roofing Co., of Toronto, to a large general list of papers all over Canada.

W. Crawford Goden, St. Paul street, Montreal, is spending some money with the papers in the interests of "Victorine," a new washing powder.

J. O. Dupuis, of 6 St. Sacrement street, Montreal, is making contracts with the big dailies for "Lemoyne granules," a new proprietary medicine which he controls.

Munyon is on the move again, and his agent, Capt. Roulon, who is at present at the Avenue House, Montreal, is placing a little new business. Otherwise, both English and American advertising is quiet.

The Dr. Hall Medical Co., of Kingston, are sending out advertising to Ontario dailies and weeklies through A. McKim & Co. D. H. Hogg is advertising the "Korona" camera in dailies through A. McKim & Co. The Sunlight Gas Co., of Montreal, have been placing condensed advertisements in the dailies through the same agency.

THE TORONTO ENGRAVING CO.

92 BAY ST. Phone 2893.

F BRIGDEN. PROP

GEO. BRIGDEN. MGR

F.H BRIGDEN.
ART SUPT

THE ART OF MAKING CUTS HAS ATTAINED THE HIGHEST POINT OF PERFECTION IN OUR ESTABLISHMENT AND WE ARE NOW PRODUCING PLATES EQUAL TO ANY MADE BY THE BEST AMERICAN HOUSES WE INVITE CORRESPONDENCE FROM ALL UP-TO-DATE PRINTERS AND PUBLISHERS

NONE LIKE THEM.

“Telegraph”

“Eagle”

“Telephone”

“Victoria”

“Tiger”

“Little Comet”



FOR SALE EVERYWHERE.

Indurated

Fibreware

Pails

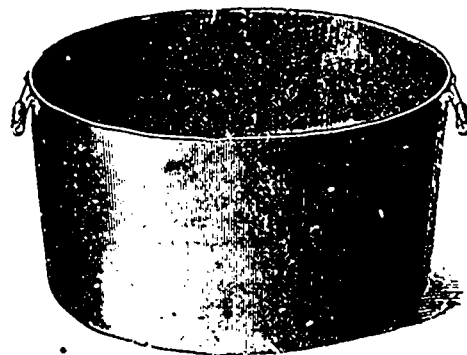
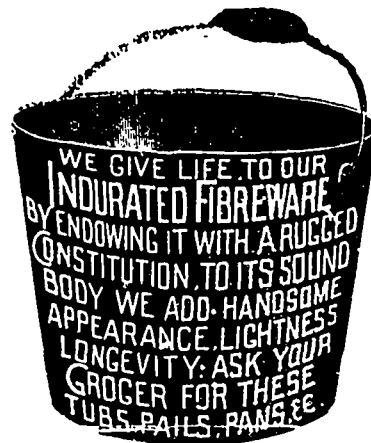
Tubs

Washbasins

Milk Pans

Spittoons

Etc.



The **E. B. EDDY CO.**, Limited

HULL. MONTREAL. TORONTO.

A LEGAL DECISION OF INTEREST.

Reported for PRINTER & PUBLISHER by Mr. Peers Davidson,
of the Montreal bar.

AN instance of newspaper prize competition, for the purpose of increasing circulation, proving somewhat disastrous to the paper in question, lately came before the Court of Appeals in England. The defendant was the proprietor of a weekly newspaper called 'The Rocket', and, in the issue of the paper of November 13, 1897, he published the following offer:

"A thousand pounds for you" A fortune easily won. Your golden chance in life has come to win a fortune easily, without working for it. Any man, woman or child may win a prize of £1,000, herewith offered to the readers of 'The Rocket'. You have only to answer a simple question, in accordance with the following conditions, to win this fortune. Conditions—According to the Registrar General's returns, the number of births and the number of deaths in London, during the week ending December 12, 1896, were as follows. Births (males), 1,342, (females) 1,213, deaths, 1,539. A prize of £1,000 is offered for a correct prediction of the numbers of male and female births, and the number of deaths, in London, during the week ending December 11, 1897. All that competitors are asked to do is to fill in the following voucher, paste it on a sheet of paper, and send it with a coupon cut from the front page of 'The Rocket', in accordance with the instructions below. Here is the voucher, and no other will serve for the competition. 'I say that the number of births and the number of deaths in London, during the week ending December 11, 1897, as disclosed by the Registrar-General's returns, will be. Births (male)....; births (female)....; deaths.... Name..... Address..... Date.....' Fill in the number of births (male and female) and deaths you predict in the spaces left blank for that purpose. Write your name, address and date in the spaces marked for these, and send your voucher to the office of 'The Rocket', 26 Southampton street, Strand, W.C. N.B.—The envelopes containing the vouchers should be inscribed "£1,000" on the top left-hand corner, and must reach the office of 'The Rocket' not later than the first post on Friday, December 10. Competitors are not limited to one prediction, but each prediction must be written on one of the above vouchers cut from a current issue, and a coupon cut from the front page of 'The Rocket'. Should more than one correct prediction of both births (male and female) and deaths be received, the money will be divided."

Plaintiff duly fulfilled all the conditions of the offer, and, being unable to obtain payment of the money, brought an action to recover it. The jury found a verdict for £1,000 for the plaintiff, but Mr. Justice Lawrance held that the competition, being more a matter of chance than of skill, was a lottery, and, upon that ground, ordered judgment to be entered for the defendant.

Lord Justice Smith, in rendering the judgment of the Court of Appeal, said:

"We have not had the advantage of hearing the point argued upon the side of the defendant, but I am clearly of opinion that this competition did not constitute a lottery. The selection of the numbers for which, if correct, a prize is offered did not depend on mere chance. It depended largely upon chance,

but not entirely, and the cases show that to constitute a lottery it must be a matter depending entirely upon chance. Here an element of statistical inquiry entered into the competition. The offer of the prize was for a correct prediction of the numbers of male and female births, and of the deaths in London, as disclosed by the Registrar-General's returns, during a particular week in 1897. The newspaper which makes the offer itself sets out the number of these births and deaths, according to the Registrar-General's returns, for the corresponding week of the year 1896. This is clearly intended as a starting point from which a calculation is to be made. The inquiry depends on a study of the previous returns, the rate of the increase of the population, the death rate, and similar statistical investigations. It is, therefore, not wholly a matter of chance, but contains an element of statistical research. It seems to me that the competition is similar to the competitions in *Caminada v. Hulton*, and *Stoddart v. Sugar*, and that those cases were rightly decided. In *Caminada v. Hulton*, Mr. Justice Day and Mr. Justice Lawrance held that the offer of a prize to any purchaser of a book who filled up a coupon contained with the names of six, five, or four of the winning horses in six selected future races was not a proposal and scheme for the sale of chances in a lottery within Section 41 of the Lottery Act, 1823, upon the ground, as I understand, that the skilled knowledge of the competitor for the prize was an ingredient in the matter. In *Stoddart v. Sugar*, Baron Pollock and Mr. Justice Wright came to a similar conclusion. In my judgment these decisions should be approved. I feel some difficulty in understanding in what way Mr. Justice Lawrance reconciled his decision in the present case with that given by him in *Caminada v. Hulton*. The result is that the appeal must be allowed. *Hall v. Cox*, 68, L.J., Q.B.D., p. 167.

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

The representatives of **PRINTER AND PUBLISHER** being constantly in touch with Printers, Lithographers, Engravers, Publishers and other concerns using Type, Presses and Machinery of all kinds, in all parts of Canada, sometimes hear of bargains in new and second-hand plant. Any reader who wishes to buy anything, at any time, should send a postal card to the Montreal or Toronto offices, when we may be able to give him a tip where the exact article he wants to buy may be had.

The Detective and Confidential Agency.

Room 12, James Building,

75 Yonge Street, - TORONTO.

Investigate all matters in series—Burglary, Robberies, Fires, Embezzlements, Lost friends Located; Legal and Private Reports; Movements of Employees or Friends.

ART PICTURES FOR NEWSPAPERS.	FINEST EVER MADE.
SUPPLEMENTS	10 x 14 Inches
MADE BY	COLOR-PHOTOGRAPHY

Reproduced from Famous Oil Paintings, Colored Drawings, Photos, Photographures, etc., of World's Master-Pieces in Art. Fifty subjects to choose from. Prices lower than ever offered before—from 1/4 cent up. Every live publisher wants them to boom circulation. Sell only one paper in a town. Write to-day.

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COLORTYPE
CO.** ART PUBLISHERS
PRINTERS AND
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1205 to 1213 Roscoe Boulevard, Chicago.

Correspondence invited from publishers.
Send for **samples** and our **lowest quotations**.

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