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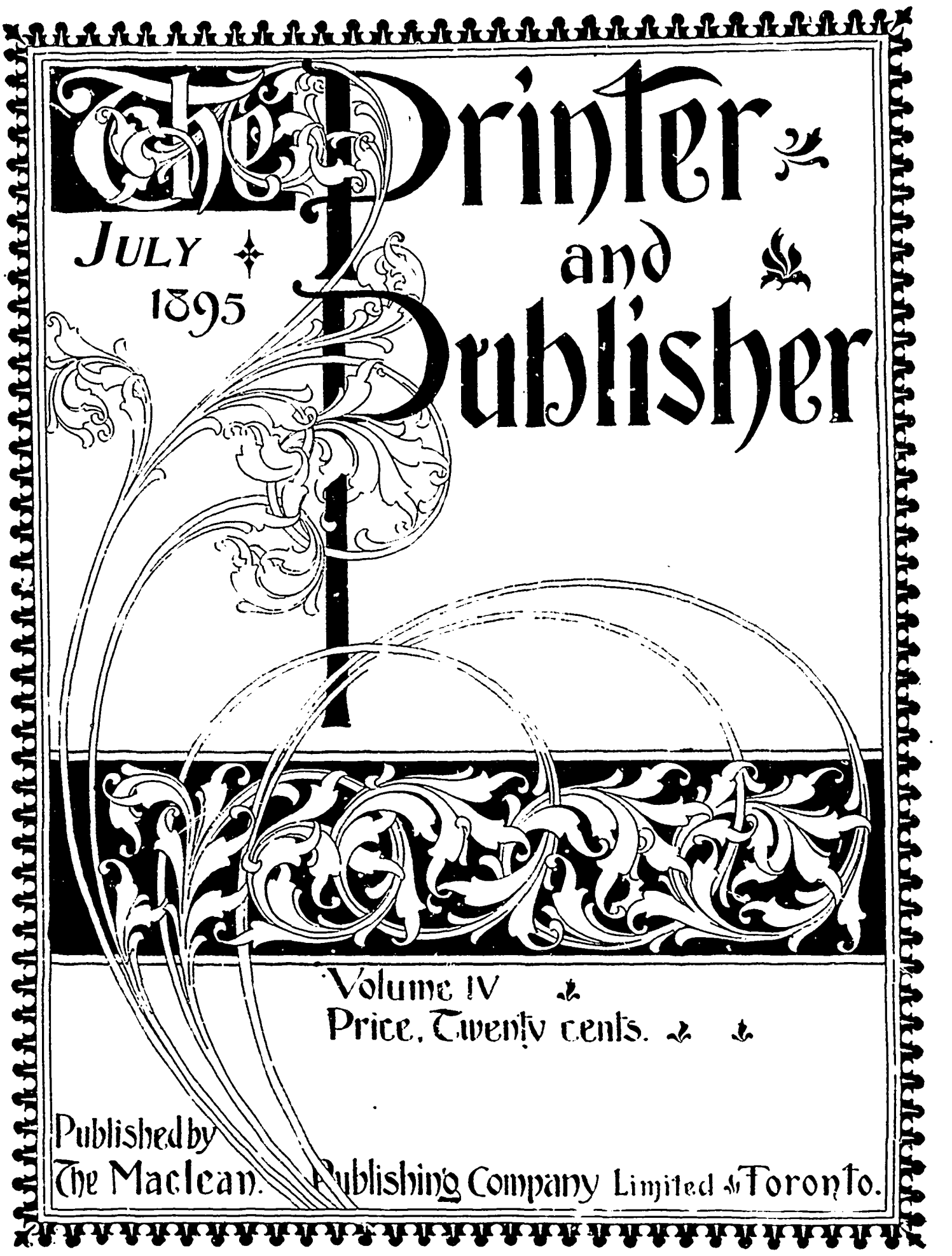
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1895



Volume IV ✦
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VOL. IV.—No. 7

TORONTO, JULY, 1895.

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President

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EDITORIAL NOTES.

CANADA has passed another milestone of her existence, and at the risk of being dubbed "Patriot," we record the fact. And to this we would add, at another risk, that we think Canada is a prosperous nation, and one that possesses within herself the possibilities of greatness. Our constitution is the concentrated essence of the combined wisdom of many generations of British, French, United States, and Canadian statesmen. Our country is rich in the resources which man desires of nature. Our people are united and happy—perhaps not so much as we would like, but yet sufficient to maintain possession of the chunk of ground we call "Canada" against

all comers, whether they be midgets or giants. We are making a nice living in a mighty nice climate. What more should we desire?

*

At a sale in Toronto last week, a merchant's book debts, amounting to \$1,700, were sold at 23 cents on the dollar. This is a warning to printers and publishers in two ways. In the first place, it shows that they should not allow debts to accumulate on their books. Collections should be made systematically and promptly. Few customers are lost by insisting on prompt thirty day payments. This is a point we would like to emphasize. In the second place, it is a warning to newspaper editors to do all they can to encourage cash retailing. They should be continually citing its advantages and benefits, and thus advance the interests of a sound internal commerce.

*

Speaking of our reference to the use of the mails being unjustly given to improper publications, The Toronto Junction Leader says: "PRINTER AND PUBLISHER is right. The advantage which is taken of the Government in the free distribution of newspapers is growing to such an extent, and such an injustice is being done to the postal department, that the day is not far distant when the Government will have to take action and register newspapers under letters patent, so that no newspapers shall be entitled to the free use of mails unless scrutinized by a committee of the postal department, and duly registered as newspapers. At the present time there are several publications in the cities subsidized by large wholesale firms to print a whole page advertisement for them, the balance of the paper being reprint matter so as to pass through the mails free. This serves as a circular to their customers, and being allowed to pass through the mails free, is a great saving to the wholesale firm both in printing and postage, for could they not combine the two together, neater circulars would invariably be gotten out and envelopes and postage provided."

*

H. Gummer, of Guelph, is a worthy representative of Canadian journalism. After four years' service in The Herald office he became its proprietor, and for ten years his progress has been manifest. In 1889 a new press and a complete outfit of new type were purchased. When electricity began to replace steam as a motive power, The Herald office secured an electric motor. Early last year a fine two-revolution Campbell press was purchased at a cost of \$3,750. The tenth anniversary of Mr. Gummer's becoming proprietor was celebrated by the use of a

new outfit of display type, and by having the reading matter set by type casting machinery. These are signs of a progressive spirit which should animate more of Canada's publishers. It has always animated The Herald office, however, and to-day that daily holds a foremost position among the smaller city dailies of Ontario. Its news and editorial columns are bright, strong and clean, while the advertising columns are fully up-to-date.

It is exceedingly lamentable that the projected trip through the Maritime Provinces should fall through on account of lack of support from members of the Press Association. At the annual meeting in January a large number of persons voted to have the excursion. After all arrangements were made, these persons refused to accept what they themselves had ordered. This action shows a lack of sincerity which cannot be admired. Perhaps the lateness in announcing the arrangements may have had something to do with the small number of acceptances that were received, but all members must have been aware that these arrangements were under way. Knowing this, they would have kept faith with the officers of the Association by refraining from making other arrangements for their holidays until the matter of an excursion was finally disposed of.

In a recent case, in which The Brantford Expositor was a defendant, Chief Justice Meredith of Ontario, in speaking of newspaper comments on pending law cases, declared that he did not approve of such comments as would prejudice a fair trial or the course of justice. That sort of thing was very objectionable; but he thought the courts should not encourage applications for attachments against newspaper publishers for immaterial or unimportant remarks in their newspapers concerning proceedings in courts of justice. Motions for comments of that character should be discontinued. The motion against Mr. Preston, who published only a general history of the case in question, was dismissed with costs.

The Ontario newspaper men struck a snag a week or two ago. The Great Northern Transit Co. had built a new boat, the *Majestic*, and her first trip from Collingwood was for invited guests only. Among these were the leading Northern Ontario journalists. On his return The Stratford Herald proprietor remarked: "There were so many newspaper men on board that the trip had somewhat of a press excursion aspect, the only difference being that there was more to eat and more to drink than is customary on press jaunts. P. E. W. Moyer, of Berlin, and J. J. Crabbe, of Toronto, both noted C. P. A. men of past times, who were aboard, can vouch for this."

Illinois has secured an amended libel law. It provides that in any action for libel in a newspaper the plaintiff shall only recover the actual amount of damage if it is shown that the publication was false, and that its falsity was due to a mistake or misapprehension of the actual facts, and that a retraction is made in the next two regular issues of the paper after the error is brought to the knowledge of the publishers. No exemplary or punitive damages shall be recovered unless the plaintiff, before taking action at law, shall notify the publisher in writing to publish a retraction, and reasonable time shall be allowed him to do so.

STUDY BUSINESS DETAILS.

BUSINESS management is too often the weakest part of a newspaper office. The advertisement and subscription accounts are kept fairly well, but little, if any, attention is devoted to the details of the cost of every department of work. The publisher is apt to be blissfully in the dark as to what his space is worth, how the cost of each issue of the paper compares with its selling price, and exactly what margin there is between cost and profit on the various revenue-producing departments. When this is the condition of things, every change in financial policy is a plunge in the dark. A reduction in advertising rates, or a cut in the selling price of the paper, or a clubbing rate fixed at a figure which leaves no profit to the publisher, are all, under this system, desperate measures. They bear no sort of relation to the future business chances of the paper, being undertaken in absolute disregard of the commercial consequences. If the publisher knew the details of all the departments of his office there would be the less cutting in rates, for cutting is nearly always a wild move. One of the advantages of the introduction of type-setting machines has been the necessity they have entailed of closer figuring regarding the cost of composition. This was done to find out how far the machines effected a saving. It is doubtful if many newspapers knew the outlay of the composing room as much in detail as it has had to be known since machines came into use. Several papers have recently had their office management organized by a competent accountant, who can lay out the whole programme, by which track is kept of the details of cost in all directions. Such a policy pays for all the time and labor involved. Without it the publisher is virtually beating the air. He cannot have anything but a vague idea of where he stands financially.

A LIBEL SOLICITOR.

A sample of the benefit of the solicitor of the Canadian Press Association in libel matters was demonstrated the other day. Mr. Preston, of Brantford, was a defendant at Osgoode Hall, Toronto, on an application for an order to commit him for contempt of court in publishing certain comments on a case pending in the courts. Mr. John King, Q.C., the association solicitor, appeared for Mr. Preston, and succeeded in having the application dismissed. Mr. Preston's financial saving was more than double his year's subscription to the association formed to retain Mr. King.

Nothing but good can come of this movement and the Executive of the Press Association are to be congratulated upon their carrying this matter to a successful issue and in having secured sufficient support to warrant them in nominating a permanent solicitor and counsel.

Up to the time of writing the publishers of the following newspapers have executed the agreement with the solicitor: *Globe*, *Mail and Empire*, and *World*, Toronto; *Advertiser*, London; *Whig*, Kingston; *Expositor*, Brantford; *Sentinel Review*, Woodstock; *Journal*, St. Thomas; *Monetary Times*, Toronto; *Era*, Newmarket.

The agreement has been sent to a large number of other newspaper publishers throughout the province, and it is hoped that the publishers generally will support the hands of the Executive in this matter.

MR. SHANNON'S CHANGE.

THE Kingston News is now under new management, and so is The Ottawa Citizen. Up to the present time The News has been owned and published by The News Printing Company of Kingston (l.t.d.), and the main holder of the stock has been L. W. Shannon, who was also managing director. Now \$20,000 worth of stock has been sold to J. P. Oram and A. A. Moore, while the remaining \$10,000 is retained by Mr. Shannon.

Mr. Shannon goes to Ottawa to take the business management of The Ottawa Citizen Company, of which he and his brothers hold all the stock. This will leave R. W. Shannon free to devote his whole attention to the editorial department of The Citizen.

While L. W. Shannon is peculiarly a business manager, his brother, R. W. Shannon, is naturally an editor, a man with a storehouse of knowledge and a characteristic literary style. With such management The Ottawa Citizen should boom.

The journalists of Ontario will be glad to know that L. W. Shannon is not leaving the province, and that the Canadian Press Association is not losing a president of whom much was expected when he was elected in January last. They will wish him continued success in his new sphere of labor.

The two new managers of The Kingston News are young and energetic business men. Mr. Moore has been Mr. Shannon's bookkeeper and right bower for five years, possesses a thorough knowledge of the business and a natural enterprise and ability which should enable him to make a success of his undertaking. Mr. Oram spent six years in The News office, but during the past five years has been district agent at Kingston for the Confederation Life Insurance Company, and has also handled several other agencies. He is a shrewd and successful business man and well-known to the other business men of Kingston. In such hands, it is expected that The News will maintain its leading position.

THE LATE MRS. ANDREW PATTULLO.

Mrs. Andrew Pattullo, wife of the publisher of The Sentinel Review, Woodstock, and a former president of the Canadian Press Association, died in Toronto last week. Many who read this will remember her as one of the most brilliant of women. She was beloved by all who knew her. Hers was always a welcome face at any gathering, and there are many circles in which she will be much missed. She was a Miss Balmer, of Oakville. One of her sisters married Mr. Watts, at one time publisher of The Brantford Expositor, and another the Rev. Dr. Cochrane, of Brantford.

On behalf of his many friends in journalism we have to tender Mr. Pattullo sincere sympathy in his loss, which he must feel keenly.

EXTENDING THEIR SPHERE.

The St. Johns, Que., News is a live weekly in the province of Quebec, and maintains a four-edition enterprise which is decidedly unique. It prints each week editions for St. Johns, Magog, Knowlton and Huntingdon, dated at these places, containing the local news of each point, but all printed in St. Johns. These towns are all situated in the Eastern Townships, and are more or less contiguous to one another. Knowlton and

Magog have no other papers. Huntingdon has The Gleaner and The Enterprise. It is said that the publishers of The News, E. R. Smith & Sons, contemplate issuing a fifth edition of their paper for the town of Lachute, Que. Lachute is on the North Shore line of the Canadian Pacific on the way to Ottawa, and St. Johns is 25 miles or so south of Montreal on the Richelieu River. The publishers of The News are most efficient and successful men, but it seems like carrying enterprise rather far afield to invade Lachute. Lachute already possesses The Watchman and The Independent, and The Watchman, owned by the Calder Bros., is an old and well conducted paper. It would be thought odd if a St. Catharines publisher were to start a Cobourg edition of his paper.

THE CHATHAM DAILIES.

Chatham has been added to the list of Canadian cities, and July 1st was the "Inaugural Day." Each of the daily papers took advantage of the occasion to publish illustrated editions.

The Planet never published anything better. When a daily publishes, in a town of 10,000 inhabitants, a twelve page illustrated supplement with 160 beautiful cuts, and a Union Jack in colors on the front page, it shows a creditable enterprise which cannot be too highly commended. The publisher with nerve enough to do this should be the idol of his fellow-citizens.

The Banner celebrated the birth of "The Maple City" with an "Inaugural Edition." The illustrated part was designed to show the beauties of Chatham, while the reading matter did justice to her advantages and her industries. The regular part of the paper contained a full and well written account of the Inaugural Ceremonies. Copies of this paper should be kept in Chatham's archives.

Chatham should be proud of her enterprising publishers.

A SOUVENIR.

ONE of the prettiest Convention Souvenirs has been issued by the Philadelphia Pressmen in honor of the seventh annual convention of the I.P.P.U., held in Philadelphia on June 18, 19, 20 and 21. The cover is a very handsome piece of gold embossing, while the work throughout is magnificent.

It will be remembered that this union held its 1894 convention in Toronto. There are three Canadian unions—one in Toronto, one in Montreal and one in Ottawa. Connected with this organization are the Press Feeders and Helpers, of which Toronto also possesses a union.

THE RURAL ADVERTISEMENTS BILL.

One of the measures which the dissolution of the Imperial Parliament throws to the rear is the Rural Advertisements Bill. This was designed to restrict the hideous posters which are disfiguring the landscape in many parts of Great Britain. Advertisements of a glaring sort are stuck on trees, posts, and on sign boards erected in the centre of green fields, and this sort of thing disgusts tourists (who bring money into a picturesque district), and otherwise hurt the locality. Newspaper advertising, as Right Hon. A. J. Balfour declared the other day, is the legitimate kind, and big posters on fences effect no good results, except, perhaps, in the case of theatres and circuses.

THE PRIVILEGED CLASS.

BOTH The Hamilton Herald and The Ottawa Journal have pointedly directed attention to the following recent item in the Osgoode Hall law reports :

Re Solicitor. Angus MacMurehy moved on petition for an order for payment over of money alleged to be in the hands of the solicitor, and in default that his name be struck off the roll. No one appeared for the solicitor. Order made for payment over, and in default of payment by the 2nd of September next, that the name be struck off the roll, and that the solicitor pay the costs of the motion. Order not to issue before next Saturday.

As The Herald says, this in plain English means that some solicitor has been stealing his client's money. The Law Society alone has the power to prevent a person of this kind from continuing to practise, but it gives the offender months in which to make restitution, and his name is kept back in the published law reports. How would the public like the proceedings in ordinary cases against suspected robbers to be disposed of in this fashion :

Re Theft. Mr. Cury, Crown Prosecutor, moved that in the case of the theft of a hat an order for the committal of the accused be issued provided the hat was not restored to its owner before next season. Colonel Demson granted the application, but delayed issue of the order for a week so as not to unduly inconvenience the present possessor of the article.

The incident illustrates the immense privileges the community has accorded the professional body, and how tardy they are in punishing their black sheep. These same black sheep prey upon newspapers with frivolous libel suits, which, under the present legal procedure, are made the means of harassing and fining the publishers of the country, often for no offence whatsoever.

A word about these published law reports. The two big morning papers of Toronto The Globe and The Mail and Empire—publish every morning a summary, in technical terms, of the previous day's proceedings before the provincial courts. Not one-half of the stuff is intelligible to anyone but a lawyer. The summary is carefully done, and costs the newspapers in question a good round sum of money annually. Besides that, it often crowds out more interesting matter. No other newspapers do it. The London Times is famous for its lengthy law reports, but they are couched in language which people can understand. The Ontario lawyers are thus able to get two of the best newspapers in Canada to act as their donkey-engine without fee, favor or reward. Legal subscribers have been known to kick vigorously if the column or two of technical balderdash happens to be left out, and threaten to "stop their paper" if it occurs again. Why do these two good newspapers allow themselves to be used in this way?



DISCARDED FOREIGN ADVERTISING.

THE THEROLD POST (WEEKLY) RESOLVES TO TAKE ADVERTISING AT LOCAL RATES ONLY



An article in last issue entitled "What Does Your Space Cost You?" by J. H. Thompson, Post, Therold, Ont., attracted much attention. He pointed out that on close calculation he found that his space cost him three cents per inch per week. His local scale runs from 5 to 15 cents per inch, thus leaving him a profit of from 2 to 12 cents.

But with regard to outside, or what is generally called foreign, advertising he found that he was receiving, in many cases, less than cost price. Having made this discovery, he hastened to tell his brother publishers of it.

Much remains to be told yet. Mr. Thompson has made a radical change, which, if made also by the other publishers of Canadian weeklies, will transform the Canadian advertising field.

To say that a change is desirable is only to say what we and other publishers have been saying for months past. A circus has been going through Ontario during the past few weeks and secured most of its advertising for tickets. If publishers are going to accept cigars, circus tickets, railroad passes and patent medicines for part of their space, then they must not expect other advertisers to pay full cash values for their space. They cannot expect first-class business men to patronize junkshops and pawnshops. If newspaper publishing is to fall to this level,

the sooner it is recognized the better, as men who respect themselves will then have a chance to get out.

But to return to Mr. Thompson. He has discarded this foreign, quarter-price advertising, and claims to be saving \$200 a year. Up to June 14th his paper contained six pages weekly, four pages printed at home and a two-page ready-printed insert. By eliminating foreign advertising, he reduced his paper to four pages, and still gave about the same amount of reading matter. All doubtful, ugly and cut-rate advertisements were removed and the tone and appearance of the paper improved.

Mr. Thompson hopes to save each year as follows :

Cost of No. 3 news, 2 pages weekly.	\$ 71 00
" ready-print inserts.	75 40
Wages of one girl.	208 00
Expense of boiler-plate.	40 00
Coal (less steaming up).	5 00
Local reporter.	52 00

	\$451 40

Extra expenses entailed :

Total income from foreign advertising	\$100 00
Cost of paper ready printed.	150 00

	250 00

Net saving. \$201 40

Mr. Thompson's estimate, of course, applies only to a small weekly, but it is worthy of the consideration of nearly 600 publishers who publish papers of the same size.

His net saving is \$200 per year. But he counts on drop-

ping all his foreign advertising except Fulford's. We doubt if Mr. Thompson will drop all this. It seems to us that in time he will get back all the best firms. They want to advertise to Mr. Thompson's readers, and if they cannot get the space at their own price they will pay Mr. Thompson's rates. Certainly, if the publishers follow Mr. Thompson's lead, the big firms will soon grow accustomed to paying a fair price for their space, and will think nothing of it.

Mr. Thompson is not refusing foreign advertising. He will take it at local rates, with the agent's commission deducted. He writes that since the change he has already made one satisfactory contract with a patent medicine firm, and will continue their advertisement.

He has simply resolved not to sell 5 cent space at $1\frac{1}{2}$ to $2\frac{1}{2}$ cents. For example, a few days ago he received an offer from a well-known firm in Montreal at $2\frac{3}{4}$ cents. This was refused absolutely. The advertising agent and the patent medi-

cine men can now only make one side of the bargain, whereas they are accustomed to make both sides.

With a smaller paper and fewer advertisements to look after, Mr. Thompson claims that he can make his paper better. He has more time to look after the proper display of his local advertisements, more time to attend to the make up of his paper, and more time to look after his subscriptions. He is benefited in many ways.

The writer is not in a position to say that Mr. Thompson has done the wisest thing, but believe that he has. With such a belief the movement has been fully described, and each publisher furnished with considerable food for thought. If any other publishers have had experience, this journal will be pleased to chronicle it. Anything that will tend to elevate the weekly press of this country and help to place it on a more honorable and more lucrative basis will always have our earnest and hearty support.



MAKE POSTMASTERS OFFICIAL NEWSPAPER AGENTS.

La Semaine Commerciale, of Quebec, the enterprising weekly paper published by Barthe & Thompson, proposes a plan for increasing the circulation of newspapers by the co-operation of postmasters. It is led to do this by the fact that the country population in the province of Quebec is not much given to reading newspapers. The question of enlisting the aid of postmasters more applies equally to all our provinces. La Semaine Commerciale points out that under the postal regulations the postmaster is obliged to put himself in direct correspondence with the newspapers without getting any remuneration. He has to fill in a form and mail it to the newspaper office when a subscriber refuses to take out his paper. Why, it enquires, can the postmaster not also notify the newspapers when a man wants to subscribe? Many people are proverbially lazy about writing for a paper they may

want to take, and the plan for relieving them is thus outlined:

"The postmaster should be furnished with special forms for this purpose. A book of triple coupons, like money order forms, would meet the case: one coupon for the paper, a second for the subscriber, and the stub for the postoffice record. A notice in large letters could be stuck up in all postoffices saying that subscriptions are received and sent to newspapers without any other charge than an ordinary letter stamp. The postmaster would keep a small commission, say 20 per cent., on the amount of the subscription, and would thus be personally interested in pushing the papers. Two hundred and fifty papers distributed in his district would give him a revenue of \$50 to \$150. This would be a regular bonanza for many." The suggestion is submitted to the Press Association, who could secure the passing of a law permitting postmasters to do this work.



A CABLE SERVICE FOR CANADA.

SPEAKING from the bench the other day, his honor Justice Jette remarked, when delivering judgment in the case of Pelland vs. The Star, that it was a fact that many people believed a thing simply because it appeared in print. This utterance may be taken as a text, and in dealing with it in this article we propose to draw the attention of our readers to a state of affairs which calls for a remedy, in the interest of truth, of Canadian love of justice, of British connection, and even, we might add, of decency.

Perhaps the public do not know—but it is well they should know—the sources from which the Canadian newspapers receive their European news. This matter is derived almost exclusively from American agencies. Two press associations, with their headquarters in New York and Chicago, supply the Canadian press with matter that is put up in London to suit the palates of the American readers, and this is passed on into Canada.

Specific cases innumerable might be cited to show the sort of stuff that is thus supplied. A few will suffice, and our readers, by observation, may fill in omissions, if they carefully read the cable "news" in mostly any of the Canadian newspapers for a few days.

However, to specify: When Hon. C. H. Tupper returned from Paris after taking part in the Behring sea arbitration there, one of his first utterances was to protest against the "Americanized" reports of the proceedings there, which had appeared in even the favorite Government organs in this country. How the contentions of the Canadians were dwarfed; how the subsequently proved fallacious arguments of the American counsel were extolled. Bias was plainly written on all these reports; yet, after all, the Americans were obliged to hide their diminished heads when the ultimate decision was rendered, and the trend of events in Behring sea to-day shows how Canada tri-

implied after all. But no one would have ever suspected this result had the news from Paris been taken at its apparent face value.

To extol all that savors of America, to depreciate all that is truly British, seems to be the inspiration of the news thus cabled from *Cit at Batam*. Take, for instance, a despatch that appeared in *The Witness* on Thursday night. It related to the miserable performance of the American liner *St. Louis*, which had just completed her first trip from New York to Southampton. This ship was heralded as the Queen of the Seas by the American press. What are the facts? She made the trip in seven days and ten hours, as against the Cunarders, (*Campania* and *Lucania*) six days and some odd hours. However, we are told all about the "ship's stiffness in moderate seas encountered", "the sterling qualities of the first creation of a new American marine"; "that she will accomplish remarkable results later on"; "that her bottom has only red lead on it"; and, finally, a resolution, passed by the passengers, mostly American, is cited, stating that, "She was built in an American shipyard, of American material, by American workmen, and is unsurpassed in all the world for beauty, stability and excellence of construction."

She has crossed the ocean under the American flag. But alas! what a difference between promise and performance. Yet never, we believe, has such a painfully eulogistic record been given of any ocean liner. And all this is done under cover of the qualification that no effort was made on the part of the ship "to break the record." The *Campania* and *Lucania* not only broke, but smashed, records almost from the very start; yet the reader will search in vain for any such praise as has been called forth by the comparatively miserable performance of the *St. Louis*. If the Americans wish to indulge in this sort of brag in their papers let them do so, but a paper that hoisted on its front page so many Canadian flags as *The Witness* did the same night this despatch was published, should see to it that the blue pencil is more freely used, and such despatches pared to their proper proportions.

Having cited these two instances of political and commercial misrepresentation, let us pass on to the social side of the question. Here your "liberty loving" American sets the stamp of his Heas, here he shows up his bete noir, Royalty and Aristocracy. What conception of Her Gracious Majesty Queen Victoria is to be formed from the slush that is cabled and distributed and printed about her—printed, too, in good and loyal Tory papers in Canada?

One day she is quarreling with the Prince of Wales, next day she is sanctioning the slaughter of her tame deer, chased by the Royal buckhounds; again, she keeps those in attendance upon her at state functions standing so long in an immovable position, according to "etiquette," that they are taken ill and sometimes die; if the despatches are to be believed she has worried Sir Henry Ponsonby, her private secretary, almost into an untimely grave; she has stubbed Gladstone; she loves Lord Salisbury and hates Lord Rosebery; she is poking her nose into state affairs in such a manner as to shock the "American idea"; she is a busybody and an inveterate matchmaker; despises common Britons or sons in law and selects penniless German princes; she can't bear her grandson, Emperor William; she costs too much, and Parliament should put her on short

allowance; her hatred of Ireland and all things Irish is inveterate, and so on and on.

But there is one rift in all this cloud of darkness, according to the American correspondent who furnishes despatches to the Canadian papers. She is not likely to live long! What wonderful stories of this good old lady's health have been sent forth to find their way into Canada through the sources mentioned! We recall a despatch that stated she would never be able to walk again and was doomed for the rest of her days to depend upon a Sedan chair or some arrangement on wheels as a mode of locomotion; yet not long afterwards the same despatches announced that she walked quite briskly from her railway carriage at Waterloo station to the equipage in waiting. She did not even lean on her stick! This correspondent, too, was not so much engrossed about the state of her health that he did not find time to remark that she was very dowdily dressed.

And the Prince of Wales—how fares he at the hands of the American correspondent? We drop a veil of silence over the stories that almost daily find their way into print about H. R. H. Suffice it to say that, according to the latest advices, the Princess was about to flee to Denmark to get rid of him, and her absence from the last Drawing-Room was construed to mean that she was not present because some alleged favorite of the Prince was to be presented; while the official statement that she was really in poor health was put forward with a sneer, as a subterfuge of Royalty to excuse her absence.

The reputation of the English aristocracy is put on a low plane by the American correspondent. In the Wilde scandal, prominent names were to be "revealed," whose owners were to be implicated; yet in court the names submitted to the judge by Taylor did not include those of any prominent people. The judge declared that no names put forward would be suppressed; yet right here in Montreal to-day, people may be heard discussing the alleged hushing up of the scandal, and their talk is based on the pernicious despatches that were given to the public through these channels, whose well-springs were defiled in London.

It is unnecessary to cite further in this connection. These are the week-day productions served to Canadian newspaper readers. The New York papers have a peculiarly atrocious brand of this news for Sunday. On this holy day of the week they serve up their "specials." For virulent abuse of England and things English, *The Sun* leads; *The World* indiscriminately slaughters with scandal any victim in sight; *The Times* has a man who hates the Russians and the French, and is responsible for most of the "war clouds" that darkly hover over Europe; while *The Tribune* indulges in such polite references to Mr. Gladstone as "the old parliamentary hand," "the grand old humbug," "the artful dodger," etc.

On Sunday the garbage heaps of Europe are sifted for the delectation of the New York reader.

And how do the American Press Associations regard this mass of stuff? They seize upon it, and forthwith telegraph it into Canada, and on Monday it appears in the Canadian papers. The Press Associations seem to think they have shifted from off their shoulders any responsibility that might attach to this matter, by "crediting" it to the papers from which it is clipped.

By the following Sunday most of the statements made in these "specials" have been proven false and otherwise discredited; but the week elapsed allows the correspondent's fine

imagination full play, and on the next Sunday the dose is repeated with a disregard for previous statements that is disgraceful. This is the sort of stuff that called forth the righteous protest, in the House of Commons at Ottawa, from some honorable members, against allowing certain New York Sunday papers to enter Canada.

Now, we submit that the Canadian papers do wrong in publishing this matter, deprecating British institutions, deprecating and trying to bring into ridicule the Queen and members of the Royal family, and obtaining cheap advertising for things American for which we have no use whatever. And the matter is well worth the attention of Parliament. We hear a great deal of the fast Atlantic line and the Pacific cable in the interest of the unity of the Empire. The Government is willing to spend money to bring these projects about. We would suggest that the Government grant a subsidy to enable the Canadian newspapers to start an independent news service in London. The Canadian papers are not rich; the constituency is too small for that result. The cabling of news is an expensive business, costing as it does five and ten cents per word. Our papers cannot afford it to any great extent. They take this "Americanized news" because it is served to them cheaply. If it is cheap, it is also nasty; but it is the best available. In using it, in many cases, proper care and discrimination is not used to render it

harmless, a proper care is not taken to separate facts from embellishment, and, consequently, great harm is undoubtedly done by the constant repetition of such matter as we have detailed. It gives false impressions of the Motherland; it gives rise to ideas that are undoubtedly responsible for some of the exodus from Canada to the nation to the south, whose glories are thus constantly paraded as against alleged British decay. Poison is being instilled imperceptibly into Canadian minds against Great Britain. This should not be. It is worth money to eradicate and prevent this abuse. The Government could not make an appropriation to a more worthy cause. Let a committee of leading newspaper proprietors of Canada be formed to select an agent in London. Let Grit and Tory be represented in equal numbers to completely guard against any partisan selection or discrimination in the matter of news, and then let the Government be approached for the grant. In this way there could be no charge of a subsidized press and a loss of independence, for it would have to be understood that news and real news only was desired. In this way a stigma could be removed from the Canadian newspaper, proper ideas of Canada and Great Britain could be circulated, and the effect could not fail to be beneficial from every point of view. It is worth a trial, and we earnestly commend to the newspaper men of Canada and to the Dominion Government the project.



DEVELOP SPECIAL FEATURES.

ONE thing a local paper can do with profit to itself and a distinct gain in reputation. It should aim to get an outside recognition as the special organ of its district wherever this is possible. A paper is often published in a district possessing industries of national importance which can be best reported in the locality where they are situated. If the paper makes a point of dealing fully and accurately with the condition and outlook of its special industry it will be looked upon as the best medium for those who want to know what is going on in that line. The paper can work up a general circulation on that basis alone, and it increases its value as an advertising medium. This idea was carried out a few years ago by The Woodstock Sentinel-Review. Woodstock is the centre of per-

haps the finest cheese-making district in Canada. Mr. Pattullo was at pains to make The Sentinel-Review an authority on cheese and the cheese markets, and his paper is frequently telegraphed and quoted all over the country for that alone. In the same way other industries, manufacturing and agricultural, lend themselves to similar treatment. Does any paper lay itself out to be the authority on fruit in the Niagara district?

There are, besides, many other industries, such as canning, barley growing, etc., which, in the hands of a good local newspaper man, can be made to yield results beneficial to his paper. The local paper can thus fulfil the essential principle of its existence—the interest and welfare of the locality in which it is situated.



PUT DOWN FAKES.

THE newspapers generally are not doing what they should in their own interests to suppress the many fakes constantly being worked in their field. These fakes not only take the cream of the business, but do very serious injury to those who sell legitimate advertising space. How frequently is the advertising solicitor met with the answer: "Oh, advertising don't pay; I know, for I tried it in mediums with far greater circulation than you claim; but I never got any results."

The solicitor makes further inquiries, and finds the advertiser had actually paid a good price for a flattering write-up in some souvenir number, "The Industries of Blanktown," or to have his name put on a pretty card to be hung in bar-rooms, railway stations, etc. He is guaranteed from twenty thousand

to several hundred thousand. In not one case in a hundred are two hundred copies printed and distributed, unless by the advertiser himself, who has to pay a liberal price for them.

We have never found any advertiser who could trace any direct or indirect results from expenditures in fakes, and we can name thousands who are making money from their advertising in respectable newspapers.

It has been suggested that publishers should organize on the lines of the medical and legal professions. All advertising solicitors and agents should be registered, and no one else allowed to solicit advertisements. If any publisher or solicitor was guilty of dishonorable practices, such as making a contract to insert an advertisement in some fake with, say, one hundred

thousand circulation, when he only turned out five hundred, if as many, he should be at once expelled and not allowed to practise thereafter. This would, no doubt, turn money into legitimate channels that is now being wasted in fraudulent schemes, but we think the plan followed by John Ross Robertson, of The Toronto Telegram, preferable. From time to time he publishes exposures of the methods of these fakirs when any of them begin working the city; he is after them every day. The advertisers are put on their guard, and before making their contract they insist on the fakir putting in writing his verbal promises that the twenty thousand or more will be actually distributed to the satisfaction of the advertiser before he pays a cent. Of course, the fakir cannot carry out his promise for many

times the sum he quotes for the advertisement. While he will give a written guarantee with apparent willingness, when he finds that a number of advertisers insist on the same, he sees the fake will not work, and quickly leaves town, often with unpaid debts. This has occurred several times.

The Telegram has had a good deal of assistance from The Mail, and the result is that none of these fakes have recently flourished in Toronto. Montreal, however, is their happy hunting ground. There are actually concerns there which never leave the city, but make a comfortable living year after year; often they get old customers on new fakes. Newspapers in Montreal and elsewhere should follow the example of The Telegram and The Mail.



THE NEW ERA OF THE TORONTO GLOBE.

By A. H. P. C.

A MAN might truthfully speak of the Fall and Rise of The Toronto Globe without doing serious injustice to anybody.

After the death of George Brown the paper ceased to wield the power or fill the place which it had done in his lifetime. This was inevitable. It was due chiefly to his own strong and striking personality having become, to an extraordinary degree, inseparably associated with his newspaper. When he passed away, the glamor that surrounded The Globe's utterances likewise disappeared. Men began to carp—and there is no occupation so tempting and requiring so little real ability as the business of carping at a newspaper. After Mr. Brown's death, The Globe continued to be well managed and well written. Mr. Cameron was a good manager, and Mr. E. W. Thomson was a really brilliant writer. But the paper made no headway, and for a time, especially after The Mail struck out on independent lines, The Globe was perceptibly overshadowed by its younger rival. Probably the explanation lies in the stern, unbending character of its political policy, and the general impression that its sometimes capricious course was dictated by politicians who had all George Brown's honest zeal without his inflexible purpose and immense influence. Be this as it may, no one will deny that The Globe, by 1890, had declined in reputation to an alarming extent.

It is equally certain that the paper, during the past four years, has completely recovered its prestige and influence, and that this period of retrieval coincides with the managing editorship of Mr. John S. Willison. How far Mr. Willison has been instrumental in this rehabilitation of The Globe is clearly a useful subject of inquiry. For a young man not far on the shady side of thirty, he has certainly attained a remarkable position. His career has not been eventful. He joined the staff of The London Advertiser in October, 1881, and two years later, namely, in September, 1883, he was appointed to The Globe staff. He has, therefore, been

connected with the paper continuously for nearly twelve years. At first, as near as I can ascertain, he was kept at general editorial work, such as writing editorial notes, night duty in the office, and editorial contributions from the press gallery of the Ontario Legislature. In the spring of 1884 he made an investigation into the working of the Scott Act in the Maritime Provinces. In 1886 he was in the press gallery at Ottawa as one of The Globe's sessional staff. It was there I first made his acquaintance, and he impressed me as a journalist of exceptional promise, who would make his mark. His work for The Globe at this time was, as far as an outsider could identify it, of good average quality, but not remarkable in any way. The man himself impressed one

more than any writing which could be traced to his pen. He was courteous and agreeable, without being effusive, quick in grasping a subject, and a good talker, although prone to a rather irritating tendency to believe the Liberal party always right. The next outstanding feature in Mr. Willison's career was his signed column each day in The Globe—"Observer." This was written in a graceful though not brilliant style, and showed both ingenuity and industry in working up current topics every morning into a readable melange. About this time his popularity with his fellow-journalists became evident, and he was often alluded to in complimentary terms in the Liberal newspapers. He was elected president of the Toronto Young Liberal Association, and filled that position with much acceptability. During his term of office it fell to his lot to preside at a great public meeting held in Toronto shortly after the hateful anti-Jesuit agitation had swept



MR. R. J. LAURIER,
President Globe Printing Co.

over the province of Ontario. The principal speakers were Mr. Laurier, who had courageously come to Toronto to address a rather angry audience of English Protestants on the most delicate of subjects, and Mr. Mowat, the Ontario Premier. There were a good many Conservatives present, and more than one of them remarked to me that the chairman was a capital combination of dignity, tact

and sense, and that the success of the demonstration owed not a little to his well chosen sentences and quiet demeanor. Mr. Willison continued to take a warm interest in Liberal politics, and was looked upon by his political opponents as a young man of good abilities, not too eager to push himself forward. There is no evidence that up to this period he had acquired any marked degree of authority in The Globe office, or that he was



C. W. TAYLOR
Business Manager of Globe

regarded by outsiders, at least, as a possible editor for the paper. He had achieved a moderate measure of success, such as might be said of a great many other journalists. He had not advanced in his profession with extraordinary rapidity, and if his admirers believed him to be the man who was ultimately to lift The Globe out of the slough into which it had wandered they studiously concealed their faith from the general public.

When Mr. John Cameron resumed control of

The London Advertiser, and Mr. Willison was advanced to the post of managing editor, previous to the general elections of 1891, the change in The Globe was chiefly noticeable in its news columns. Mr. Edward Farrer became writing editor, and his literary style and political views seemed to be the paramount elements in determining the tone and policy of the paper. I do not pretend to be able to take an unbiased view of Mr. Farrer's policy as enunciated in The Globe throughout the year 1891. His advocacy of commercial union was extremely clever, and his editorials were in some notable respects the ablest that had ever appeared in a Canadian journal. But Mr. Farrer was a man of one idea, and (if Canadian public opinion be any guide in such a case) this idea was wrong. The Globe, it is true, was a distinctly better and more powerful newspaper, but it continued to repel a great many who sympathized with the general principles of the Liberal party, and won few adherents from the body of independent thinkers. In any event, it is a very common impression (be it right or wrong) that only after Mr. Farrer's departure did Mr. Willison put thoroughly into practice the methods and ideas which have placed The Globe where it is to-day.

The paper soon took great pains to show that it desired to deal fairly by its political opponents. Their speeches were reported accurately and without bias. The events of the day were recorded faithfully and thoroughly. It became a common practice for The Globe to say a kindly word of individuals with whose political views it had no sympathy. The virulence that had distinguished its comments upon party leaders disappeared. Good humored satire took the place of savage invective, and the paper claimed, perhaps rather ostentatiously, to be free of all party control. At the same time genuine enterprise was exhibited in the management. Special writers were employed

to deal with topics that absorbed public attention from time to time. They journeyed over the country, collected evidence, investigated conditions and chronicled the results with a freedom that must have shocked a good many straight party men. Public questions began to be tried by Newspaper Commissions. The Globe began to educate its party, rather than to slavishly re-echo and endorse the views of the Parliamentary leaders. Much astuteness was shown in so framing the editorial comment as to give the appearance of absolute independence, while in reality the paper remained as unswervingly attached to the Liberal party as ever. These devices might be apparent to newspaper men accustomed to read between the lines, but they achieved the purpose intended. The Globe's Liberal contemporaries generously recognized its enterprise, its intelligence, and its ability, and their laudations were duly noticed by the obliged journal with a modesty that was a trifle overdone, but which never failed to accentuate the advantage gained. The paper justly won the respect, if not the favor, of many Conservatives. It is possible that some Liberals of the old guard were rather dismayed at these tactics, so utterly at variance with the traditions of party warfare in Canada. But Success is a great deity, and those who refuse to worship at his shrine invariably form a dwindling minority. There are very few Liberals now who will not admit that The Globe, under its present control, is a great source of strength to the party. It goes into many Conservative homes, and must be doing a missionary work which the next election may show.

To Mr. Willison personally we may fairly ascribe the conception and control of this sagacious policy. In its execution, however, he has been aided by a dozen different conditions. The financial controllers of the paper have supplied the sinews of war in no niggard spirit. What this means in efficiency of staff, in general equipment, in prompt carrying out of new ideas, any journalist can appreciate. He has been able to gather about him a staff of co-workers, every one of whom is the right man in the right place.

But behind Mr. Willison stood the veteran president of The Globe Printing Co., Mr. J. J. Jay, and to him must be ascribed much of the success of the paper. His financial support was omnipresent and always generous. Moreover, Mr. Willison was relieved of all anxiety about the advertising and business departments of the paper,



J. S. WILLISON
Managing Editor of Globe

which the energy, shrewdness and capacity of Mr. Charles W. Taylor have made a complete success. Vital elements, these, in any campaign. They would, however, of themselves have been ineffectual in restoring The Globe to its pristine position, but for the courage that broke loose from antiquated methods, the foresight that planned out victory on new and somewhat risky lines, the industry that never tired of

catering to the needs and tastes of a large constituency of readers. Brains and judgment, pluck and prudence are the qualities that have made *The Globe* in 1895 a better newspaper than it ever was before, and, having got these materials together, Mr. Willison has proved that he knows how to utilize and develop them. Possibly other men could have done just as well. Other men did not.

There are so many newspaper men in Canada who know the editor of *The Globe* infinitely better than I do, that it is but proper to remark that the opinions recorded here are from an outsider's point of view, and lay no claim to infallibility or superior prescience. Yet all must surely agree that the Canadian press has gained as a whole by the policy which has distinguished *The Globe's* new era. The substitution of moderate for vehement criticism by an avowedly party journal was undoubtedly a courageous step. The proclamation of independence from party control was salutary. Vouchers for the sincerity of these two departures are not lacking in Mr. Willison's personal conduct. On the one hand, he is on friendly terms with his journalistic brethren "across the way," is always ready to co-operate in any plan for the common advantage of the press, and is therefore an approachable man to the most confirmed of

belligerents. On the other hand, he avows himself a journalist first and a politician second. He is on admirable terms with his own staff, and there appears to be complete harmony among the working heads of the establishment. One can easily pick faults in *The Globe* as now managed. At the same time there is a high standard of general excellence which must be recognized. The editorials are not better written than those of other Liberal papers; in fact, as a rule, they are necessarily less incisive and piquant to be in keeping with *The Globe's* new role. Mr. Willison himself writes fluently and lucidly, but his talents in this respect are not, in my humble opinion, equal to his managing ability and savoir faire. He makes a model managing editor, and the continuity and sustained force of *The Globe's* policy must, in all candor, be attributed to him. This, combined with enterprise in getting news and freedom in publishing it when got, is the tonic that has put new life into the great journal which George Brown created. The ingredients are not the exclusive property of anyone; the process of compounding them is not patented. But to J. S. Willison belongs the credit of being the physician who first prescribed and administered the medicine.



A MAGNIFICENT CIRCULATION.

A DAILY circulation of nearly 50,000, and 22,000 for the weekly edition, is a wonderful achievement for a Canadian newspaper. This is what *La Presse*, of Montreal, has succeeded in reaching. Mr. Berthiaume, its enterprising proprietor, was asked by PRINTER AND PUBLISHER what means he took to reach this fine record. He made a very modest reply: "It must partly be attributed to the increase in the reading habits of our French-Canadian people. Many are now taking a paper regularly who formerly never did so. The young people especially are going in for reading and must keep posted." When Mr. Berthiaume took hold of *La Presse*, five years ago, it had a daily circulation of 14,000, and the number of copies printed for the week ending July 6, 1895, was

Monday	47,765
Tuesday	48,700
Wednesday	48,800
Thursday	48,300
Friday	47,500
Saturday	55,300

This is a daily average of 49,700. No concealment is employed in reference to circulation, and the bona fide nature of the returns is readily exhibited. It is said that representatives of an American advertising agency called on *La Presse* and asked to be allowed to verify the published figures. This request was granted and they went away satisfied. It afterwards transpired that they were acting in the interest of another Canadian paper of large circulation.

La Presse does not take any exceptional means of pushing the circulation, it appears. Three subscription canvassers are

employed, and they travel over Quebec Province, Eastern Ontario and the New England States. They are paid a fixed salary. In the latter territory, where so many French Canadians are settled, the paper has done astonishingly well, and in a place like Lowell, Mass., there are over 700 daily subscribers. The chief towns in Quebec are also good centres, like St. Hyacinthe, with 800 subscribers, Valleyfield, with 400, and the City of Quebec, with 1,000, sometimes on occasions running as high as 1,500. In the city of Montreal the circulation is between 28,000 and 30,000, and *La Presse* considers its growth there has been much aided by rapid delivery in the afternoon. There are 1,500 dealers in the city who sell the paper, and the city is divided into 14 districts, with a delivery waggon for each. The paper does not receive back its unsold copies, while other French dailies do, and this incites the dealers to dispose of every copy of *La Presse* they get. One city dealer orders as many as 200 copies every day.

In fact, the explanation of this phenomenal circulation is chiefly to be found in the fact that a regular mine of readers, previously unworked and mostly unused to newspapers, has been struck. PRINTER AND PUBLISHER has no hesitation in saying that the excellent qualities of *La Presse* as a purveyor of news, full of attractive special articles, and with lively illustrations, has been a factor in the success. The chances of further increases are good. It would not be surprising if the circulation of a newspaper on a large scale for the first time among the French people revolutionized many of their habits and views of life. The cure, the doctor and the notary were usually the reading people in a French community, and from them the opinions upon current events were usually obtained.



CANADIAN ILLUSTRATORS AND DESIGNERS.

By R. HOLMES.

THE term "illustrator" seems to be limited in its popular application to one who makes pictures for the further enforcement of a situation or an idea already set forth in an accompanying text, and

"designer" is popularly applied to one who concerns himself chiefly with the strictly decorative element which derives its chief importance from its value as a pure embellishment, whether associated with a printed thing or otherwise. Then there is that form of art work usually linked with the term "artist," which consists in the making of pictures simply as pictures, pictures which require no text or are their own text, or to which



COVER DESIGN—J. D. Kelly.

the beholder supplies text for himself from his inner consciousness or his observation or experience, whether they appear as artistic transcripts of inanimate things, with clouds and waters, fields and foliage, or of animate nature with its infinite variety of interests, from those of the creeping thing, the fowls of the air and the fishes of the sea, to those of humanity created a little lower than the angels.

Here, then, are three phases of artistic conception, all of which are really necessary to, and more or less intimately associated with, the illustrative faculty, and all of which are, in some degree, present in the work of the subject of this notice. Mr. Kelly is an artist-illustrator. He is a designer also, and perhaps chiefly, but not in the same sense quite as the man who makes carpet and wall-paper patterns, in which lines and masses and color schemes are largely used, simply for their own sake. Mr. Kelly's designs are generally such as have for their basis the emphasizing and setting clearly forth of some definite idea which brings them rather within the range of pictorial than of abstract design. His specialty is the production of high-class designs for advertising purposes, and his work in this direction has done much toward raising pictorial advertising to the higher place it now occupies in this country, and demonstrating successfully that the æsthetic and the utilitarian can go hand in hand, with profit to the advertiser and pleasure to the public.

His work as a water-colorist has been before the public in the exhibitions of the different art societies. He is always well represented at the Art Students' League, and visitors to the last

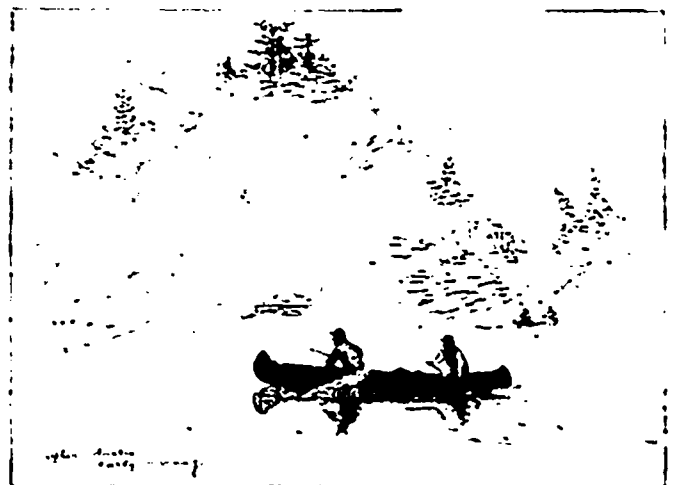
exhibition will remember his bright and effective Bermuda sketches, the fruit of a sojourn in these islands for some months of last summer. At the recent exhibition of the Royal Canadian Academy his large water-color, showing a canoe with two men on a river in surroundings of mountain and mist, was well hung, and favorably criticised for the artistic treatment of its effects of subdued light and vaporous atmosphere. His latest and most ambitious work in color we had the pleasure of seeing a few days ago. It is a historical picture rendered in body color and washes, and gives a scene from the life of Champlain. The fleet of the explorer is seen on the French River, which is flooded with the morning sunlight. Gracefully upright, with rich cloak and plumed hat, in the bow of the foremost canoe, appears the great Champlain, his figure standing forth in the quiet shadow of the lily-covered flag of France. On his right one of his men leans forward with a look of expectancy, and on his left is seated one of those grave and reverend missionaries who were always present on the voyages of our early explorers, while further back is the crew, composed mainly of Indians, whose warm, brown skins and bright dress make a pleasing harmony with the surrounding blues and greys. This picture was exhibited at the recent meeting of the Canadian Historical Society, and was so favorably received that a resolution was passed recommending that copies of it be placed in all our public schools. It is to be reproduced by lithography for the Sheppard Publishing Co., and will form the supplement to this year's Christmas number of Saturday Night.



PEN AND INK—J. D. Kelly.

Let me here, by way of a short parenthesis, tender the due meed of praise to these publishers for this recognition of Canadian work. Our illustrators have not received all the support they have merited at the hands of our publishers. Some years ago, in 1890, if memory serves me well, the Sheppard Publishing Co. made a handsome effort to right this state of affairs, and produced most creditable special numbers of Saturday Night, for which Canadian writers and illustrators were respon-

sible. Later issues have, however, generally shown a retrograde



PEN AND INK—J. D. Kelly.

movement in favor of the cheaper and showier, but also less genuinely interesting and valuable, methods of illustration commonly known as "boiler-plate," and, after these years of leanness, artists and the artistic public will gladly welcome this token of their return to a stricter orthodoxy.

Mr. Kelly is still a young man, and we hope he may long

skill and daring, and is in other respects an enthusiastic sportsman, as many a bear and deer could testify had they lived to tell the tale of encounters with him.

EMPIRE EMPLOYEES STILL IDLE.

A number of The Toronto Empire employes are still out of situations, and find great difficulty in getting work to do. A journalist's resources are never very extensive, and a few months' idleness to them is a very serious matter.

In connection with this matter a heated dispute took place between a private secretary to one of the Ontario members of the Government and an ex-employe of The Empire the other day in a public resort. The Empire man complained bitterly of the treatment that had been meted out to the staff, many of whom gave up good appointments to join it, especially the subordi-



ILLUSTRATIONS BY T. D. KELLY

remain so. Inclined toward the beautiful from his earliest days, he entered the old Ontario School of Art in 1879, receiving instruction there from Mr. John A. Fraser, now of some prominence in the art life of New York. In the following year he won first prize for work in black and white from the flat copy, and in

1881, on the completion of his course received the highest award in the gift of the school, the gold medal for work from the antique. Soon after this Mr. Kelly began working for the Grip Publishing Co., making advertising designs in pen and ink, with occasional cartoons for Grip and considerable general work in other fields of illustration. At the time of the Northwest Rebellion, he was sent to the front as special artist on the staff of The Illustrated War News, and he is now head designer of the Toronto Lithographing Co., which undoubtedly owes much of its success to his valuable work in his important department. Mr. Kelly was one of the organizers of the Art Students League, of which mention was made in the last issue, and has always remained one of its firmest

supporters, and to the facilities the League affords for the study of the figure he very justly attributes much of his success in his treatment of the human interest, which holds so prominent a place in the most important of his designs and illustrations.

Finally, in his periods of recreation, he speeds a canoe with

inate members of it, like the foreman of the composing room who had always been a strong Tory. The private secretary grew quite indignant at any blame being cast upon the Ministers, particularly the Minister of Railways and the Premier, who, he contended, were entirely blameless. The Minister who had interested himself in the deal (Mr. Patterson) now held no portfolio and was practically out of the Government. "When you are throwing censure at the politicians for their share in it," he exclaimed, "why do you omit Senator Sanford, who had so much to do with it?"

The secretary would not say what the Senator had done in the matter, but it is said that Senator Sanford, just before the swallowing up process was completed, went to Ottawa to sound the Ministers for the information of the Board of Directors. He saw Sir Mackenzie Bowell, who was opposed to the deal. What other Ministers he saw and what means were employed to bring him into line have never transpired, but the fact remains that when he returned to Toronto the other directors could hold out no longer, and

the deed was done. It is to be hoped if any readers of PRINTER AND PUBLISHER are in need of men they will communicate with the editor and get the addresses of members of the staff who are still "on the street." They are all thoroughly reliable, hard-working fellows.



CHARACTER DESIGN BY T. D. KELLY

THE REGISTER'S NEW EDITOR.

THE Catholic Register, Toronto, has a new editor in the person of P. F. Cronin, who was assistant editor on The Empire during the whole of that paper's existence. Mr. Cronin will assume entire editorial control, and with his energetic habits, versatile powers and varied experience, he should make a success of his work. It is an exceedingly important position, as the paper has a large circulation.

J. C. Walsh, the late editor, will start a literary magazine in the near future. In this way he hopes to give his literary abilities a wider scope.

H. BURROWS AND THE HANSARD.

The next vacancy on the Hansard staff ought to go to Herbert Burrows. Last year's vacancy went to A. C. Campbell, who is a good man and deserved all he got. It is said, however, that if all the members of the Debates Committee who promised to support Burrows had made good their promises in 1894, he would have been appointed. His chances were also affected by the complaint of a well known Senator from the west, who thought The Empire should have given him a longer report than he deserved. He told his parliamentary friends that The Empire's report of a certain public function did not do the occasion justice, because Burrows was not always to be depended on. This misunderstanding was afterwards cleared up, but it affected the views of some of the committee at the moment. In reality Burrows is one of the most accurate and intelligent shorthand reporters in Canada. He can write out a speech in a great deal better shape than the orator can deliver it. His capabilities in general newspaper work were proved a hundred times on The Globe and on The Empire. Since the latter stopped publication, Burrows has not been attached to any newspaper. It will be the duty of the directors of the defunct publication to exert themselves for Mr. Burrows when occasion arises. He and other members of the staff were repeatedly told by directors to stand by The Empire and the directors would take care of them. How cruelly have those who thus trusted them been treated!

CANADIAN PARAGRAPHERS.

Canadian newspapers may honestly congratulate themselves on making a success of editorial paragraphs. In this respect they are not a whit behind the American press, which possesses some

brilliant paragraphers, while the English style has no light touch and but little humor. None of the big London dailies attempt editorial paragraphs, and very few of the provincial papers. Many of the literary and other weeklies, however, try it, and their work, on the whole, is inferior to ours. Take the paragraphs of James Payn, a writer of great repute, as an example; they are clever and humorous beyond doubt, but it is a case of "sweetness long drawn out." They are not brief and pointed enough. The Canadian papers, daily and weekly, turn out regularly a stream of pungent, witty paragraphs. There are writers like Cameron, of The Hamilton Spectator; Kidd, of The Montreal Gazette; Lewis, of The Globe; Robinson, of The Telegram; Ross, of The Ottawa Journal; Nichol, of The Hamilton Herald; Campbell, of The Toronto Star; Dafoe, of The Montreal Herald, and many others, who seem to manufacture each day without difficulty a supply of bright, incisive, humor-



"SEARCHER" - J. D. Kelly.
(From Toronto Art Students' League Calendar, '94.)

ous "pars." The weekly press is also well up to the standard with Pirie of The Dundas Banner, and many others. If some days the quality is a little off it is not because the writers cannot keep it up, but because they are nearly all Pooh Bahs in respect to diversity of duty, and are called away from the desk half-a-dozen times to entertain bores, poke up the city editor and soothe the foreman. In general, the paragraph writing in our papers can challenge comparison.

A JOKE ON THE PREMIER.

They tell a story of Bill Nye's introduction to Sir Mackenzie Bowell. Bill Nye said, in his low-level, drawling tone: "Very happy to have the honor of meeting you, Mr. Bow-ell. Have heard your name often when I was young. Any relation to the Bowels of Compassion?"

CRAFT GOSSIP.

R. HERRING, of Petrolia, called on PRINTER AND PUBLISHER last month. The gentleman looked happy and prosperous, the reason for which may be gathered from a glance at the well patronized advertising columns of his neatly printed journal.

The Neepawa News is defunct.

Nanaimo has a new newspaper, The Mail.

Ayr has a new paper. It is called The Ayr Courier.

Baldur, Man., wants a local weekly to help the town.

The Canadian Kennel Review is a new semi-monthly.

The Weekly Courier is the name of a paper just started at the Sault.

~~The Echo~~ is the name of a new weekly newspaper published at Wolseley, Assa.

Mr. W. C. Cunningham, of Buntin, Gillies & Co., Hamilton, is in the Northwest.

Toronto has a new religious paper. It is Episcopalian, and is called The Church Evangelist.

The Hartney, Man., Star has ceased publication. The plant has been removed to Virden.

Mr. W. J. Fairgrieve, lately of The Dundalk Herald staff, has now secured a position in Parkhill.

The Home Journal Publishing Co. of Ontario is applying for incorporation with a capital stock of \$3,000.

Dr. J. K. Foran, editor of The Montreal True Witness, has declined a nomination for the Quebec Legislature.

The Halifax Typographical Union held its third annual festival last week. McNab's Island was the scene of the fun.

The Georgia journalists who visited Canada recently were entertained at Quebec on July 9, by the local newspaper men.

The Elbury Times is 12 years old, and improves with age. It is a first-class paper and is evidently a money maker for Mr. Shaw.

A society paper, to be called Freedom, will be published in Kingston this week. It will be radically Protestant in its leaders.

Thomas Passmore, formerly editor of The Patriotic Canadian, was recently arrested in London on the charge of beating his wife.

The site for the Toronto Lithographing Company's new building, at the corner of Bathurst and King streets, cost them \$6,500.

Damage to the extent of \$250 was caused by fire in A. Lawrence's printing office, 57 Richmond street west, Toronto, one night recently.

Mr. W. Scheitler, late foreman of The Arthur Enterprise, has resigned. He has been compelled to retire from work owing to failing health.

A printing plant valued at \$2,000 was recently sold at Toronto to T. H. Sears, of The Preston Progress, at the rate of 50c. on the dollar.

The Walkerville Brewing Co. has entered suit against The Chatham, Ont., Banner for wrongfully using a cut of the plaintiff's brewery in the advertisement of the British American Co., in the official demonstration programme used upon the occasion

of Chatham's assumption of the honors and responsibilities of a city. We fail to see just how the brewing company could be damaged. Had it been the other way the mystery would not be so profound. —Hamilton Templar.

J. E. Ward, a printer, was recently found dead in his bed at Kingston. He was one of the party sent to the relief of General Gordon at Khartoum.

The Outremont Guardian, Montreal, has made its second appearance, and will in future be published monthly, Mr. Chas. A. Riva being the proprietor.

Buntin, Gillies & Co., Hamilton, promise something very fine in the way of samples of folders, wedding announcements, etc., for the coming season. The stock will be complete in August.

Mr. F. D. Shallow, of The Moniteur du Commerce, has been condemned by a jury to pay \$300 and costs to one Jacques, a leather merchant, who was erroneously stated in The Moniteur to have failed in business.

L'Original, Ont., boasts of having a "father of the press" in the person of Mr. Watson Little, the editor and publisher of The Advertiser. Mr. Little has been running a newspaper, on his own account, for the past 60 years.

One of the neatest business cards that has reached this office is that of Hale Bros., Orillia, Ont., publishers of The Packet. It is neither too large nor too showy, but is exceedingly tasty, and indicative of a first-class job printing office.

The Hough & Harris Company, Toronto, is applying for incorporation, with a capital stock of \$75,000. The object for which incorporation is sought is to carry on the business of lithographing, engraving, drafting, embossing, printing, etc.

E. E. Sheppard, of Toronto Saturday Night, accompanied by his wife, have been spending a few weeks in Prince Edward Island. On their way thither, they were joined at Sault-au-Recollet by their two daughters, who are being educated at the convent there.

The editor of The Maple Leaf, Hillsboro, N. B., got a severe shaking up one day last month. In crossing the track at the station, his feet caught in the flange of the rail and he fell head foremost, his cheek bone striking the opposite rail, which cut a deep gash in the flesh.

The ninth annual convention of the United Typothetae of America will open in St. Paul's, Minn., on Monday, August 5, and will conclude on Friday following. Several of the Toronto employing printers will attend. Mr. Rutter and Mr. Murray have decided on the trip.

Charles T. Long, a Toronto Mail reporter, attempted to leap on board an Island steamer, which was moving out of the dock, when he fell across the dock railing and then into the water. He was badly hurt. Since then he took in the Mackinaw trip, but has returned unimproved in health.

The action instituted by The Canadian Bookseller and Library Journal, Toronto, against The Canada Bookseller and Stationer for alleged infringement of title, came before the court on June 26, and was enlarged until September 3, the judge refusing in the meantime to grant an injunction, or to require an undertaking to be given as to damages.

A. F. Rutter and Charles Warwick, of Warwick Bros. & Rutter, returned the other day from an extended visit to Washington, Virginia, and other portions of the south. They look

hale and hearty, and altogether the better for their trip. While at Washington they were shown through the Government printing bureau, which is a large affair, employing 3,600 hands. Mr. Rutter was surprised to find occupying a responsible position in the U. S. Government book bindery an old foreman of his firm, namely, B. W. Ducatel.

The Montreal branch of the Eddy Co. reports business for June ahead of the same month last year.

The Brockville Times has been purchased by "Tim" Healy, formerly Ottawa correspondent of The Toronto Mail, and Arthur T. Wingress, of Toronto.

The Monetary Times, Toronto, says: "An offer of compromise at 25 per cent. is made by The North-Ender Publishing Co., and with one exception, the kind-hearted creditors, mostly Toronto men, have consented to the proposition. Anybody can get credit for type, ink and paper. Real estate losses here are said to be the cause of the trouble. If true, it is not the first time that the owners of the paper have suffered in this way. Apparently, experience does not teach them much. This company publishes other papers representing the eastern and western portions of the city."

NOTES FROM THE MARITIME PROVINCES.

THE principal item of interest during the month was a visit of the New England newspaper men and their wives, some eighty strong. They met with an enthusiastic reception all the way from Yarmouth to Halifax and back again, and their papers are returning the compliment by writing up "impressions." The Charlottetown Daily Patriot, the Liberal Thunderer of P.E. Island, has been enlarged, and presents quite an attractive appearance. The Morning Guardian, of the same city, has put on a new dress, and is now printed on pink paper. The Summerside Journal, which went through a fiery ordeal some months ago, is just as lively as ever. On the whole, the Island press is picking up wonderfully. There are three daily, one tri-weekly and five weekly papers in Charlottetown, and four weekly papers in Summerside, two of the latter being devoted to agriculture.

The Halifax Herald is now printed from the press which formerly printed The Toronto Empire.

It is said that Messrs. Brynton and Fullerton have leased The Moncton Leader from H. T. Stevens for five years, and that the new concern will be known as the Hub Publishing Co.

THE NEWSPAPERS OF LONDON.

London has practically four daily newspapers, The Free Press and Advertiser each publishing early morning and evening newspapers—not one the reprint of the other, as is sometimes the case, but each up-to-date to the last minute as regards telegraphic and local news. They are enabled to do this through each establishment possessing web presses and Mergenthaler type machines. They each take both the two great press services—the day service via C. P. R. for their evening papers, and the full midnight service via Great North-western for their early morning papers. On Saturdays they each publish papers of ninety-six columns. The newspapers of London spend more money for telegraphic service than any newspapers in Ontario, outside of Toronto. There have been, within recent years, four attempts to establish rival newspapers, by the device of cutting under the normal selling prices; but the exist-

ing newspapers have always adopted the policy of immediately coming down to the same figure for the time being, with the result that no one of the four ventures averted the fate of The Empire longer than two months.

NOTEWORTHY GENEROSITY.

Woodstock, Ont., has a new hospital. It is worthy of note that the site upon which the building is erected was donated by Mrs. Wm. Warwick, of Toronto. This lady is the widow of the late Wm. Warwick, founder of the wholesale stationery business now carried on under the firm name of Warwick Bros. and Rutter. One of the public wards has been named after Mrs. Warwick, on account of her being one of the two largest contributors.

MAKING IMPROVEMENTS.

Signs of prosperity are apparent in the premises of Buntin, Gillies & Co., Hamilton, who have been making extensive alterations to their warehouse. The lower floor has been entirely remodeled, a large addition being made to the offices and sample room. The offices are now roomy and comfortable, and the sample room light and airy, and designed to show the handsome line of goods manufactured by this firm.

Under the new system, customers will be waited upon on the ground floor, and there will be no necessity of asking anyone to go to the warerooms. This will no doubt be appreciated, as the custom of dragging people through the huge modern warehouses, when placing orders, is complained of very much.



"WHERE I SLEEP"

POLITICIANS AND JOURNALISTS.

MOST politicians realize their obligations to newspaper men, and grasp with tolerable insight the immense value of keeping on good terms with the press. A good many, however, consider a newspaper man merely a person to be made use of, and one whose feelings do not need to be considered. Serious mistakes have been made in this way. Once let a journalist become aware by unfair treatment that a politician is either a knave or a fool, or a mixture of both, and the chances are ten to one that the politician will suffer from the suspicion and distrust he has aroused. When the newspaper man is a strong party adherent himself, he often overlooks the faults of his party leaders. He will be apt to lull his criticisms to sleep. But if his critical faculties are once challenged, they will naturally exert themselves, and the result is bad for the politician. The journalist who thus "finds out" a man has a hundred perfectly legitimate means of checkmating an antagonist. He can prevent his advancement in the party, can communicate his knowledge to others, and, if honestly convinced that a certain man's success would be inimical to a political cause or the public interest, he has resources unlimited to effect the end. The moves are all quietly made. They will be continued over a long period. The "freemasonry" among newspaper men is extensive, and a case is known to *PRINTER AND PUBLISHER* where a politician has been materially checked in his success by a silent opponent of this kind. A well-informed newspaper man can do much to spread information. If he keeps on good terms with his brethren of the press—as he usually does—he can often throw light on a politician's actions that might escape the ordinary observer. A journalistic antagonist of this kind does not use any paper he may write for to air his personal views. Any animus is apparent at a glance, and would consequently be heavily discounted. But where the politician is wrong, and the journalist is on the right tack, the former has everything to lose by not mending his ways and conciliating his adversary. If he adopts Mr. Vanderbilt's motto and says: "The newspapers be damned," he lives to regret it. A Toronto politician's favorite sneer for years was that the newspapers were all corrupt. He is now in exile, with an accusation of hoodling to clear away from his reputation. It pays to treat newspaper men fairly and squarely.

SUNDAY NEWSPAPERS.

The other day, in the Dominion Parliament, Mr. Charlton's proposed amendment to the Criminal Code, whereby the publication and sale of Sunday newspapers would be prohibited, was discussed. Sir Charles H. Tupper stated that, while he sympathized with the hon. gentleman's motives, he would prefer that the subject should be dealt with by the Local Legislatures, and not incorporated into the criminal laws of the country. He was one of those who believed they should hesitate and carefully consider before they dragged into the Dominion, subjects which properly came within the scope of the Local Legislatures, simply by making them crimes. Mr. Hazen agreed in the view that the subject of Sunday observance might fairly be left to the Legislatures of the different provinces, in view of the different elements composing the people, and the fact that in every province the same religion did not predominate. Mr. Charlton said there was not a Sunday newspaper in the United States that was not a bad paper. Canada had seen nothing of the evil so

aggravated in the United States. Several other members expressed their views, after which, on a vote, the proposal was voted down. Thus the regulation or prohibition of Sunday newspapers is left to the tender care of the various provincial legislatures.

RETIRING FROM BUSINESS.

John Smith, the well-known bookseller and stationer of Guelph, Ont., and an honorary member of the Canadian Press Association, is giving up business. His son, W. G. Smith, sole proprietor of W. G. Smith & Co., druggists, of the same place, will take over the business and conduct it in connection with his drug trade.

Mr. John Smith has well earned the right to rest during the latter part of his life. As early as 1833 he learned the book and printing business in Leicestershire, Eng., and in 1845 he came to Canada to enter journalism. He founded *The Guelph Advertiser*, and conducted it successfully for 12 years, when he went into land speculation in the county of Perth, and dropped most of his wealth in the disastrous summer of 1857. In 1865 he published *The Oil Springs Chronicle*, and a few years later *The Elora Observer*. Twenty years ago he returned to Guelph, during the last six of which he has conducted the business which he is now giving up.

HOW IT WILL AFFECT US.

Speculation is rife concerning the effect that the Cabinet changes in Great Britain will have upon Canadian copyright legislation. According to reports to hand, the appointment of Mr. Chamberlain to the Colonial Secretaryship has met with general approval in colonial circles in London. Mr. Chamberlain is a Unionist, and a great furtherer of all means whereby the several sections of the Empire may be drawn closer together. As *The Canadian Gazette* says, the new Secretary will hardly refuse to grant Canada self-government, and in the matter of copyright he will surely keep a close watch upon colonial interests in which the United States is concerned. He is possessed of great personal vigor, and his is altogether one of the most striking personalities in British politics. His influence in the Cabinet will be great, and should the Salisbury Government be returned at the head of the polls in the pending contest, another step will have been taken towards the ratification by royalty of the Canadian Act of 1889.

The only difficulty is that some delay will now occur before a decision can be arrived at, for the whole matter will have to be laid before the new Colonial Secretary, just as it has already been explained to Lord Ripon. This new condition of affairs affords additional justification of the despatch to England of a specially authorized agent, like Mr. Newcombe, to plead Canada's cause.

The Canadian Copyright Association should now consult together and discuss the advisability of sending a representative to England at once. Many favor the selection of Mr. John Ross Robertson, A. F. Rutter, or some other influential member of the trade, to back up the appeal being made to the Imperial authorities by the Deputy Minister of Justice. No time should be lost. The British publishers are not ceasing agitation in their own interest. Neither should we.

A MAILING MACHINE.

A CUT of the O'Malley mailing machine, sold by the Canadian Typograph Co., Windsor, Ont., appears on this page. This machine uses either type-set lists or lists set up on machine bars. The device is a galley with these names in type passing along a bed. As each name arrives at a certain place the paper on which the address is to be printed is pressed between a rubber faced hammer above and the line of type below.

The circular thus describes it :

"The galley used with the mailer is a double one, holding two columns of type, each column containing about 250 names with date of subscription. It is carried forward on a carriage—similar to the bed of a newspaper printing press—which moves on iron slides, and is operated by a rack and dog. When last line of first column is reached the carriage is reversed and the second column comes under the rubber-faced hammer and is carried through to the end. When a galley is completed, it is taken out, a new one is put in its place, and the carriage pushed back to the starting point; the whole operation being accomplished in a minute.

"The motion is positive, with a variation only of between one-fiftieth to one-hundredth part of an inch, every complete movement brings the carriage a certain distance forward—never a line more or less; whether the movement is made at the rate of four thousand an hour or two hundred, the distance traveled is precisely the same; and as quickly as the carriage reaches that point, it is securely locked until the impression is made, or the operator moves it forward.

"By the attachment of an electric bell the machine notifies the operator when he has reached the last address of a list of subscribers in a certain city or town.

"An adjusting screw regulates the impression so that it can be made clean and uniform as that on a platen press.

"Owing to the peculiar construction of the machine it is a practical impossibility to skip a name except intentionally."

The price of the mailer is \$35.00; the cabinet for galleys is \$15.00 extra; the galleys cost 50 cents each, and the type-cast bars for 1,000 names would be worth \$3.50.

The claim is that not a name can be missed, that 2,000 names can be stamped in an hour, that the process is clean and that the machine is always ready for use.

The circular, on this point, says: "It is an old adage that 'Cleanliness is next to Godliness.' This might apply in a sense

to the use of mailing machines in newspaper offices. Machines requiring paste or mucilage, before they can become useful, are always dirty, in fact cannot be otherwise, owing to the nature of their construction. The O'Malley mailer prints direct from type, thus assuring cleanliness and freedom from dirt of every kind.

"With most mailing machines there is always considerable preliminary work to be done before they are in readiness for work. It is different with the O'Malley mailer. Publisher will appreciate this fact."

WHAT MR. ROSS THINKS OF THE TYPOGRAPH.

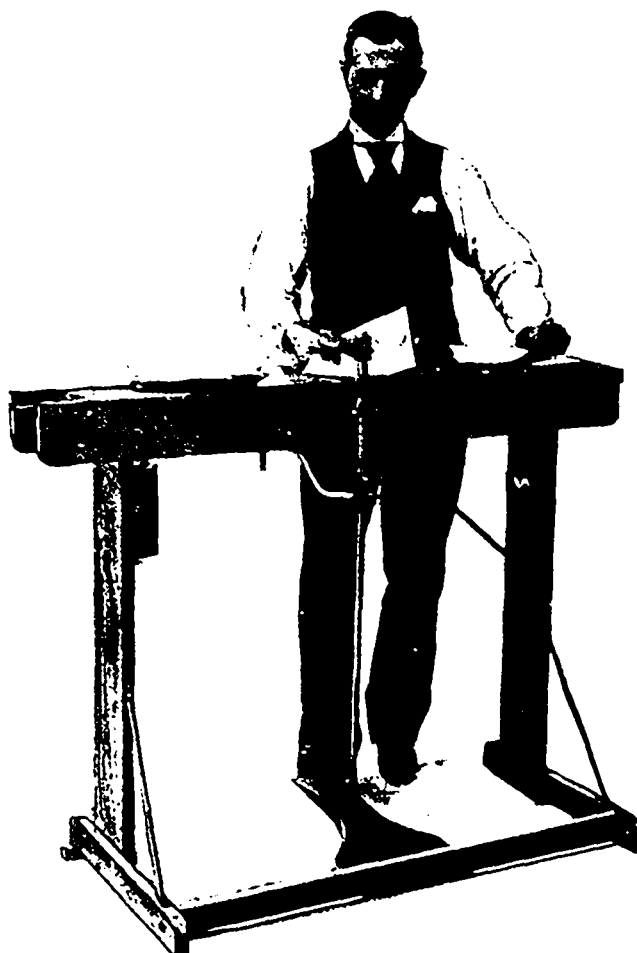
"Our five Typographs have completed their first half year in The Journal office, and you may wish to have our report," writes P. D. Ross, Ottawa.

"The machines, four minion and one nonpareil, are now averaging 600,000 ems per week of 48 hours, the setting measured without headings, and with comparatively few leads. The 48 hours include all the time given to the machines in any way, namely, for cleaning, overhauling and repairs. The output is a net practical working average, every day in the week, of 2,500 ems per hour solid, per each machine. We expect to do better, as three of our men were new to the machines when they came on, and are still improving. Our stoppages for repairs have not averaged an hour per week on all five machines together. The work done is clean, and we consider of first-class typographical appearance. Of course, the best machines in the world of any kind must be intelligently handled to do proper work, and we attribute our steady run of first-class output to the fact in part that we have very careful and competent operators.

"In every respect we are thoroughly satisfied with the change from hand composition. We had our old composition done very economically, but the machines are cheaper, notwithstanding that we are paying far higher wages, and getting one-third more setting.

"Less room is needed, the work is cleaner, and the matter handled more easily, and far more conveniently kept standing for our semi-weekly edition."

The Ottawa correspondent of The Montreal Star was made to say that "the school question would probably settle itself by each party retaining its anatomy." He had written "anatomy." No great difference, after all.



THE O'MALLEY MAILING MACHINE.

MONTREAL NEWSPAPER GOSSIP.

THE second number of Harry Bragg's newspaper, Property, is even better than the first issue, and contains a supplement picture of the Sir John Macdonald monument just unveiled on Dominion Square.

Mr. Richard White, of The Gazette, has arrived in England, and at last accounts was on the way to Wiesbaden. His health shows no improvement yet.

A. R. Carman, editorial writer for The Star, is away on a month's vacation.

J. W. Dafoe, chief editor of The Herald, remained at Ottawa over the political "crisis," and the results were seen daily in the lively despatches to the paper.

Austin Mosher, lately local correspondent for The Empire, is now Montreal correspondent for The Toronto World, and has been sending his paper some good news lately.

E. E. Sheppard, of Toronto Saturday Night, passed through Montreal last week on his way home from the Maritime Provinces. He leaves for England in August.

E. S. Evans, of the Rogers Typograph, has been here in connection with his company's machines, which are now turning out good work for The Star.

Newspaper publishers here express interest in the improved Monoline typesetter, which is not yet on the market.

The Montreal papers make a specialty of good interviews with distinguished tourists who visit the city. The Witness had a capital interview the other day with General Sir Mark Walker, the Crimean veteran, which showed excellent work. Without indulging in invidious comparisons, the editorials in The Witness are among the very best in Canada, from a literary standpoint.

A new press has been ordered by The Montreal Star from Walter Scott & Co., New York, and will shortly be placed in position. It will be similar to the immense Scott press already used in the office, and which, Mr. Thomas Graham of The Star says, has always given perfect satisfaction. Some time ago the makers of the Claus press, of Chicago, put one up in the office as an experiment, but it did not work well, and has not been used by The Star. It will be taken away to make room for the Scott press, which will print 4, 8, 12, 16 or 24 pages, as circumstances require.

Mr. A. McKim, of Montreal, advertising agent, is laid up in his house at present with a severe sprain to his foot, being unable to put it to the ground. Mr. McKim was playing tennis on Dominion Day and accidentally slipped and turned his foot. He tried going about on crutches for a day or two, but had to lay up altogether, and has been tied to the house for about ten days. Mr. McKim has the sympathy of many friends.

It was stated last month that the Typographs in The Montreal Star office had not been used up to June 15. It now appears that they were used early in June, and the office foreman indulged in a bit of pleasantry by saying that the machines were not yet in working order. As the face of the old type was imitated exactly in the machine letters, even the office employes, outside the composing room, did not know when the substitution took place. The foreman, in order to keep off curious enquiries, kept saying: "We will use the machines next week."

Hence the error. To all appearance the machines are doing satisfactory work.

ADVERTISING AGENCY COMMISSIONS.

The usual commission expected by an advertising agency is 25 per cent. Nearly all Canadian papers pay that, but some allow only 15, 10, and a few will pay nothing at all.

The Montreal Star allows only 15 per cent. on all contracts sent it by advertising agencies. That is the rate paid by The Toronto Telegram. The Canadian Grocer can only afford to allow 10 per cent., while Mr. Acton, of The Shoe and Leather Journal, says he cannot pay anything, the expenses of trade papers being much greater in proportion than daily and weekly newspapers, owing to the number of special writers and more expensive business methods.

Apparently, the agencies make 25 per cent. on nearly all their business, but their average will not exceed 15 per cent., for, as a rule, they give the advantage of the additional 10 per cent. to the advertiser who takes a list of papers.

FOR SALE - A half interest in a Reform weekly in one of the most thriving towns of southern Manitoba. For particulars apply to this office.

PRINTING INKS - Best in the world, Carmine, 12 1/2 cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application. Address, **William Johnston**, Manager Printers Ink Press, 10 Spruce St., New York.

WANTED - ADVERTISING AND SUBSCRIPTION MANAGER, for a Western Ontario daily; one with a knowledge of job printing preferred. Address, stating salary expected and experience, "PUSH," PRINTER AND PUBLISHER office.

Change of Stand



As our business has been growing, we have felt that our duty to customers demanded a better location, so that

Printers and Publishers

will now find us with many new lines at

NO. 1 MARKET SQUARE

St. John, N.B.

AGENTS:
The E. B. Eddy Co
John Ford & Co.

SCHOFIELD BROS.

MUNROE & CASSIDY

Correspondence Solicited
and Estimates Furnished

Bookbinders

Our Bindery . . .

Is the most modern in Canada.
Our facilities for Binding Cloth and
Leather editions are unequalled.

PAPER RULERS,

BLANK BOOK

MANUFACTURERS

28 Front St. West - Toronto

ADJUSTMENT IN PRESSWORK.

H SNOWDEN WARD, an English printer, gives some pointers on presswork in a recent speech in London. We quote the following:

"The difference between the ordinary British method of printing and that which is adopted in all good American houses, and to a certain extent by a few British firms, is a fundamental one—a difference of principle. The British printer does not absolutely insist upon a dead level surface of electro, or of type and block, and does not work his cylinder hard on to the printing surface. If he did, unless that surface was absolutely level, he would bruise and batter such type or blocks as stood above the rest of the form, and rapidly ruin his work. Instead of this, he wraps his impression cylinder with an appreciable thickness of paper or thin card packing, which has a certain amount of 'give' to the projecting parts, and evens up his pressure by an elaborate system of overlay. In this he usually exercises the patience of Job, and often the skill of an artist; but overlaying is like retouching—very seductive, and very apt to defeat its own end.

"The other school insists on an adjustment of cylinder to bed that is only possible with perfectly built machines, and those that have been carefully run and adjusted from the time when they were new. In this method, if electrotypes plates with absolutely dead true surfaces are not used, the printer will give great attention to levelling his surface by underlaying. Of course, if he is working as some printing offices do, with types of various age—and therefore of various heights—in one job, he must give up any hope of fine results from his printing, unless the varying types are in solid blocks of a sort. The printer will adjust his cylinder with the greatest possible care—so closely, in fact, that it needs the thickness of the paper to be printed upon to complete the weight of the impression. With such adjustment, very little overlaying is necessary if the blocks are level and good; and with proper inking, each block will give, until it is worn out, impressions similar to the makers' proofs. This method of working not only saves much time—eliminating almost all of the making-ready—but it also greatly increases the life of the blocks and type, for it prevents the weight of the cylinder coming on to them. The cylinder works in bushes, adjustable by means of screws, and too many British printers get their impression by lowering the lower bushes until the cylinder normally rests very slightly below the level of the top of the type. In this case the printing surface has to bear the weight of the cylinder, which probably accounts for the fact that identical electrotypes plates, running two parts of the issue of the same magazine, will run three or four times as long in one machine-room as in another. The lower bushes should bear the weight of the cylinder clear of the type, while the upper bushes, preventing the cylinder from rising, give a dead impression far greater than can be given by the cylinder's weight.

"The ink that is used must be fine and very stiff, in order to give a dense color with a very small quantity that will not easily clog the shallowest blocks. To use such an ink the rolling power must be ample, and the rollers hard and true."

The first number of *The Virden Banner*, a new newspaper venture, is out. It is issued from the plant of the deceased Hartney Star.

WHOLESALE
STATIONERS

and **PAPER**—
DEALERS

BUNTIN, GILLIES & CO.

HAMILTON

◆◆◆

Headquarters for Flat Papers

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Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

ADDITIONAL EVIDENCE.

WE HAVE been maintaining that Canada is throwing away her pulp wood, getting \$1 to \$2 per cord for what should bring \$16 to \$50 as pulp and from \$60 to \$150 as paper. Some more evidence is offered.

The pulp mills on the Kennebec River in New England do not usually get their pulp wood from Canada. But they are short this year and some of them are now importing from Canada.

Wood pulp has been selling in the United States for \$16 a ton. Prices are going up, away up. Sales have been made recently at \$26 and \$27 a ton. Why? Because pulp wood is getting mighty scarce across the line.

Some 8,000 bales of wood pulp were landed at Liverpool recently, shipped from Montreal. Extensive shipments have also been sent from Halifax to Liverpool and Manchester. What does this prove? That an export trade can be done in wood pulp. That Canadian pulp can compete with Scandinavian in the British market. That wood pulp at \$16 a ton brings more profit to the country than pulp wood at \$2 a cord, for a cord of pulp wood makes a ton of wood pulp. Great Britain bought \$1,500,000 worth of wood pulp from Norway during the past year. Our sales in the same time will not be the one hundredth part of that amount.

Listen to this from The North-Eastern Lumberman: "Thus, to make the white paper for the daily supply of The New York World, with all its editions, requires all the marketable spruce lumber fit to cut which grows upon ten acres of the average spruce forests, such as we find in Maine, New York and Canada. For the year 1894-95 it uses 33,640,891 pounds of white paper, or nearly 50 tons per day for every day in the week, including Sunday. It is easy to estimate that the editions of that paper practically clear off all the available spruce growth on 3,500 acres of average spruce forest per year."

Can you grasp the idea? The United States has 20,000 newspapers. One alone clears 3,500 acres in a year; what must the combined 20,000 do? Then add what is exported to Great Britain and Australia and you get an idea how long the United States forest supply will last, and how valuable the Canadian forests are.

Another piece of evidence. The Boston correspondent of The Paper Trade Journal, writing under date of June 27, says:

"Low water is coming to notice again as a factor to be considered in the figuring of supply and the cost of ground wood pulp. Wood pulp, therefore, is very firm, at a little advance over quotations of a few weeks ago, with good prospects of yet higher prices. Advanced prices for sulphite fibre are also

among the early probabilities. As those interested in sulphite know, this line of fibre has been selling at a very low figure too low, in fact, to show any profit."

Still another piece. An English journal a short time ago remarked:

"The American papermaker enjoys a great advantage in cost of production. We are quite ready to admit that British mills could produce paper as cheaply as any nation in the world, providing the conditions and cost of materials are the same, but such is not the case. Unfortunately, British paper manufacturers are heavily handicapped by having to pay about double and treble the price for raw material to that paid by their rivals beyond the seas, in addition to the cost of motive power which most of our foreign competitors are by nature provided with. Take, for example, a mill manufacturing paper from wood pulp produced on the spot, and from wood costing at the mill 6s. to 8s. a ton, and with natural water power to grind it; compare such a mill with a paper mill of this country that has to pay from £4 to £5 per ton for its wood pulp and the cost of fuel for steam power to manufacture it into paper."

Evidence of this kind can be multiplied. It is everywhere. Yet our Government has done nothing to encourage paper and pulp making two industries for which Canada is most especially suited. Nature has given her the raw material and magnificent water power, yet she sells the one for a song and allows the other to go to waste.

PAPER AND PULP NOTES.

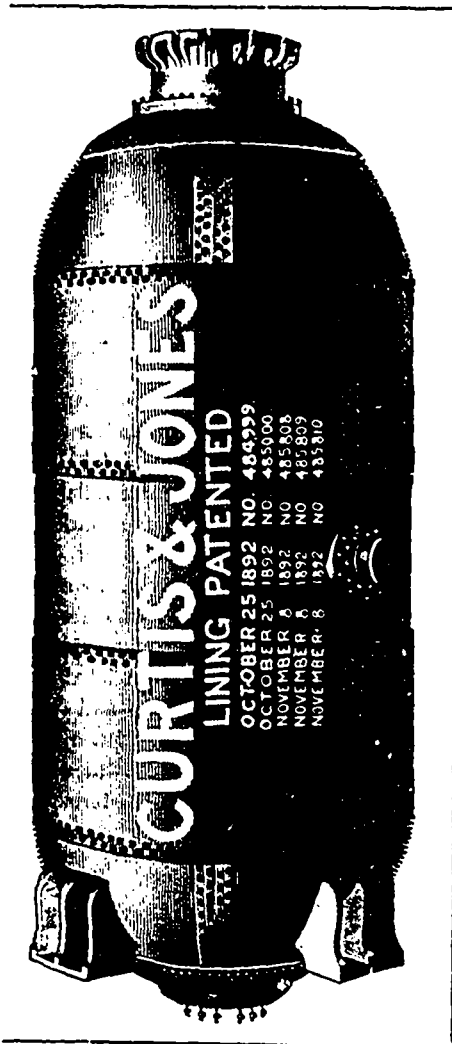
Marks & Co., Algoma, sent 6,000 cords of pulp wood to Michigan in rafts a few days ago. They expect to send large rafts to the same point every fortnight for the next six weeks.

Frank Perry, of the "Soo," has also made a shipment to the Pulp Wood Supply Co., of Appleton. His first raft contained 5,000 cords, and three more of the same size will be shipped from Canada to the Fox River during the coming season.

Domestic news continues firm. Prices range from 3 to 4 cents, according to the quality of the paper and according to the size of the contract. The large papers are buying common news at slightly less than 3 cents. The country publisher continues to pay 3½ to 4 cents, according to quality. Among the small publishers there seems a decided tendency to use the better grades of news. This is increasing the demand for the whiter and finer grades. The Paper Mill says: Made into paper, wood pulp is worth from two to six cents per pound,

Parties contemplating building or making any changes in their Sulphite Mills will find it greatly to their advantage to consult with us. We take pleasure in referring to the following successful Sulphite manufacturers, nearly all of whom we have furnished with entire plans for their mills, as well as machinery, etc., and with all of whom we have placed the

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Howland Falls Pulp Co., Howland, Me.

30 ton Plant. 6 C. & J. Digesters.

Glens Falls Paper Mill Co., Fort Edwards, N.Y.

50 ton Plant. 8 C. & J. Digesters.

J. & J. Rogers Co., Au Sable Forks, N.Y.

25 ton Plant. 4 C. & J. Digesters.

Glen Manufacturing Co., Berlin, N.H.

30 ton Plant. 5 C. & J. Digesters.

Katahdin Pulp & Paper Co., Lincoln, Me.

25 ton Plant. 4 C. & J. Digesters.

Bangor Pulp & Paper Co. Basin Mills, Me.

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There is no question but what a stronger and much higher grade of fibre is obtained by the use of the

CURTIS & JONES DIGESTER

And at a less cost to the manufacturer, and with the use of our other latest improvements,

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J. & T. Sulphur Reclaiming Process

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N. M. Jones Hot Water Heating,

and C. & J. Improved Acid Plant,

Even a much greater saving is made. These are all improvements that no Sulphite Mill can afford to be without. We are prepared to demonstrate these facts to parties contemplating the building of new mills or replacing digesters.

We have our own man start all mills built and equipped under our supervision when completed, and guarantee them to run successfully. All of these mills were up to their full limit of production within thirty days after starting up, something unprecedented in the history of Pulp Mill enterprise.

Curtis & Jones

Works: Bangor, Me.
220 Devonshire Street
BOSTON

according to the grade of paper, and the manufacturers declare that they are making no money. Made into some of the newly devised things for causing the sleeves of ladies' dresses to resemble balloons, wood pulp sells for from thirty to fifty cents per square yard, of a weight of five or six ounces. Allowing for the increased cost of manufacture, there is a thumping big profit between the cost of material and the price paid by the consumer. Who gets it? The dry goods men, who have been demoralizing many lines of trade by the establishment of "department" stores.

James Davy, of the Falls, who has the model little pulp mill over at Thorold, is looking around for improvements all the time. Mr. Davy's whole soul is wrapped up in this mill. He has just ordered a new Ticonderoga screen from the Riordan Paper Co., of Merriton, Ont. He intends to use this to screen his pulp. Ex.

The Grand Falls Water Power and Boom Co., of Grand Falls, Ont., has asked for incorporation of the Dominion Parliament. This is to develop a great water power for a large paper and pulp plant which will be erected there, but about which little can be learned, as those back of the scheme are very reticent. Ex.

The American Strawboard Co. cut prices in 1893 away below their competitors, or what were known as the "outside" men. The latter retaliated, and the war was begun in earnest and has lasted ever since. Profits were cut down from time to time until the cost mark was reached for the smaller makers, and in July last an amicable arrangement was sought. For this purpose J. H. Swenarton was made a sort of general manager, and he finally evolved a plan which is agreeable to all concerned, and the outsiders will not be compelled to jeopardize their property in a combine with chances of ultimately being frozen out. Instead of turning in their mills as payment on stock in a national concern they will simply sell strawboard to a company of which they are members and which will find a market at a figure where there may be a good profit to divide. It makes a big concern, the largest of the kind in the world. It is said that there is not a mill outside the compact.

The pulp mill at Miramichi, N.B., which has been shut down for some time for repairs, will resume operations soon, and will take up a different process of manufacturing the pulp.

"There is no ground for the idea that the price of news print in Canada is unduly high for the country press," said Mr. Gillean, of the Canada Paper Company, Montreal, to **PRINTER AND PUBLISHER**. "In point of fact, it is lower than the price for similar newspapers in the United States. There the mills do not bother selling direct to the smaller papers, but to the middle man, who naturally wants his cent a pound profit. When you see low figures quoted for news print in the States, these relate to the prices given to large concerns like The New York World, and immense circulations like that will naturally command a special rate. But the bulk of the country press pay more than ours do, and this is clear from the fact that enquires reach Canadian markets from along the border of the Northern States about the cost of paper here, and they find that Canadian pub-

lishers get better terms than they can. Of course, the American duty prevents export to these places."

In order to push the work at Windsor Mills the Canada Paper Co. have rigged up electric lights, so that gangs of men are employed at night. They are anxious that the dam and new pulp mill may be ready for the autumn.

A VOICE IN THE WILDERNESS.

Behold, a voice crying in the wilderness of Canadian ignorance!

It is not the voice of **PRINTER AND PUBLISHER**, but the burden of the cry is the same.

The Canadian Trade Review says: "The duty of Canada is to make hay while the sun shines. The Americans must have our logs or close their mills, or buy our manufactured lumber and our pulp wood, or close their paper mills in New York and New England. If we put an export duty on them, they will still largely go to the States, but we shall have a revenue out of them. The true, sensible course is to keep the logs at home, and let Americans buy the manufactured articles, which they would be compelled to do, as their native supplies are fast disappearing."

A HOPEFUL SIGN.

The Manufacturers' Gazette says: The big sale of Canadian timber limits and land in fee simple which was made last spring in the eastern townships on the St. Francis waters, will wipe out six or eight small lumber mills and pulp wood operations in that section of the country, as the parties who have made this immense purchase will build a mammoth saw mill on St. Francis waters, and will have no logs to sell. This will remove from the market quite a lot of impecunious operators who are constantly underselling from necessity. It will also advance the price of pulp wood \$1 to \$1.50 per cord in that locality, as these same parties are among the largest wood pulp and paper manufacturers in Canada. The desirable berths of timber in Canada are rapidly passing into the hands of wealthy men, who appreciate their value, and who will not sacrifice the forest products at low prices, but will endeavor to secure remunerative returns for their logs and lumber.

PULP FROM NOVA SCOTIA.

J. S. Hughes, of Milton, N. S., writes that he was much interested in the remarks in last issue, entitled "A New Canadian Product" telling of a brown colored pulp made at Thorold. Mr. Hughes says he has been making this class of pulp for some years, and finds a ready market for it in the United States. Such firms as the Hollingsworth & Whiting Co. purchase it in considerable quantities. He enclosed a sample of it and calls it a cooked or boiled pulp.

Mr. Hughes also makes a very nice quality of light-colored or newspaper pulp which is exported by him and taken by Lloyd's in London, England, for the paper used in their publications, Lloyd's Weekly News and The London Morning Chronicle.

Mr. Hughes is a well posted manufacturer, and a pioneer in Canada's export pulp trade.

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What it does. It puts them immediately in a position to accept any kind of illustrated or color printing, and execute it in the finest manner, and at the lowest cost. At the same time, it gives them a press which is fitted to do all the ordinary work of the office, at an easy speed of 2,000 an hour on a 24x36 sheet.

Size. A considerable portion of illustrated work comes inside a 26 x 37 size, and all work in excess of this size can be cut in halves, and the high speed at which this press runs will prevent any serious loss in time from this division of the form. Thus, this press fills a wide field, and has no rival in a class of work that includes small illustrated booklets, art brochures, frontispieces, magazine covers, insets, small catalogues, half-tone cuts, etc.

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Conclusion In conclusion, all that the large Four-Roller, Two-Revolution Press can do in the direction of quality, and nearly all that the Pony Two-Revolution Press can do in the direction of speed, are combined in the press. The purchaser secures the best all-around press in the world, and one which, as it will never be idle while there is any work in the office, must be a most profitable press to run.

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