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# Printer AND Publisher.

VOL. VIII—No. 6

TORONTO, JUNE, 1899.

\$2.00 PER YEAR.

## THE WEEKLY SUBSCRIPTION RATE IN CANADA.

OPINIONS OF EXPERIENCED PUBLISHERS.

**T**HE question of going below \$1 for the weekly subscription rate having been raised in *PRINTER AND PUBLISHER* by Mr. Dennis, of New Glasgow, N.S., the following opinions of publishers will be read with interest:

The rise of a few low-priced weekly journals does not set the correct style any more than one swallow makes a Summer. The exception rarely proves the rule; nearly every conspicuous success is due to superiority as a newspaper. Price is only one element, and it will not succeed alone. The paper spoken of as building up an enormous circulation at 60c. a year claims 4,000 subscribers; a number of local \$1 papers in Canada have much greater circulation, and in districts not more favorable for growth. The hundreds of local papers in New York State thriving on a subscription rate of \$1.50 to \$2 a year might, on the other hand, condemn the \$1 paper as freely as do the half-rate champions. The 60c. paper is having a special run at first, just as the semi-weekly had for only a few months; should other papers in the same section come down to 60c., or possibly to 50c., distinction will be lost and it will be a case of "as you were," the best of its class proving the right of the survivor of the fittest.

Ontario weeklies have held great circulations at \$1 a year against rivals offering heavy "cuts" year after year; and some are proof so far against the persistent assaults of the \$1 per year daily issuing from their own towns. The people still want the well-liked weekly for its individuality. One such \$1 daily, bright and sensational, has in a year and a half's campaign captured 600 mail subscribers, one-sixth of the weekly issue of a contemporary.

It is not a fact that, under cheaper newsprint and the typograph, papers can be produced at one-half of former cost. The cheaper mill product is offset by new postal charges, by increased size of the issues, by higher wages in several departments, and higher living generally; what is saved by the type-casting machine is, in nearly every case, devoted to increasing the quantity of reading. One of the most hopeful signs in the press is the steady improvement of local papers; more and better matter constantly. Half-rate subscriptions will not pay cost of production under this condition, and advertising will

have to bear the blunt. It will not do it in more than one case out of five. The Toronto Junction Leader and Recorder thrives because it is on the borders of a great business centre, and city merchants hold out advertising bait freely for a suburban trade. The same paper issued at North Bay or Wallaceburg, at 50c. per year, would be a dismal failure. It could not keep up the editorial pace or the mechanical excellence three months without special city business support. The Montreal Star lives in an uncommonly liberal advertising city; Toronto is not to be compared with it. The counting-house makes the big journal. This is the sole secret of one great Quebec paper being so good as to crowd into Eastern Ontario much more freely than our own \$1 dailies. With The Star the advertiser is the great consideration; the subscriber is but a means to the end, and he is welcome at cost or less. But the rich Montreal home field, it will be noticed, is not cheapened by that paper as outside places are. Papers in smaller cities might turn out a sheet as good as The Star and yet, without a great home population, never advance above 5,000 or 10,000 issue, the latter figure being a rare exception. The advertising rates they could command would be too small to sustain them. They must have the wholesale advertisers of a big city behind them, or rely on a healthy subscription basis.

An assault by the 50c. paper upon the \$1 weekly may be successful in some places—the cheap fad is a destructive one—but it will leave the ruin of many good businesses in its wake. The publishers of Canada are hard-working, enterprising and economical; if they are not making more than a living with \$1 a year weeklies there is very little margin at 50c. Advertising is being worked to its highest limit.

MR. C. W. YOUNG,  
CORNWALL,  
FREEHOLDER.

I have no hesitation in declaring against a further reduction in the price of country weeklies, for the following reasons:

1. The country weekly has one field, the city paper another, and each is essentially different. It is impossible for one to take the place of the other, and this is not a question of price.

2. The country newspaper should, in my opinion, place local news before everything, because that is the only place

where it has the field to itself. But the field in which local news is interesting is limited. In an ordinary way, readers are not concerned about the minor happenings in a range wider than, say, 20 or 30 miles. Yet, these happenings are what the people want in a local newspaper. As soon as you go outside your immediate local field, you are estimated by comparison with the city weekly, which gives double or treble the quantity of matter you could possibly get together, at half the price, in many cases.

3. The circulation of the average country newspaper of the better class, I take it, ranges from 1,000 to 3,000. If these figures were doubled, which would entail tremendous effort, and would represent an enormous advance, I do not believe the quantity of advertising or the price received for it would be materially increased.

4. To double the circulation of a country newspaper would very considerably add to the cost of production, faster machinery being needed, among other things. I do not think that machine-set type cuts any figure in a paper where the weekly is the only edition published. In such offices the rule is to run the job printing and the paper as one department, and a certain number of hands are necessary, some of whom would be idle a good deal of the time if the machine were run to its full capacity. Part machine slugs and part movable type is an abomination to a neat printer.

5. There should be a profit all round to make the business of publishing a paper go. At \$1 a year there is a fair margin of profit on the white paper; at 50c. there is none, and nothing, so far as I can see, to make up the deficiency in that important item.

MR. H. P. MOORE,  
ACTON FREE  
PRESS.

I think the position of my friend, Mr. Albert Dennis, of New Glasgow, N.S., in **PRINTER AND PUBLISHER**, is untenable. Your expression, in last issue, that "50c. a year is too dangerously near the profit-margin point," is very reasonable, and, withal, true to fact, as the experience of several publishers who experimented with the low rate gives evidence. The instances Mr. Dennis cites, where low rates are alleged to have won the success achieved, fail, I think, to prove his contention. It is well known that the bulk of The Montreal Star's daily circulation is sold on the street at 1c.—\$3.12 per year; that its rate to regular subscribers is \$3 per year. It is true, clergymen, teachers and postmasters receive it at a reduced rate, but I venture The Star has not built its circulation nor made its profits from the latter classes. The Star's weekly edition, with its circulation of 115,000, is \$1. With reference to the weekly paper quoted, I think the publisher himself regards the 50c. rate, as yet, in the light of an experiment.

In my opinion, the successful, well-printed, carefully-edited weekly of the future will demand a subscription rate of at least \$1 per year. It is true, paper is cheaper and machine composition is some cheaper than hand composition, but the production of news to-day is more expensive, and the matter of changing advertisements costs one-half more than it did 10 years ago.

There is no profit in a country weekly with an ordinarily-attainable circulation under \$1 per year. The reduction in the subscription rates of weeklies from \$1.50 and \$1.25 to \$1 was not because the publishers felt these rates to be unreasonably

high, but because the big weekly editions of the metropolitan dailies were put into close competition with them.

MR. R. D. WARREN,  
GEORGETOWN  
HERALD.

I do not think there is much (if any) profit in publishing a weekly of a thousand or under, at less than \$1; and it seems utterly impossible for the country weekly, taking the Province over, to average more than this.

In our own little county (Halton), for instance, there are published five weeklies, besides the Herald, each one of the five being an excellent local paper. Then, in adjoining counties the ground is fully covered, and it is not possible to increase circulation beyond a thousand without encroaching upon the territory of some good brother, who is as deserving of a living as the rest of us. This, I fancy, is the condition the country over. I may say that, in our constituency, there is little demand and no clamoring for cheap local papers, which, by the way, is fortunate for those who publish "all-home-prints," whose circulation does not exceed a thousand, and where typographers are not practical.

MR. J. W. DAFOE,  
MONTREAL  
WEEKLY STAR.

I doubt whether my opinion amounts to much, as my experience has been obtained only with a metropolitan publication, which, of course, differs in many respects from the local newspaper. The publishers of The Family Herald and Weekly Star have not found it necessary to reduce the price. With the cheapening of production they began to give their readers more for their money; and the paper increased in size from 8 to 12 pages; then to 16; then to 20; and, finally, to 24. The price has never been cut; and for clubbing and agents there is an ironclad minimum price. Though we have had to compete with 50c. papers, they have, to all appearances, done us next to no harm, for our circulation has grown steadily year by year; and is now considerably in excess of the one hundred thousand mark.

My own personal opinion is that \$1 is not too much to ask for a weekly, whether country or city; and it can be got if the paper is made worth it. Of course, if the publisher chooses to run his paper on unchanged lines from those he followed when the cost of production was twice what it is now, he will find that he will have to cut his price in two to hold his readers. It is simply a case of value received. A good paper at \$1 a year will get about as many subscribers as a paper only half as good at 50c. If you start cutting, why stop at 50c.; why not run a yet smaller paper and charge 25c.? The Kansas City Weekly Star is only 25c. a year; and the example may spread. You can certainly put me down as a believer in \$1 newspapers.

The two new cover papers advertised by Buntin, Gillies & Co., Hamilton, in this issue are worthy of notice. The cheaper one, the "Taffeta," is an antique wove paper of medium weight, in six delicate tints. For such an artistic line it is the cheapest ever offered. The second is the "Sultan," also in antique finish, but heavy and in strong dark colors—guaranteed fast. This paper is made from rope manila stock and is suitable for the highest class of work. The papers are both entirely new. Sample-books are being prepared and will be mailed to all applicants by the Hamilton firm.

**THE LATE MR. THOMAS W. DYAS.**

WE regret to record the death of Mr. Thomas Winning, Dyas for many years, and up to the time of his death, advertising manager of *The Mail and Empire*, Toronto, and one of the best known figures in the publishing world of Canada. Mr. Dyas had been ill for several months, and was taking a few weeks' rest from business at his Summer home on Toronto Island, when the end came. He was surrounded by his wife and family, and died sincerely lamented by a very wide circle of friends. Mr. Dyas was born at "Clonturken," the old family residence in County Cavan, Ireland, on September 2, 1845. When he was 5 years old he went with his parents to New Orleans. He was educated in the public schools there, and, while still a boy, went to live in London, Ont. At the age of 18 he began life as a civil engineer and surveyor, and for some time practised his profession, but later on found his vocation in newspaper work, his first duty being editorial work for *The Farmers' Advocate*, of London. He came to Toronto 25 years ago, and was at first on the staff of *The Globe*, under the head of the late Hon. Geo. Brown, but when Mr. John Riordon purchased *The Mail*, about the year 1877, Mr. Dyas was appointed to the head of the advertising department, a position which he filled with great energy and distinction for the rest of his life. He was a man full of vigor in his work, and he did his part in promoting the fortunes of *The Mail*. During the years when there were four morning newspapers in Toronto and before *The Mail* purchased *The Empire*, Mr. Dyas did much to sustain the advertising patronage of his paper, in whose interest he labored late and early. His widow (who was Miss Emma Ball Taylor, of London), two daughters and three sons survive him.



MR. THOMAS W. DYAS.

✱ **DISMISSAL OF EDITORS.**

The dismissal of Mr. Marion, managing-editor, and Mr. Lorenzo Prince, city editor of *La Presse*, has caused a good deal of discussion in Montreal. *La Presse* says editorially: "It is difficult to control all the departments of a journal as extensive and complicated as *La Presse*, and we have to depend upon the good judgment of the chiefs in each department. The publication of a portrait of a murderer in our number of yesterday was beyond our control, and we regret it for two reasons: In the first place, his Grace Archbishop Bruchesi expressed a short time ago, with all of that apostolic zeal which we admire, the desire to see the respectable newspapers suppress these pictures, and his Grace received from us the assurance of our cordial assent to that just and Christian demand. In the second place, we recognized ourselves that these exhibitions are in bad

taste, and are far from aiding in the healthy education of the people. It is with great regret that this incident has necessitated us to deprive ourselves of the services of two editors, whose merits in other respects we do not deny."

**EASTERN TOWNSHIPS ASSOCIATION.**

THE Eastern Townships Press Association have just finished a very pleasant outing, taking in Montreal, Toronto, Niagara and the Muskoka Lakes. The party left Sherbrooke on June 16, and spent the morning of Saturday, June 17, in Toronto.

The party comprised the following: Mr. and Mrs. L. S. Channell, *Record*, Sherbrooke; Mr. and Mrs. W. A. Morehouse, *Examiner*, Sherbrooke; Miss Bostwick, *Examiner*, Sherbrooke; Mr. H. W. Mulvena, *Gazette*, Sherbrooke; Mrs. Hudson, *Gazette*, Sherbrooke; Mr. and Mrs. L. A. Belanger, *Progres de l'Est*, Sherbrooke; Dr. J. O. Camirand, *Le Pionnier*, Sherbrooke; Dr. J. F. Rioux, *Le Progres*, Sherbrooke; Mr. and Mrs. W. I. Shurtleff, *Observer*, Coaticook; Mr. and Mrs. B. Alger, *Observer*, Coaticook; Dr. J. C. Holland, *Journal*, Stanstead; Miss Delong, *Journal*, Stanstead; Mr. L. D. Charbonnell, *Chronicle*, Cookshire; Miss Bailey, *Chronicle*, Cookshire; Mr. and Mrs. A. L. Lance, *Times*, Richmond; Mr. E. F. Cleveland, *Times*, Richmond; Mr. E. J. Bedard, *News*, Richmond; Miss Pearson, *News*, Richmond; Mr. F. Bedard and Miss Bedard, *News*, St. Johns; Mr. and Mrs. John Ewing, *Guardian*, Richmond; Mr. S. Fraser, *Le Progres*, Richmond; Mr. A. Bourbeau and Miss Bourbeau, *Echo de Bois Francs*, Victoriaville; Dr. and Mrs. W. W. Chalmers, *News*, Magog; Rev. F. N. Sequin, Lennoxville.

On Wednesday evening, June 21, the above were entertained by Mr. J. T. Johnston, managing director of *The Toronto Type Foundry Co.*, at the Royal Canadian Yacht Club, Centre Island. A very pleasant evening was spent in dancing and sociable intercourse, after which the party had supper. The visiting associations were met at the club house by a number of members of the Toronto press and others, including Messrs. James and W. H. Miln, F. Diver, Mr. and Mrs. J. A. Imrie, Mr. and Mrs. E. B. Ryckman, Mr. and Mrs. Geo. C. Patterson, Mr. and Mrs. R. S. Shenston, Mr. and Mrs. Rubbra, and, altogether, a very pleasant evening was passed. One of the most pleasing features of the evening was the excellent singing of Miss Amy Robsart Jaffray, who was accompanied on the piano by Miss Gussie Pickard.

On Thursday morning, the association took the early boat, and spent the day at Niagara Falls, returning to Toronto at night. A drive around Toronto seeing the various sights took up Friday, the party returning home, via Grand Trunk, at night

## THE ADVERTISING DEPARTMENT.

### ADVERTISERS' RIGHTS.

By J. McConnell, Advertising Manager "Semi-Ready"

**R**ECENT occurrences in the advertising field in Montreal have brought up the question of advertisers' rights in connection with surrounding published matter. As these occurrences have involved the advertising with which I have to do, **PRINTER AND PUBLISHER** has kindly invited me to discuss the question in these columns.

When a publisher sells space to the advertiser, when does his duty to the advertiser cease?

When the contract has been fulfilled to the letter, is there an implied obligation to the advertiser on the part of the publisher to make the advertiser's space as valuable as may be?

Or, at all events, should the publisher exclude from his columns any matter that may detract from the value of such space when it is in the power of the publisher to do so, always, of course, considering his own interests?

Three newspapers in Montreal, of the six which publish "Semi-Ready" advertisements, have published those of a rival in our line of business, not merely in the same issue, or on the same page, or even in the same columns, but following those of "Semi-Ready," simulating the same type display and general appearance of "Semi-Ready" advertisements. I am free to say that the newspapers desisted from this course at our first remonstrance. One publisher, for whom I have the highest respect, *defends the publication of the rival advertisements in their peculiar position.* He says a newspaper should have absolute control of its columns, and that the advertiser has no right whatever to say what is or is not to follow his space in the newspaper; in short, that the publisher owes the advertiser nothing outside of the letter of his contract. He says that the reason the advertisements objected to were discontinued was not a business one, but a sentimental one, and that they were discontinued because I requested it.

Before answering his arguments I will first show why these advertisements were considered objectionable, which will, in part, be my answer. [Mr. McConnell encloses two advertisements: one of "Semi-Ready" and another, evidently from a custom tailor, saying that ready-made clothing is not equal to custom-made.—Editor **PRINTER AND PUBLISHER**.] From these it will be seen that the advertiser "following" got after the "Semi-Ready" scalp on all fours. The advertisement "following" takes up a statement made in a "Semi-Ready" advertisement a few days previously, and, in a gentle, offhand manner, denies the allegation and whatnot for the "allegator." This advertisement was written, contracted for and positioned for the express purpose of counteracting the "Semi-Ready" advertisements. It was not written primarily to benefit the advertiser—its first, middle and last object was to counteract the force and argument of the "Semi-Ready" advertisements. It may be said, it has been said, that such kind of talk could not injure the kind of advertisements "Semi-Ready" puts out. May be not. I may be susceptible to the common weakness of the race, but this time flattery does not blind me to the intention of the advertiser of the advertisement "following." It was

part of the advertiser's stipulation with the newspapers that his advertisement should follow those of "Semi-Ready." I have it on the authority of two of the publishers. In any other position they would have been harmless. It was the fact that a "Semi-Ready" advertisement was published at all that gave occasion to their publication. If they had been published in any other position I would not and could not have objected. Really, I believe I would have enjoyed their being published. But you know the advertisement man finds it already hard enough to get the public ear. If his advertisement succeeds in getting itself read, even in a half-careless manner, and leaves a slight impression upon the reader, it is often all his company gets for their money from their space. But, if a rival concern is allowed to "sit at his feet and say what a whopper," even that slight impression is likely to be lost. And you know, dear publisher, it's much harder to make a subsequent paying impression on a man who has been half under conviction once and had his impression throttled at birth.

Now, to take up my respected friend's contention that a newspaper has the right to absolutely control its columns. I concede that. Nobody admires an independent press more than I do. It's the biggest and best institution in civilization. At least, I think so. But, is the independence of a newspaper threatened, involved, or compromised by an advertiser who says he wants to get full return for the money he spends in advertising space, and that it is the publisher's duty to give him an opportunity to get it?

Advertising space (from my point of view) is worth just as much as the advertiser can make it, up to a certain, or rather, uncertain, limit, after the publisher has, of course, done his share in the matter of circulation, etc. I contend, therefore, that the publisher owes the legitimate advertiser the moral support of his paper. I don't mean that he ought to give him free write-ups, or anything of the sort. I mean that he should protect the space of a large and legitimate consumer against the attack of a rival.

Please let me repeat here that I do not object to the publication of this matter, but to its being placed following our advertisement. The local circumstances of this case prove that suppression of these advertisements should be a matter of business, and not of sentiment. Perhaps two-thirds of the custom tailors who are advertising in Montreal to-day do so simply because "Semi-Ready," as an advertised article, is cutting into their trade, and has forced them to it. It, therefore, follows that the publishers derive a two-fold benefit from the "Semi-Ready" business. If the "Semi-Ready" people believe that the tactics of certain advertisers, made possible by the countenance of the publisher, nullify their advertisements, they may find it necessary to discontinue the use of that paper. The result in that case would mean the loss of not only the "Semi-Ready" but of those whom "Semi-Ready" had driven to advertising. I, therefore, honestly believe that it is as much a matter of business on the part of the publisher to protect advertisers from this sort of competition as it is for him to see that his customers get full measure in circulation, position, etc.

DIVIDENDS THEIR SPECIALTY.

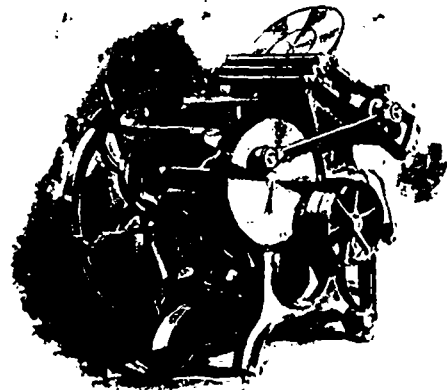
# Chandler and Price Presses

## Noteworthy Facts

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

## Noteworthy Reasons

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



## The Standard in Job Presses

For sale by dealers only

**CHANDLER & PRICE CO.**

Manufacturers of High-grade Printing Machinery.

CLEVELAND, O., U. S. A.

Of course, if a publisher were not inclined to see a matter of this kind from the standpoint of the advertiser, the latter would also be a loser by discontinuing his advertisements, but in that case his loss would cost him nothing for space, which would be something better than being a target for his competitors at so much per target.

However, it may be I haven't taken a wide view of the matter, perhaps I haven't duly considered the rights of him of the "advertisement following," or of the publisher who believes, and rightly, that one man's money is as good as another's (always, of course, providing there is as much of it) and it may be there is a principle involved which I have overlooked. If so, I am open to the opinion of any publisher who can reason me into another way of thinking.

### COMMENTS ON THE ABOVE.

Mr. McConnell's article is an able exposition of the case from an advertiser's point of view. Like everything else, the question has two sides and *PRINTER AND PUBLISHER* would like to hear the opinions of publishers. In some respects the case resembles the dispute which arose between *The New York Post* and a combination of department stores. *The Post*, in criticizing the United States Customs regulations, made the statement that wearing apparel could be bought better and cheaper in Europe than America. Wanamaker, and other large drygoodsmen, cancelled their advertising contracts with *The Post*, claiming that the effect of their advertising had been destroyed by editorial comment. *The Post* took the ground adopted by Mr. McConnell's friend—that an advertiser buys the portion of the paper in which his advertisement appears and has no control

over other parts, nor has he the right to dictate the policy that a newspaper is to follow on any subject whatever.

*The New York Bookman* takes another view of the matter. It says: "The editor has a perfect right to make the statements in our advertisement appear to be untrue, but then, as a matter of business, we have a perfect right to save our money and cease appealing to his particular set of readers, because we consider that their perusal of our advertisement will no longer be of any advantage, and in doing this we are by no means hoping or expecting or wishing to influence the policy of the paper. We are simply declining to throw away our money."

The question is so important that it is worth while for every publisher and advertising manager to give it a little consideration, and let us hear what he thinks.

### A RAILWAY CONTRACT RUMOR.

A newspaperman, who has been known, on occasion, to attempt a witticism, writes to *PRINTER AND PUBLISHER*: "Apropos of the remarkable clause in the Grand Trunk and Richelieu and Ontario advertising contracts, invalidating them in case of hostile criticism, it is rumored that the Canadian Pacific is contemplating the insertion of a clause in its contracts to the effect that the agreement will not be vitiated if the company gets pounded to death fairly, unfairly or otherwise. The reason of this is said to be that the company has become so accustomed to violent attack from some newspapers, that it wouldn't feel that it was getting the worth of its money unless a liberal supply of abuse was reasonably guaranteed with the advertisement."

## NEW CANADIAN NEWSPAPER DIRECTORY.

THERE are many interesting features about the new Canadian Newspaper Directory which A. McKim & Co., Montreal, have just issued. Before the first edition of this work was published in 1892, the Canadian press used to come in as a kind of rag end to United States publications. Now that we have a book of our own, a book, too, in many ways superior to others of the kind, it affords an authentic, systematic and useful record of the newspapers of Canada.

In the first place, the work is most creditably issued. It is printed from new type, specially selected, and it is handsomely bound—altogether a worthy production. The editorial and compilation work is well done. The list of press association officers show that we have six of those bodies in Canada. The statistical information—tariff, postal, etc.—is well condensed and brought down to date, while an extract from Mr. J. S. Willison's address on the press of Canada at Victoria University, and a summary of the views of Mr. King, Q.C., on the libel laws, are apposite. Mr. J. P. McConnell's paper on "The Business of Advertising" is a good piece of work, and the description and illustrations of A. McKim & Co.'s offices and systematic methods of handling advertising are really revelations of the perfection reached in this business. The circulation of The Canadian Newspaper Directory among the large advertisers of Canada, in fact of the world, will do much for our newspapers in bringing them forward as proper mediums for advertising.

Perhaps, the feature of the book that strikes one as the most decidedly original is the use of the large "newspaper maps" which accompany the volume. These are very interesting. Each section of the Dominion is given in outline, with all the points of publication—city, town and village—marked in colors. At a glance you see precisely what counties have newspapers published within their limits, where, and how many different points. The preeminence of Ontario and Manitoba in the number of publishing centres is remarkable. The map shows that the people of Quebec draw most of their newspapers from a comparatively few centres, because the immense circulation of La Presse covers the whole Province, while the equally remarkable circulation of The Montreal Star owes more to the Province it is published in than most people suspect.

There are 116 daily newspapers now published in Canada and Newfoundland as follows: In Ontario, 55; in Quebec, 17; in New Brunswick, 9; in Nova Scotia, 11; in P.E. Island, 3; in Manitoba, 6; in the Territories, 1; in British Columbia, 11; and in Newfoundland, 3. Toronto is evidently the great publishing centre, if the number of all classes of publications is the test, for 149 journals or magazines are issued there, against 90 in Montreal. The facts regarding papers in other languages than English are curious. Outside Quebec Province there are 11 French papers, one as far west as Edmonton, the other as far east as Tignish, P.E.I. There is one Danish paper, at Ottawa, and one in Gaelic, in Nova Scotia. There are 10 German papers in Ontario and one in Manitoba. There is a Swedish paper at Winnipeg and three Icelandic. The Doukhobors, Gallicians and Finns have not yet been heard from.

# New Cover Papers

## Taffeta

6 tints --Antique Wove  
20x25 40-lb., \$2.60 per ream.

## Sultan

4 colors---Antique Wove  
20x25 60-lb., \$9.00 per ream.

## Notice to Printers.

The best thing ever offered the printers of Canada, will be advertised in this column in next issue.

## Avis aux Imprimeurs.

La tres meilleur chose offerte aux imprimeurs du Canada, sera publie en cette espoce dans le prochain numero.

# Buntin, Gillies & Co.

HAMILTON, ONT.



# The Lightning Jobber

is the best all-round Job Press ever put on the market.

Guaranteed to print a solid form.



It is the speediest and best made machine going, and is constructed from new and improved models, by the most experienced workmen.

Among other Special Features are Its

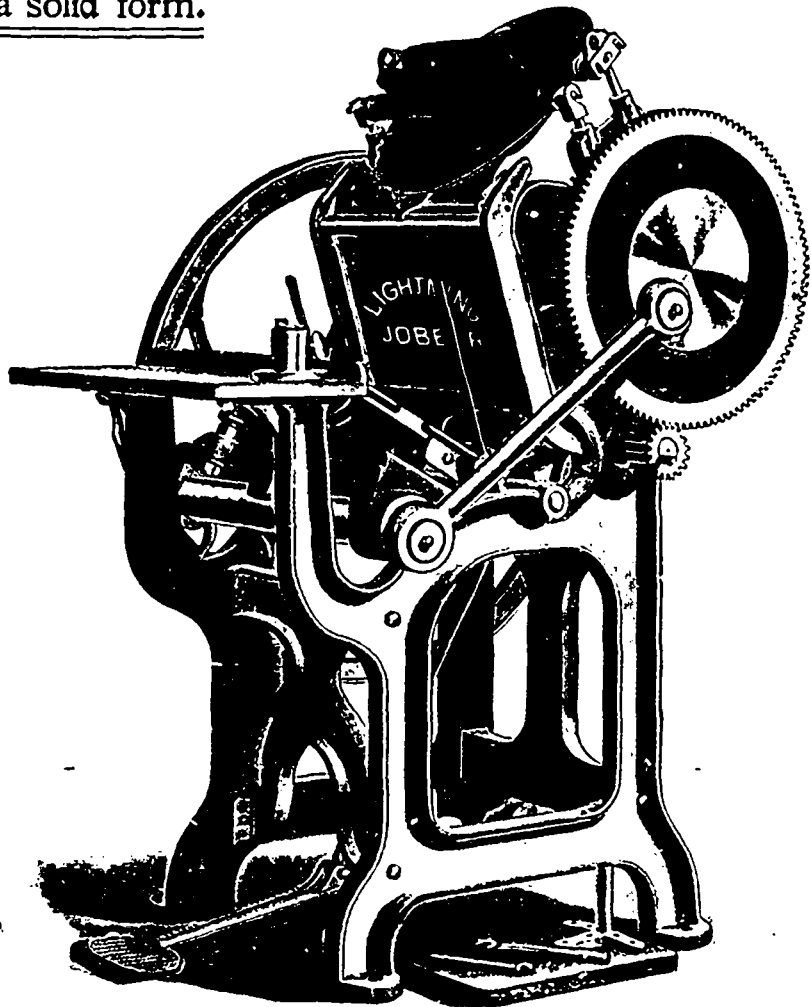
**Depressible Grippers.**

**Impression Throw-off.**

**Speed and Efficiency Combined.**

All adjustments within easy reach of operator.

Draw-bars and shafts of solid steel, etc., etc.



Do not think because it sells at a low price that it is cheaply constructed. This is not so by any means. We can build it economically because of its simplicity.

*Kept in stock at all warehouses of*

**HERE ARE THE PRICES F.O.B. TORONTO:**

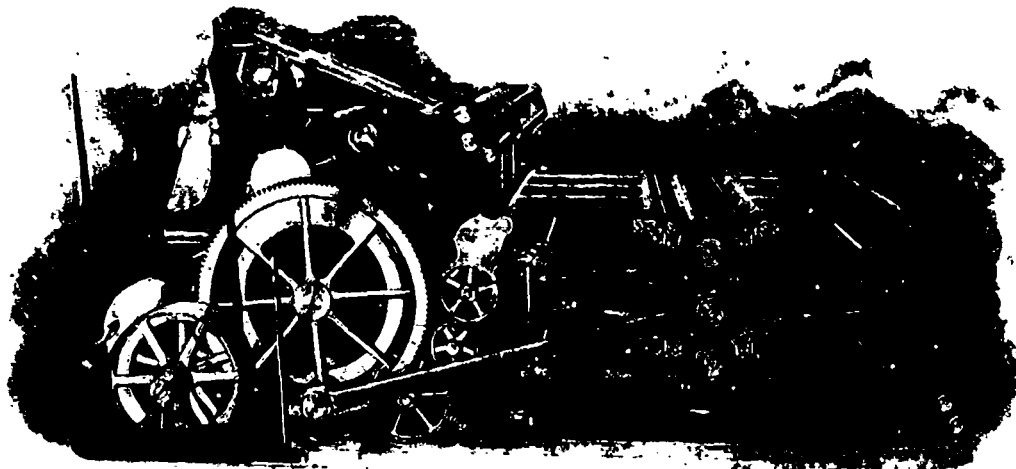
7x10 inside of chase, two rollers.....	\$ 90.00
8x12 " " three rollers .....	110.00
9x13 " " " .....	125.00
10x15 " " " .....	150.00

Steam Fixtures, \$9.00; Long Fountain, \$16.00.  
Subject to cash discount.

Two wrenches, two chases, ink rollers, cast brayer, or instead of cast rollers and brayer we send a mold and two sets roller stocks with each press.

## Toronto Type Foundry Co., Limited

# THE DUPLIX.



## FLAT-BED PERFECTING PRESS

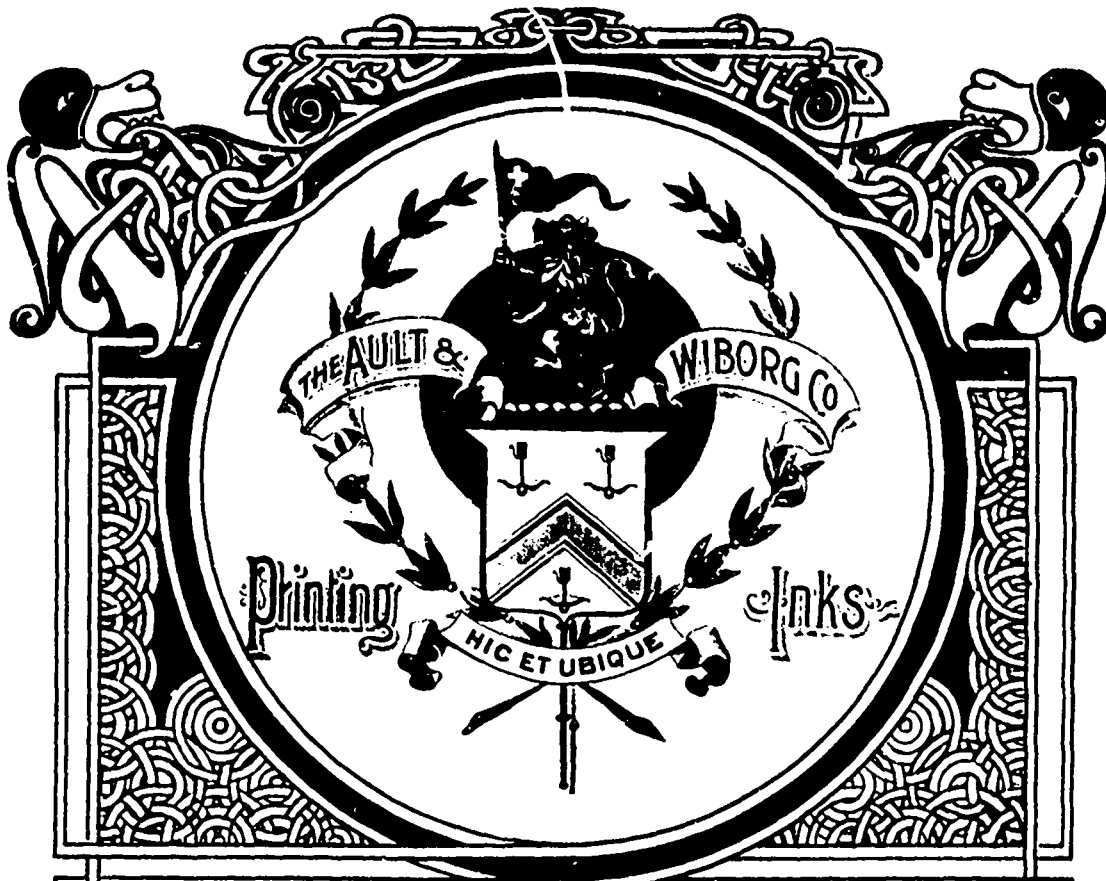
### WHAT THE USERS CALL IT:

- "A LABOR-**SAVING MACHINE**!"—Atlantic City (N.J.) Press.  
 "A MECHANICAL WONDER!"—Davenport Ia. Leader.  
 "THE WONDER OF THE CENTURY!"—Paterson N.J. Press.  
 "A MACHINE OF GREAT VALUE!"—Journ. of Com. and Com'l. Bulletin N.Y.  
 "IT IS BEYOND ALL COMPARISON!"—Canton Ohio Repository.  
 "THE GREATEST PRESS!"—Duluth Minn. Evening Herald.  
 "THE MOST ECONOMICAL PRESS!"—Cedar Rapids Ia. Gazette.  
 "A BEAUTIFUL PIECE OF MECHANISM!"—York Pa. Gazette.  
 "THE BEST IN THE MARKET!"—Cortland N.Y. Standard.  
 "A BEAUTY!"—Uran. Ill. News.  
 "A GREAT MACHINE!"—St. John's N.E. Herald.  
 "AN UNRIVALED MACHINE!"—Anderson Ind. Herald.  
 "A GREAT TIME-**SAVER**!"—Davenport Ia. Times.  
 "A MECHANICAL MARVEL!"—Newport News Va. Press.  
 "A MARVELOUS MACHINE!"—Zanesville Ohio Times-Recorder.  
 "A WONDER OF INGENUITY!"—Greensburg Pa. Press.  
 "A MOVING THING OF BEAUTY!"—Boston Mass. Herald.  
 "A COMPLETE PERFECTING MACHINE!"—Raleigh N.C. News and Observer.  
 "THE NE PLUS ULTRA OF MACHINISTS' ART!"—Niagara Falls N.Y. Gazette.  
 "A BIG PROMOTER OF CIRCULATION!"—Woodstock Ont. Sentinel Review.  
 "A MARVEL OF STRENGTH, BEAUTY & SPEED!"—Watertown N.Y. Standard.  
 "AN ECONOMICAL PIECE OF MACHINERY!"—Kalamazoo Mich. Telegraph.  
 "A MASTROPSE OF POWER!"—Saginaw Mich. News.  
 "AN IDEAL MACHINE!"—Johannesburg S. Africa Star.  
 "A GODSEND AND MONEY-**MAKER**!"—A. toona (Pa.) Mirror.  
 "SATISFACTORY IN EVERY PARTICULAR!"—Zanesville (Ohio) Courier.  
 "THE BEST MACHINE ON THE MARKET!"—Jackson Mich. Colzen.  
 "A WONDERFUL MECHANICAL ACHIEVEMENT!"—South Bend Ind. Times.  
 "THE FINEST PERFECTING PRESS!"—Kalamazoo Mich. News.  
 "THE BEST TO BE FOUND!"—Joliet Ill. Republic.  
 "BEAUTIFUL AND DURABLE!"—Philadelphia (Pa.) Sonntag-Journal.  
 "A MARVEL OF SIMPLICITY AND SPEED!"—Dallas (N.S.) Herald.  
 "A MARVEL OF MECHANICAL SKILL!"—Scarborough E. g. Post.  
 "THE LATEST TRIUMPH!"—Springfield (Ohio) Sun.  
 "THE MOST UP-TO DATE PRESS!"—Portsmouth (N.H.) Chronicle.  
 "THE MOST PERFECT MACHINE!"—Columbia (S.C.) State.  
 "THE MOST MODERN MACHINE MADE!"—Davenport (Ia.) Democrat.  
 "A WONDERFUL MACHINE!"—Portsmouth (N.H.) Times.  
 "A MECHANICAL TRIUMPH!"—Nyack (N.Y.) Star.  
 "A GREAT MONEY-**SAVER**!"—New Jersey Free-Zelling (Newark).  
 "THE VERY THING!"—Hamilton Ohio Democrat.  
 "A WONDERFUL ARRANGEMENT OF MACHINERY!"—Phoenix (Ariz.) Republican.  
 "IT STANDS WITHOUT A PEER!"—Kingston Ont. Whig.  
 "IN EVERY WAY SATISFACTORY!"—Cape Town (S. Africa) Argus.  
 "A MARVEL OF STRENGTH AND SOLIDITY!"—Mansfield Ohio News.  
 "A MODERN PRESS!"—Manchester (N.H.) Mirror.  
 "A SPLENDID TRIUMPH OF INVENTIVE GENIUS!"—Lexington (Ky.) Leader.  
 "MARVELOUS RESULTS OF THOUGHT AND SKILL!"—Batavia (N.Y.) News.  
 "A MODEL PRESS!"—Sandusky Ohio Register.  
 "THE GREAT TRIUMPH OF MAN'S BRAIN!"—Galesburg Ill. Rep. Register.  
 "THE VERY BEST!"—Trenton N.J. Times.  
 "A MOST WONDERFUL ACHIEVEMENT!"—Rockford Ill. Republic.  
 "A PERFECT PIECE OF NEWSPAPER MECHANISM!"—Quincy Ill. Herald.  
 "THE BEST MADE!"—McKeesport Pa. Times.  
 "A WONDERFUL PIECE OF MECHANISM!"—Leadville (Col.) Herald-Democrat.  
 "A REMARKABLE MECHANICAL ACHIEVEMENT!"—Exeter (Eng.) Gazette.  
 "A MARVEL OF MECHANICAL BEAUTY!"—Butte City (Mont.) Miner.  
 "THE WONDER!"—South Norfolk (Conn.) Sentinel.  
 "THE FINEST MACHINE OF THE AGE!"—Cumberland (Md.) Times.  
 "A TRIUMPH OF THE HUMAN BRAIN!"—Bridgetown (N.J.) News.  
 "SIMPLE, YET WONDERFUL!"—Washington (Pa.) Reporter.  
 "A MAGNIFICENT PIECE OF MECHANISM!"—Hornellsville (N.Y.) Tribune.  
 "A TRIUMPH!"—Charlotte (S.C.) Observer.  
 "EXTREMELY SIMPLE IN ACTION!"—Newport (R.I.) News.  
 "NO EQUAL IN THE MARKET!"—Norristown (Pa.) Register.  
 "A THING OF BEAUTY!"—Lancaster (Pa.) Examiner.  
 "IT SEEMS ALMOST HUMAN!"—Hamilton Ohio News.  
 "A MARVEL OF MECHANISM!"—Evansville (Ind.) Journal.  
 "ACTS LIKE A HUMAN BEING!"—Rock Island Ill. Argus.  
 "IS WITHOUT A RIVAL!"—Keene (N.H.) Sentinel.

THE ABOVE ARE SAMPLES. THERE ARE OTHERS.

# Duplex Printing Press Co.

BATTLE CREEK, MICH.



# Why Not Have the Best?

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

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

**Ault & Wiborg.**

**TORONTO TYPE FOUNDRY CO.**

Sole Agents for Canada. Limited

➤ A full stock kept at all branches.



**THE WESTERN PRESS ASSOCIATION.**

The members of The Western Press Association are now enjoying their excursion to the Pacific Coast, starting from Winnipeg, and taking in the Western States as well as British Columbia. Those who went on the excursion were:

F. B. Allen, Port Arthur, Ont., Herald, W. Ballantyne, Emerson, Man., Journal; T. A. Bell, Mrs. T. A. Bell, Fort William, Ont., Journal; John M. Bender, Oak Lake, Man., News; A. Bowman, Portage la Prairie, Man., Liberal; Mrs. A. Bowman, Portage la Prairie, Man., Liberal; F. J. Bowman, Rat Portage, Ont., Miner, Mrs. F. J. Bowman, Rat Portage, Ont., Miner; G. W. Blythe, Napinka, Man., Standard; Mrs. G. W. Blythe, Napinka, Man., Standard, Miss Charleson, Carberry, Man., Express; H. C. Clay, Mrs. H. C. Clay, Rapid City, Man., Reporter; D. Cannon, Minnedosa, Man., Tribune; Mrs. D. Cannon, Minnedosa, Man., Tribune; E. A. Chapman, Mrs. E. A. Chapman, Rat Portage, Ont., News; J. R. Cook, Winnipeg, Man., Silent Echo; J. C. Crome, Winnipeg, Man., Mirror; Mrs. J. C. Crome, Winnipeg, Man., Mirror; J. G. Foster, Medicine Hat, N.W.T., News; Mrs. J. G. Foster, Medicine Hat, N.W.T., News; W. B. Graham, Melita, Man., Enterprise; Mrs. W. B. Graham, Melita, Man., Enterprise, W. H. Hunt, Mrs. W. H. Hunt, Moosomin, N.W.T., Spectator; J. K. Hall, Gladstone, Man., Age; Thomas Huckell, Carberry, Man., Express; Miss A. M. Haines, Birtle, Man., Eye Witness; Jas. Hooper, Winnipeg, Man., Telegram; Wm. Harper, Carman, Man., Standard, T. Healey, Winnipeg, Man., Free Press; J. W. Jameson, Carman, Man., Standard; T. Healey, Regina, N.W.T., Standard, Mrs. J. K. McInnes, Regina, N.W.T., Standard; Wm. McInnes, Regina, N.W.T., Standard; D. L. McIntyre, Winnipeg, Man., Tribune; W. Murdoch, Cypress River, Man., Western Prairie; Thos. Miller, Mrs. Thos. Miller, Moosejaw, N.W.T., Times; John Nicholl, Mrs. John Nicholl, Grenfell, N.W.T., Sun; Mrs. W. F. Osborne, Winnipeg, Man., Telegram; Geo. Patterson, Deloraine, Man., Times; F. B. Rourke, Manitou, Man., Sun; John Riddington, Carberry, Man., News; Walter Scott, Regina, N.W.T., Leader; Mrs. Walter Scott, Regina, N.W.T., Leader; Andrew Stewart, Prince Albert, N.W.T., Advocate; Miss A. Smart, Winnipeg, Man., official stenographer; John Stovel, Winnipeg, Man., Northwest Farmer; Mrs. John Stovel, Winnipeg, Man., Northwest Farmer; George H. Saults, Winnipeg, Man., Free Press; Mrs. Lizzie Thompson, Brandon, Man., Sun; Daniel Traynor, Deloraine, Man., Adver-

tiser; Irvine Walker, Brandon, Man., Times; B. N. Woodhull, Holland, Man., Observer; Mrs. B. N. Woodhull, Holland, Man., Observer; J. J. Young, Calgary, N.W.T., Herald; Mrs. J. J. Young, Calgary, N.W.T., Herald.

**MR. NICHOL'S VISIT EAST.**

Walter Nichol, now editor of The Vancouver Daily Province, and formerly editor of The Hamilton Herald and The London News, paid a visit to the eastern Provinces and Montreal during the month. Mr. Nichol was accompanied by Mrs. Nichol and their son and heir. The editor of The Daily Province was cordially greeted by many of his old conferees, and wears the prosperous look and contented mien of the young man who went West at the right time. Mr. Nichol speaks encouragingly of newspaper work at the Pacific Coast, and would not return to Eastern Canada on any account. The Province has done well from the time it was started as a daily, and is now a handsome paying property.

**NEW MEMBERS.**

The following are new members of The Canadian Press Association, and will go on the Coast excursion: Charles Clark, Review, Kincardine; Jas. H. Little, Advertiser, Owen Sound; Andrew Miller, Citizen, Ottawa; A. T. Wilgress, Times, Brockville; F. A. Carman, Guardian, Toronto; Florence Withrow, Methodist Magazine, Toronto; C. H. Sanders, Advocate, Exeter; M. L. Wing, Evangelistsbote, Berlin; F. W. Wilson, Advertiser, Petrolea; M. Y. Maclean, Expositor, Seaforth; Clark Robertson, Journal, Ottawa; J. Harper, Echo, Sundridge; D. M. Grant, Arrow, Huntsville.

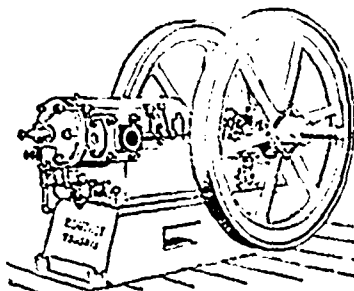
**LABOR-SAVING ENVELOPES.**

A new labor-saving envelope, which greatly simplifies the classification of matter and does away with much labor lost in addressing circulars, etc., for mail, has just made its appearance. It is a very simple invention, but accomplishes its purpose—as the reporters say—with success. Samples may be had of The Canada Paper Co., Toronto.

The members of The Eastern Townships Press Association left Sherbrooke on June 16 for their annual excursion. They passed through Montreal and Toronto, and reached Gravenhurst, their destination, after a delightful trip. Their energetic secretary, Mr. Stevens, of the Sherbrooke Examiner, is largely responsible for the complete success of the excursion.

**“More than comes up to our Expectations.”**

The Northey Gasoline Engine proves its worth with the St. Marys Journal.



“Built for Hard Work.”

Mr. John W. Eady, publisher of the St. Marys Journal writes us: “The 4 horse-power Gasoline Engine purchased from you some two months ago has given us entire satisfaction in every way, and more than comes up to our expectations. As you know we threw out steam for gasoline and regret that it was not done a year ago. In cost, time, cleanliness and comfort there is no comparison between the two. We have callers daily to see the Engine—people come a distance of twenty miles. You may freely use my name as a reference to inquirers.”

There it is—our claim borne out—that for cost, time, comfort and cleanliness the Northey Gasoline Engine is unapproached as a power for the Printer. We have received similar letters from many Canadian publishers—they all highly commend the Northey Engine and place it above any form of power they have used for economy and utility. It embodies the printers’ power essentials: Ease in handling—readiness when wanted—economy in use, and absolute safety. We would be pleased to forward booklet and every information upon request.

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

## NEWS OF THE MONTH IN BRIEF.

### PERSONAL MENTIONS.

SEVERAL marriages of Toronto newspapermen have taken place during the past month. Roden Kingsmill, Ottawa correspondent of *The Globe*, was married to Mrs. Arthur Croil, of Toronto. Wm. M. Davidson, of *The Star*, was married to Miss Christina Robertson, daughter of Rev. Dr. Robertson, of Winnipeg. Wm. Banks, jr., of *The Globe*, was married to Miss Lucy Shier.

W. A. Myers, formerly of Rossland, has purchased *The Shoal Lake Star*.

C. Bruce McDougall, of Moncton, has been appointed to a position on the I.C.R.

Harry Gorman, proprietor of *The Sarnia Observer*, has been appointed police magistrate of Sarnia.

Charles M. McCrae, editor of *The Rolla, Missouri, Herald*, formerly of *The Woodstock Sentinel* office, died in Missouri last month.

C. C. Blackadar, of *The Halifax Acadian Recorder*, and Mrs. Blackadar, paid a visit to Montreal and Quebec lately, and went home via New York.

Thomas Atkinson, for some years head of the mechanical department of *The Warton Echo*, has severed his connection with that paper, in consequence of ill health, and will take a recuperating holiday.

Sydney Stephensen, proprietor of *The Chatham Planet*, has the sincere sympathy of his journalistic colleagues in the death of his mother, the wife of Mr. Rufus Stephenson, collector of Customs, Chatham, Ont.

Duncan A. McKellar, who died at Penetanguishene on June 6, was a Canadian, who, after being engaged for some years on the staff of *Saturday Night*, went to New York, and, by hard work and sterling ability, won for himself a high reputation as an artist, his pictures appearing in such publications as *Harper's Weekly and Life*.

C. Stan Allen, the newspaper correspondent, purposes putting in the summer in a unique manner. He is out on a genuine tramping expedition, or, as he calls it, "a pedestrian pilgrimage," and intends seeing as much of the country as he can in that way. As a preliminary canter, so to speak, he covered Essex county thoroughly for *The Windsor Record*, and his "Walks and Talks" make interesting reading.

### NEW ENTERPRISES.

McKemin & Sutton, publishers of *The Smith's Falls Record* will establish a weekly newspaper in Merrickville very shortly.

Goodfellow Brothers, of *The Midland, Ont., Free Press*, are going to publish a new weekly in Penetanguishene, Ont. The *Free Press* is meeting competition at home from a new publication, *The Argus*.

R. A. Millions has started the publication of *The Aylmer Review and Gatineau Valley Advertiser* at Aylmer, east Quebec, near Ottawa. There has always been a paper published in Aylmer, until last Fall, when J. T. Patterson ceased publishing *The Aylmer Gazette*, and moved his printing plant

to 370 Bank street, Ottawa, where he does job work. Mr. Millions has a good position for a smart country weekly, as there is only one other weekly in that county, with a population, outside of Hull, of 65,000. The Gatineau Valley is also becoming famous as a tourists' resort. We wish the paper success.

Rod and Gun, the new sporting and tourist travel paper, in which J. F. McKay, of *The Montreal Herald*, is interested, made its first appearance early in the month. It is a remarkably bright and interesting publication containing a new dialect poem by Dr. Drummond entitled "Little Lac Genier," and clever sporting sketches by E. T. D. Chambers, of Quebec, and C. W. Yourg, of *The Cornwall Freeholder*. Its regular departments are interesting and well edited. Taking it all together, the paper is a very creditable production, and should meet with warm support from all Canadians who are anxious that the beauties and resources of this country should be brought to the notice of possible tourists and settlers.

### SPECIAL ISSUES AND IMPROVEMENTS.

We note the removal of *The Dexter Folder Co.* to a spacious suite of offices in the Graham Building, 127 Duane street, corner Church, New York. The factory at Peal River is overrun with orders at the present time.

*The New Glasgow, N.S., Enterprise and Guysboro' Gazette* have put in a typesetting machine—the *Typograph*—and both papers are elegantly printed. Several weekly offices in Nova Scotia talk of adopting the machine.

*La Presse*, of Montreal, is erecting a splendid new home at the corner of St. James street and St. Lambert Hill. The building will cost \$250,000, and will be one of the finest newspaper offices in America. Not to be outdone, *The Star* is also making preparations to build magnificent offices on St. James street. Their old building has been pulled down, and work on the new structure will be commenced immediately. In the meantime, *The Star* business offices are occupying premises directly opposite their old quarters.

### BUSINESS CHANGES.

*The Amherst, N.S., Press* is advertised for sale.

*L'Echo de Manitoba* has changed hands, but Mr. d'Hellen court will continue in the position of chief editor.

Owing to the death of its managing-director, the newspaper and printing business of *The Niagara Falls Printing and Advertising Co.* is being offered for sale.

The firm of Palmer & Brown, printers, Winnipeg, has been mutually dissolved. Mr. Brown will continue the business, having bought Mr. Palmer's interest.

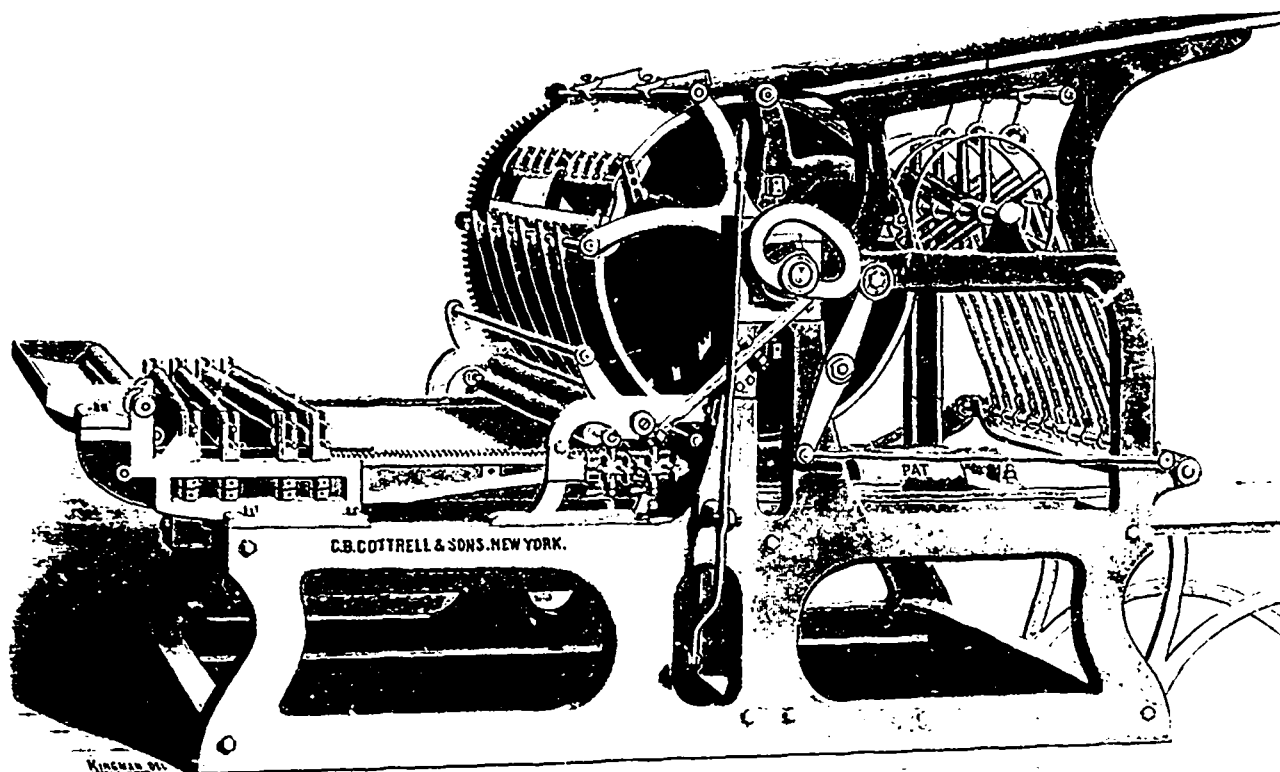
*The Reflector Publishing Co.*, of Clarksburg, Limited, has been incorporated, with a share capital of \$20,000. The provisional directors are J. Mackie Steel, Peter Mungo Geddes, H. H. Moore, Francis Moore and W. H. Bateson.

*The Trent River Paper Co.*, Limited (share capital, \$50,000; head office, Frankford, Hastings county), have been granted incorporation by the Ontario Government. The provisional directors are James Dillar Lovell, Wm. Bain and Ernest Wm. McNeil, all of Toronto.

### LIBEL SUITS.

Alfred R. Duman, electrical engineer, entered an action against *The Toronto Mail Printing Company* claiming \$15,000 damages for alleged libel. The article complained of appeared on February 21 last, and had reference to the plaintiff leaving the city.

# The King of Country Presses.



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

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

The press is supplied with our Patent Air-Springs, with an automatic throw-off that releases the pressure when the press is stopped, and the pressman can move the bed to and fro without compressing the spring; when the press is started the spring is applied automatically.

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

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

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

The whole machine is substantially built, simple in construction, can be set up and run by any printer, and will run at a high speed—1,500 an hour is always possible with perfect ease.

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

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

Size of Machine, 5. Size of Bed Inside of Bearers, 33 x 47 inches. Size of Form Covered by Two Rollers, 28 x 43 inches.  
Prints 6-column quarto. Price, \$1,300, subject to cash discount.

The price includes rubber or felt blanket, wrenches, 2 sets composition roller stocks, roller molds, or one set of cast rollers in lieu of molds; boxing and shipping f.o.b. cars Toronto

ADDRESS  
C. B. COTTRELL & SONS CO.

Times Building, NEW YORK,

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

## THE PRINTING DEPARTMENT.

### WHY PHOTO-ELECTROTYPES ARE NO MORE.

THE INLAND PRINTER answers this question for a correspondent, who says he used to use them many years ago considerably on catalogue jobs on which there were long runs, and found them better than any plates he has handled since. Our contemporary replies: "Printers preferred photo-electrotypes because they were electrotyped from a sharp film of gelatine, the whites of which had been washed away. Plenty of time was taken in the electrotyping, so that the shell was an exceptionally hard one. But the chief merit a photo-electrotype had, in the printer's esteem, was the 'cup shape' the surface of the lines had. The outer edges of each line were more than likely to be higher than the centre of the line. This is what gave the plates exceptional wearing qualities. Three days or a week was required to get plates out by that method. This, of course, made the plates expensive. Modern rush and competition crowded photo-electrotypes out, so they are no longer made. Modern zinc and copper etchings give just as fine results as photo-electrotypes ever did, and the plates stand the wear and tear of the press equally well."

### PRINTING INK COMBINE.

The ink manufacturers in the United States are forming a trust called The Federal Ink and Supply Co. The promoters say: "It is not intended that any works shall be closed down, but it is expected that all will be operated to produce the class of product for which they are respectively adapted. The principal reason for consolidation is to prevent excessive competition, although no advance in prices is contemplated. It is not considered that there will be any necessity of advancing prices, as a substantial reduction will be made in expenses, both of manufacture and administration, which will provide for the payment of 7 per cent. interest on the preferred stock, and over 5 per cent. on the common. In fact, the profits of the various companies for the past year show that this can be done without decrease in expenses or advance in prices. The new company will control 90 per cent. of the production of lampblack and carbon black in this country used in the manufacture of black ink. This will enable the company to greatly increase their export trade, not only to Australia and South America, but also to Europe. The total sales of printing inks in 1898 are estimated at 22,000,000 lb. The aggregate net profits for the past year of the companies on which options are held were, it is stated, in excess of \$1,000,000."

### TRANSPARENT PAPER AND INKS.

Several methods of rendering paper and inks transparent are given in a recent number of The British Journal of Photography, and may furnish useful hints for new processes. Paper is coated with a solution of Irish (Caragheen) moss in water, to which a slight quantity of previously dissolved gelatine has been added. When colors are desired transparent, they must be ground in varnish, and a stronger varnish is required than for opaque colors. A fine yellow may be pro-

duced by using yellow lake and red sienna. These make a warmer color than the yellow lake alone. If cost is no objection, auramine may be used. For pale red, madder lakes should be employed, but for darker shades, crimson lakes and scarlet cochineal lakes. The vivid geranium lake gives a magnificent shade which, however, is not all fast in sunlight. The most transparent blue will always be berlin blue. For purple, madder purple is the most reliable color, but possesses little gloss. Luminous effects can be obtained with the assistance of aniline colors, but these are only of little permanence in transparencies. Light transparent green is hardly available. Recourse has to be taken to mixing berlin blue with yellow lake or red sienna. Green chromic oxide may be used if its sober, cool tone has no disturbing influence. Almost all brown coloring bodies give transparent colors, but the most useful are madder lakes and burnt umber. Grey is produced by mixing purple tone colors with suitable brown, but a grey color hardly ever occurs in transparent prints. Liquid siccatine must always be added to the colors, otherwise the drying will occupy too much time. After the drying the paper must be varnished on both sides. For this purpose a well-covering, quickly-drying, colorless, not-to-thick varnish must be used, and it must be elastic enough not to crack nor to break in bending.

Printers who have, or desire to have, up-to-date offices are advised to watch for the advertisement of Buntin, Gillies & Co., Hamilton, in next month's issue.

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

# Envelopes

In heavy envelopes we can offer special value, because we make our own envelopes out of our own paper.

If you have not seen our

## Labor Saving Envelope

write for samples.

CANADA PAPER CO.  
LIMITED

Toronto.

and

Montreal



# PULP WOOD LIMITS FOR SALE

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

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

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

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



**Canadian Paper and Pulp News**

Board of Trade, . . . . MONTREAL.

## The Toronto Patent Agency

Limited

**CAPITAL, - - \$25,000.**

W. H. SHAW, Esq., President. *79, 80, 81, 82 Confederation*  
JOS. DOUST, Esq., Vice-President. *Life Building . . . . .*  
J. ARTHUR McMURTRY, Sec.-Treas.

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General Patent Agents in procuring Home and Foreign Patents and all matters pertaining to Patents and Patent Causes, also the buying and selling of Patents, and the organizing and promoting of Joint Stock Companies. List of 500 inventions wanted and list of Canadian Patented inventions for sale, mailed to any address free, address

**Toronto Patent Agency, Limited, - Toronto, Ont.**

## Newspaper Printing

**The MacLean Pub. Co.**  
Limited  
**Printing Department**

**MONTREAL . . .  
AND TORONTO**

All kinds of Newspaper Printing done with care, accuracy, and speed. An immense stock of fancy type. Fast machinery. Every facility for the printing and publishing of weekly, bi-weekly, or monthly journals.



Estimates given on application to  
**THE MANAGER**

**Printing Department**  
**The MacLean Publishing Co.**  
Limited

# THE TORONTO ENGRAVING CO.

92 BAY ST. Phone 2893

F BRIGDEN PROP

GEO BRIGDEN MGR

FH BRIGDEN  
ART SUPT

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

## THE BRITISH PRESS YEARS AGO.

SOME interesting reminiscences of the growth and distribution of English newspapers many years ago have lately been furnished by Mr. Heywood, of Abel Heywood & Son, news agents, Manchester. Mr. Heywood says: "The contrast in the condition of business between the two years, 1832 and 1899, can scarcely be comprehended now by those engaged in our trade. I am just old enough to remember a little of the news trade when the newspaper stamp duty had been reduced to a penny, prior, of course, to its total repeal in 1855. At that time, parcels of stamped newspapers were carried by mail trains free of cost, being, in fact, sent by post in bulk. These parcels we used to cart from the post office, though they would, no doubt, have been delivered by postmen if we had waited long enough for them. The newspaper parcels for our customers in various parts of the country were sent from London by post in the same way. But, within the experience of my father, the tax on every paper published was 4d. (with a reservation that certain literary and trade papers should not be considered to be newspapers), and few papers were published in England at a lower price than 7d.; every almanac, too, whether a book, sheet, or slip, paid a duty of 1s. 3d. The character (as well as the size) of such newspapers as were printed then was far inferior to that of the press of the present day. In a letter written to my father by Richard Carlile (one of the foremost men of his time), in opposing the 'taxes on knowledge' in 1835, says. 'You may not remember, but the state and spirit of the press in 1817 was deplorable in comparison to what it is now.' How much more despicable in comparison with the 'state and spirit' of the press of to-day!

"The more enlightened of the men in our trade of that time banded themselves together to obtain the abolition of the hated stamp—the 'blood mark,' as they called it, from its being printed in red. In London there were Carlile (quoted above), Henry Hetherington, James Watson, J. D. Collett, and many others, some of whom I knew as a child. In the country there were my father; Robinson, of Edinburgh; Love, of Glasgow; Hobson, of Ashton; and an unnamed host. Seven hundred and fifty of them were fined or imprisoned, or both, for daring to sell a poor little paper called 'The Poor Man's Guardian,' without a stamp, and in defiance of it, for a penny. My father, refusing to pay a fine, was imprisoned for four months in Manchester New Bailey; was afterwards three times fined; and after all, on Hetherington's appeal, the Court of Queen's Bench decided that 'The Poor Man's Guardian' was not a newspaper at all, within the meaning of the Act. News-vending in those days was an exciting and perilous undertaking.

"In the address which my father issued in 1864, he tells how, in his earlier experience, parcels for country agents were seized by the police and confiscated; servant girls carrying bonnet and other boxes were stopped and searched; the coach offices in London were besieged by the police, in order that they might examine every suspicious-looking parcel. 'My parcels,' he said, 'were often put in hampers in which shoes are usually packed, and were directed to a shoemaker's in Oldham street.'

"The reduction of the tax from 4d. to 1d., in 1836, put an

end to the publication of unstamped papers, and the press started out, though still fettered, on its great and beneficent course, but the number of newspapers published was still comparatively small, though it became too large for the Excise Office to manage the stamping in the old way, and several largely-circulated papers were permitted to print the stamp in black at the same time as the paper itself. This stamp carried the paper free by post for a certain time (I think three months), on any number of journeys, and it was common for papers like *The Illustrated London News* to be posted again and again under the same original stamp.

"The newspapers of smaller circulation had to either send their blank sheets to the stamp office to be stamped, or to purchase them ready stamped, which the enterprise of two large papermakers in Lancashire enabled them to do. Both these makers realized enormous fortunes, mainly perhaps because printers got a short credit from them which the stamp office would not give.

"Few of my customers will remember any of these things, but it is well that they should be reminded of what their fathers and grandfathers had to go through. The newsagent's business is still a laborious one—one of the most laborious in existence—but it is carried on with a speed and regularity, and also, it may be said, with a profit which was impossible in the early days I have ventured to recall. It now goes on, from perfection of machinery securing absolute regularity of issue, and from the punctuality of railway trains, with the steady certainty of machinery itself, without the harass of the old days, but with something like pleasure as well as profit. It is perfectly wonderful to recall, even in my own experience, the labor of the newsagent's calling as it was, and to compare it with the comparative ease of to-day.

"In the other branches of the business in which I am engaged, the changes have not been less than in the news trade, but they are of less general interest. The use of machinery in printing and binding operations has produced the greatest change in those departments; while the abolition of the paper duty and the introduction of wood pulp in the manufacture of paper, by enormously reducing its value, has caused the largest change in what is classed as 'stationery.' Everything made of paper is four or five times as bulky for the money as it used to be, so that we all want larger premises than we did, to house the same amount of value, and have to dispose of four or five times as much bulk as we did, to bring the same turnover."

Charles E. Roche, who the old timers will recollect as a member of *The Toronto Mail* staff, is now on the editorial staff of *The Daily Mail*, London, Eng.

A contrivance, which will prevent the pilfering of newspapers from the doorstep, has been patented by Julius Bruhns, Philadelphia. It consists of a plate designed to be fastened to the jamb of the door, and to this plate are extending jaws, one fixed and the other movable, and both supplied with inwardly projecting teeth. The loose jaw is normally retained in close relationship with the fixed one, by means of a spring. The folded paper may be readily thrust between these jaws, but it is impossible to remove it, without destroying it, until the door is opened. This gives the movable jaw a wider action, and enables the proper person to take the paper without difficulty.—*Newspaperdom.*

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