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THE CANADIAN
PRINTER & PUBLISHER

Vol. VII.—No. 5.

TORONTO, MAY, 1898.

\$2.00 PER YEAR.

FROM THE ATLANTIC TO THE PACIFIC

We cover the Continent
and . . .

We keep a full stock of

**Supply Everything
for the Printer**

**Type
Printers'
Machinery
and Inks**

at all our branches.

Send to our nearest
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what you require.

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Kept in all Weights
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Made out of these well known Papers
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Special Patterns Ruled to Order.

PRINTERS' SUPPLIES A Specialty . . .

Correspondence Solicited.

Samples forwarded on application.

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Manufacturing and
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Wholesale Stationers.

TORONTO.

Printer and Publisher.

VOL. VII—No. 5

TORONTO, MAY, 1898.

\$2.00 PER YEAR.

The MacLean Publishing Co., Limited

President,
JOHN BAYNE MACLEAN,
Montreal.

Treasurer,
HUGH C. MACLEAN,
Toronto.

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

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MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann Street.
NEW YORK, (M. J. Henry) - - 14 Irving Place.

Subscription, \$2.00 per annum. Single copies 20 cents.
Cable Address in London, "Adscript."

THE WEEKLY PRESS.

ATTRACTING TOURIST TRAVEL.

MR. FISHER'S paper at the Ottawa meeting has once more brought up the question of Canadian towns securing a share of the summer travel. The local paper can do a good deal to help such a movement. In New Brunswick it is better organized than elsewhere, but there is no reason to doubt that the local authorities in other parts of Canada ought to see that wherever a locality has a chance to get summer tourists that opportunity should be utilized. One way for the newspaper to do it, is to keep standing a quarter column graphic description of the place and the neighboring attractions of scenery, etc. This finds its way farther than will be supposed. People who are on the lookout for a place to visit are apt to snap up information of that sort if it is forthcoming. Then there is the issue of a special illustrated edition. This has been tried in several cases successfully. The municipal authorities will assist if properly interested. A Toronto publisher, for example, who is getting out a fine Canadian summer annual entitled "Our Lady of the Sunshine," is receiving large grants from several municipalities. Why may not the local paper, where practicable, work along similar lines? One gentleman (he is, by the way, a pessimist because his party is out of office just now) remarked, when the matter was mentioned to him: "Oh, but the most attractive features of some places are the town pump and the cow by-law." That, of course is a slander, as we told the individual (respectfully, since he is a bigger man and good in a fight). The truth is Canadian scenery

can stand many fine adjectives and the truth be still left half untold. The fishing, driving, boating and bathing attractions are remarkably good in many places. It pays the merchant to have transient trade. They, your best advertisers, appreciate efforts to increase their business. The publisher gets back a slice of the profit that results all round.

KEEPING UP TO DATE.

A local publisher, if energetic and noted for enterprise, gains such by a reputation for being up-to-date. The St. Mary's Journal office has had a type-setting machine put in, and the publisher prints an illustration of the new machine in the columns of the paper and explains its advantages to readers. The paper looks very clean and attractive. The Journal maintains its daily service of telegraphic despatches, presenting them free to the public by means of a bulletin board outside the office. This system was explained in these columns by Mr. Eedy some months ago. During the war excitement of the past few weeks a bulletin board would have been a good investment for any thriving weekly to have, not leaving all the circulation and interest to be absorbed by the dailies.

AS TO SIZE OF PAPER.

The adoption of the eight-page form by many weeklies, and the almost complete abandonment of the large blanket size, is one indication of the trend of taste. The average size of page at present is convenient and seems likely to last. Who can say that it will become the permanent standard? Several Canadian weeklies are now issued in a kind of magazine size. One young and thriving weekly, The Coldwater Planet, issued a special creamery edition, May 12, in quite a small page form of 12 pages. It had to be bound, which doubtless increased the expense. But the form enabled the ads. to be displayed better, and if that style of make-up were intended to be permanent it is possible that a very taking arrangement of matter could be made. Where the weekly is intended to be something more than the adjunct of a job office, where it is in itself a thriving property, the work of building it up is well worth every hour spent on the week. The paper becomes a valuable franchise, can be sold for much more than was paid for it, so that no labor is lost that is intelligently bestowed.

THE POSTAGE QUESTION.

By exempting weeklies, the Postmaster-General has apparently created a division of interest between one class of journals

and another. An article has appeared in several Ontario weeklies, in almost identical terms, defending the new postage bill and seeking to show that hostility comes from the big dailies. The article has appeared in *The Waterford Star*, *The Arthur Enterprise*, *The Haldimand Advocate*, *The Bradford Witness*, and possibly other journals, although *PRINTER AND PUBLISHER* has not seen it elsewhere. It reads with a few variations, according to the locality, as follows:

"The Postmaster-General's plan for the reimposition of postage on newspapers has evoked a good deal of comment from the big city papers. That part of the plan that exempts from postage papers circulating within a radius of ten miles from the office of publication has especially excited the opposition of the city weeklies and the city dailies, from the columns of which these city weeklies are cheaply made up. All sorts of nasty, unkind things have been said about the small country newspapers and odious comparisons made between them and these weekly cheap reprints. Before Mr. Mulock had revealed his scheme, nearly all the city papers exhibited extreme satisfaction at the idea of postage being reimposed. They could see no good reason why a newspaper should be carried free any more than a letter or a storekeeper's parcel. The secret of that delightful state of mind and eagerness to increase the revenue of the post office on the part of our city contemporaries became apparent when Mr. Mulock's plan with regard to the country papers was published. The idea was, that the postage would kill off a large number of these papers, and leave the field entirely to the city weeklies, which could be supplied at a mere trifling cost and yield a respectable revenue to their publishers. It is a fine exhibition of piggish selfishness. We are quite willing to admit that many of the smaller papers published in the country districts are not models either of literary style, nor much in the way of purveyors of news, but the majority of the better class of country newspapers will compare favorably in selection of matter, in literary ability, in accuracy of language, and in independence of opinion with the average city daily and its weekly rehash of its daily matter. We notice, too, that the opinions on public questions expressed by these country papers are often pointers for city editorials, and it is not fair or just to speak of the country press in the contemptuous language used by *The Hamilton Spectator* and some other city sheets, and whose names figure in the Auditor-General's report in connection with fat advertisements on Government paper. These city papers every little while send circulars to the country newspapers about some enterprise they have undertaken with a taffyized request to publish it and a promise to reciprocate the favor. We know of one paper that gave freely of its space for advertising, and, when a similar request was made by that country journal, just one out of seven city papers had the courtesy to take any notice of it. It is said, if postage is reimposed, it will tend very greatly to abbreviate the country paper's exchange list. This, we take it, would not be an unmixed calamity, for the amount of advertising done by the country papers for many of these city exchanges amounts to three or four times the subscription price, which is much more than they are worth to the country publisher. The services rendered by country papers to their city contemporaries will keep up the exchange list quite as high as it is necessary. Our own opinion is that newspapers should not be carried free, but the cost to the Post Office Department in carrying the country newspaper to its readers is a mere bagatelle to the tons it carries long distances for city dailies, and the partial exemption of the country weekly from postal charges is not worth the fuss made about it. The Postmaster-General recognizes the fact that the country paper is of great value to the locality in which it circulates, and that the outside paper could not do the work it does within the sphere of its influence. This consideration, no doubt, suggested the idea of such partial

exemption. We hope Mr. Mulock will not be turned from his purpose by the grumblings of the city press, but that he will bring about the changes contemplated, before the end of the present session of Parliament."

Whoever wrote or inspired this article has ignored some arguments which are entitled to consideration. To go into the whole subject again is hardly worth while, but it may be said briefly that the zone idea does not meet equally the conditions of all Canadian weeklies and to that extent is imperfect and unsatisfactory. Furthermore, no demand for the discrimination was made by weekly publishers as a body. A special exemption of this kind, being class legislation, cannot last long. Those who now defend the exemption will regret it later on. Publishers generally favor postage on newspapers as sound in principle, and likely to be good in practice if it squeezes out fake publications. But the exemption to weeklies is not advocated by the most prominent weekly publishers that *PRINTER AND PUBLISHER* has heard from. Postage should go on all or none, and if complications, contradictions and injustice do not arise out of the present proposal we shall be surprised. It is quite probable that the deficit in the Post Office Department is due more to the high charges made by the two railways for carrying mail matter than to any other cause. But Cabinet Ministers are not anxious to fight big corporations; they prefer to tackle the press, an institution which in politics has long been conducted on a benevolent basis.

TWENTY-SIX YEARS OF PROGRESS.

On November 9, 1872, Messrs. Kenny & Luxton issued the prospectus number of *The Manitoba Free Press*, stating that it was to be given away for advertising purposes, and that the first regular number would appear on November 30. Apologies were offered for defects in printing, owing to difficulty experienced in getting the new machinery adjusted. On November 30, as promised, the paper appeared, volume one, number one of a five-column, eight-page weekly; and a very good paper it was, too, although printed on a Washington hand-press. The intervening twenty-six years have witnessed many changes in the city and many in the paper, which has grown from a weekly to a great daily of two editions, with a semi-weekly and weekly edition as well, controlling all the telegraphic franchises. To keep up with the times and the extension of the paper, a new Cox Perfecting Press has just been added. This is the first Cox press in Canada, west of Toronto, and was built by the Duplex Co., of Battle Creek, Michigan, being sold to *The Free Press Publishing Co.* by the Toronto Type Foundry, general agents for Canada for Duplex presses. The installation of the press was superintended by Mr. R. W. Rogers, press expert, of New York, and is now complete. The capacity the press is 5,000 per hour of four, six or eight pages, six or seven columns, the paper space being 70 inches wide. When I called, the evening edition of six pages was being run out. It was delightful to watch the perfect gearing which starts the great roll of paper moving, and, in a flash, drops into the drawer above that roll, a neatly folded paper ready to read. This is the fastest machine printing from type, and will prove an immense saving of both time and labor.

It is rumored that Mr. Magurn, correspondent, at Ottawa, of *The Toronto Globe*, will shortly be appointed editor of *The Free Press*.

Winnipeg, May 15.

E.C.H.

WHAT SHOULD NEWSPAPERS PRINT?

THE NEWS THE PEOPLE WANT TO READ, OR THE NEWS THEY OUGHT TO READ?

YELLOW journalism has had one salutary effect, it has given rise to much discussion of what kind of news papers should print. In Canada, the columns of the press are remarkably clean. It would be hard to name one paper which offends decency in its criminal reports. Outside of this class of news, however, there is left plenty of ground for discussing the question: What ought to be printed?

An address delivered by C. H. Clark, editor of the Hartford, Connecticut, Courant, to a Sunday afternoon society, contains several remarks, very much to the point in this controversy. He said:

"The very people who would commend you for omitting something from your paper often go and buy another that has it in. I recall that a business man here thanked me quite effusively for leaving out of our paper a personal article that was printed in another paper here, but, even while he was talking to me, he called his office boy, and said: 'Here, Johnnie, while I think of it, I want you to run out and get me a dozen copies of — (naming the paper). I've a few friends that would be interested in that matter.' So, you see, he thanked me, but he bought the paper with the article. We survived the lost chance to sell a dozen papers. It wasn't that. The point was, to show what people want, and the difference between their praise, sometimes, and their pennies.

"I was told that we would give more space to the story of a great prize fight than to these meetings. Now, I ask you, yourselves, which you would turn to first in your paper, the story of a big prize fight or the report of a meeting of this or any similar organization? It is a disagreeable truth, but truth it is, that the prize fight interests far more people than much better things do. Newspapers are made to sell. They sell for the interest there is in them, and, in trying to make up a readable paper, the editor must print what people want to read, and not simply what he thinks they ought to read. The editor can, and must leave out what he feels would shock his readers and ought not to be read under any circumstances, and he should put in as much as possible of what he thinks ought to be read. But a newspaper is made to sell, and is a business operation. People will not buy unless it interests them; and, no matter how good it is or how choice its contents, a paper can do no good at all, if nobody reads it. You must have your audience. Now, pitiable as it may make mankind appear, it is true that the interest in that great prize fight of last spring covered the whole country, and the paper that did not give an account of it was not a newspaper. Condemn the whole performance as brutal and debasing, as it is, it still was an event and it was a large piece of the news of the day, and the public was bound to read about it. If, by failing to mention all such things, and fires and murders, and all the rest of what ought not to happen, they could be prevented from happening, there might be some sense in trying it. But they happen, and newspapers tell what happens. That's their prime duty."

Now, to those who know the Canadian press well, it will not sound unreasonable to say that our papers are, in the main, creditably conducted and free from a passion for recording scandal. What cannot be denied is that they run to the trivial considerably. They give space to items that are not worth the

space. The Hartford editor's views, if carried out to a logical conclusion, would be bad, but followed in a reasonable spirit, they embody the only political means by which a public journal can be made to pay.

AN EPISODE IN NEWSPAPER LIFE.

It does not pay to boast in print, unless sure of your ground. Some years ago, two newspaper men, representing rival papers in an Ontario city, were going down the St. Lawrence on a steamer. Among the passengers was Hon. Edward Blake. Mr. Blake always objects to a formal interview, though kind enough in furnishing information. The newspaper man who represented the Liberal paper had a long talk of an hour with Mr. Blake while the boat was gliding down the rapids. The other fellow, being a Conservative, and not knowing Mr. Blake, wondered how he could get some information to offset the flaming interview which he anticipated would appear in the rival sheet. It was in the summer of 1887, just after Mr. Blake had resigned the Liberal leadership, and when every word he said was interesting. The puzzled Tory went to a friend of Mr. Blake, who was on board, and explained the situation. Would he obtain from Mr. Blake any information that could be made public? The boat reached Montreal, and the two men wired back to their respective papers. The Liberal wired briefly to this effect (as appeared next day when we got home), that Mr. Blake had gone down to Murray Bay by steamer, and that the only newspaper man he would speak to while on board was "your reporter, who had a long, confidential conversation with the Liberal leader. The interview, at Mr. Blake's request, can not be published." The Tory gave half a column concerning election protest, Mr. Blake's own movements, and several matters of great public interest. The chuckles of certain people in that Ontario city when the two papers appeared are heard even unto this day. I suppress names out of consideration for the other fellow. The guileless Tory was myself. C.

THE STAR WINS ITS CASE.

The Montreal Star did a public service, as well as a good service to its brethren of the press, by defending the libel suit brought by a Dr. Granby S. Howard, who came to Canada from the States, and who accused The Star of libel for publishing certain statements about him in telegrams. The defence took evidence by commission in the States, and the trial came on at the Perth Assizes April 28, where all the extraordinary evidence came out. It appeared that Howard was the prophet of a new religion, and that Mrs. Specht, the wife of a wealthy St. Louis man, adopted the doctrines and left her home to follow the "Sage of Aru," as Howard was called. The Star printed the proceedings at the trial in full. Chief Justice Sir William Meredith was the judge, and his address to the jury was luminous, weighty, and impartial. In less than five minutes a verdict, with costs, was given for The Star against Howard.

A COOL PROPOSITION.

The Nelson, B.C., Miner received a generous offer from a Montreal patent medicine firm. An 8-inch ad. for a year would yield the magnificent sum of \$5 (electro furnished). The paper's rate for this space would be \$192 per year, and worth every cent of it to the advertiser. Publishers are fools to build up the fortunes of patent medicine people by starvation rates for advertising. What The Miner man said is not on record. What he ought to have said would not bear printing.

A RATE SCHEME OF ADVERTISING.

THE RESULTS OF A MAINE PUBLISHERS' COMMITTEE'S LABOURS.

THE Maine Press Association has adopted a rate scheme of advertising, the features of which are interesting to Canadian publishers. The committee's report, as follows, was unanimously adopted :

" Your committee appointed to consider and report upon the Ohio Adjustable Schedule beg leave to report our approval of what we consider to be its main features, which, in our opinion, are as follows :

1st. The adoption of one inch, one year, without position, as the unit of value in foreign advertising.

2nd. Agreement upon an adjustable schedule, or scheme of proportionate charges for different space, time, position, etc., by which, starting from the inch year price, the price for any proposed advertising can be exactly reckoned.

We do not regard as one of the essential features the attempt of the Ohio association to dictate to its members regarding the rates at which they shall think best to accept foreign advertising, and we are doubtful whether we should even mention as a recommendation any minimum rate, but we are emphatic and do not qualify ourselves in the least in expressing the opinion that every publisher ought to have, if nowhere else, at least in his mind, an inch year price, which is, in fact, the lowest at which he wants any business, and that no proffered contract be accepted until it has been accurately figured out at that price, with all extras charged for.

In dealing with foreign advertisers there is every reason why publishers should stand together, a thing impossible to do unless they agree on the proportionate charges, for instance, for a three months' advertisement as against a yearly advertisement ; an advertisement on local page as against an advertisement without the page stipulated ; an advertisement top of column all surrounded by reading as against on advertisement next reading, etc.

An advertising schedule to cover all the variations liable to arise is of necessity intricate, and for one philosopher acting by himself to attempt to concoct such a schedule is liable to make trouble between him and foreign advertisers on account of the necessary complexity of it. If, however, the publishers of Maine, as the publishers of Ohio have done, can agree upon an adjustable schedule, to be perhaps eventually adopted generally, so that the publisher in his correspondence with advertisers need say no more than that his rates are so much per inch per year and subject to the Maine Adjustable Schedule, we can safely expect that advertising agencies will familiarize themselves with the Maine Adjustable Schedule. This, in the opinion of your committee, will accrue to the benefit of Maine publishers as a body. If such schedule is full enough in its detail so as to cover every possible variation, and make it impossible for an advertising agency to invent a form of contract to which the schedule does not apply, we are confident that the motive for a large part of the unusual forms of contracts will be removed, as we consider that the object of most of them is to get the attention of the publisher away from his schedule on the chance of getting lower proportionate rates on an irregular contract.

We accordingly have attempted to draft for your consideration an adjustable schedule, and in doing this, while supplying some details to the adjustable schedule of the Associated Ohio Dailies, have not otherwise varied from it, except in the extra charges for position advertisements.

With regard to position advertisements, your committee are of opinion that the tendency is to take them too low. This, we think, is true, whether the subject is regarded from the standpoint of the profit to the advertiser, or the cost to the publisher, or to that other element, hard to estimate, the sentiment of local advertisers on seeing a patent medicine advertisements always placed in more conspicuous position than their own.

One test by which it is shown that publishers do not charge a high enough extra per cent. for position is the uniformity with which foreign advertisers are willing to pay that per cent. If the position per cent. were a just equivalent for the additional advantage of position, it were inevitable with varying human judgment that some foreign advertisers would not be willing to pay it, but would think that they got better money's worth at the non-position rate.

Who will say that an advertisement on local page, top of column, next reading and followed by reading, is not worth three or four times as much to the advertiser as the same advertisement all surrounded by other advertisements on the poorest page in the paper ?

The Adjustable Schedule, as your committee has been able to agree to it, is annexed to this report.

C. T. LIBBY,
A. W. LAUGHLIN,
JOHN M. S. HUNTER,
OSCAR R. WISH,
C. F. FLYNT.

MAINE ADJUSTABLE SCHEDULE.

The basis of calculation is one inch, one year, metal base electros, without position.

TIME PER CENTS.

| | |
|---------------|------------------------------|
| 6 months..... | 65 per cent. of yearly rate. |
| 3 " | 40 " " |
| 8 weeks | 30 " " |
| 4 " | 18 " " |
| 2 " | 11 " " |
| 1 week..... | 6¼ " " |

SPACE DISCOUNTS.

| | |
|------------------------------------|--------------|
| From 3 to 5 inches, inclusive..... | 10 per cent. |
| " 6 to 9 " " | 15 " " |
| " 10 to 13 " " | 20 " " |
| " 14 to 17 " " | 25 " " |
| " 18 to 21 " " | 30 " " |
| " 22 and upwards " | 33½ " " |

Advertisements measuring one-half inch or less shall be charged 75 per cent. of the inch price. No position advertisements shall be measured less than one inch.

PER CENTS FOR PREFERRED POSITIONS.

Position.—Top of column or reading alongside or any other slight stipulation, 25 per cent.

Full Position.—Top of column next reading or in broken column next following reading with reading alongside full length, 50 per cent.

Extra Position.—Any specification additional to or more particular than full position, 75 per cent.

Extraordinary Position.—Reading on three sides or four sides or corner of page all surrounded by reading, or top of column with reading on both sides, etc., 100 per cent.

Stipulation that no other advertisement shall have better position on the same page shall be charged as Extraordinary.

Above charges for position to be without choice of page. Choice of page shall also be charged a separate extra per cent.

Full position shall not be given to a smaller than a four inch advertisement, or, if it is, the extra for position shall be the same as the extra for a four inch advertisement. All other advertisements in the same proportion.

READING NOTICES.

Reading notices shall be charged more than display advertisements, as follows :

- Common readers 50 per cent.
- Readers in regular reading type 75 "
- Readers without advertising marks ; or telegraph, or news head 100 "

No reading notice shall be measured less than one-half inch.

Reading notices accompanying display advertisements shall be charged as display advertising, but measured double the actual space.

Every other day or every other week advertisements shall reckon two-thirds of the full amount. Twice a week, one-half. Once a week, one-third. Weekly papers published in connection with daily, one third of the daily rates. Weekly papers published separately, one-half of daily rates."

QUEBEC DAILIES IN SESSION.

A meeting of Quebec city newspaper publishers was held early in the month to consider the delay in delivery of papers to subscribers on the line of the Intercolonial Railway. Complaint was made that the evening editions could not reach subscribers till the day after publication, and, upon motion, a resolution was adopted recommending that a train should run from Levis at 2 p.m. daily. Copies of the resolution were forwarded to the Minister of Railways and Mr. Ouellet, of the Intercolonial Railway. The Hon. T. C. Chapais presided at the meeting, and Mr. J. C. Mercier acted as secretary.

COMMERCIAL AGENCIES.

The announcement recently made in the House of Commons, by Sir Richard Cartwright, that the Dominion Government has under consideration the appointment of special trade commissioners, to reside at the various trade centres of the United Kingdom, for the purpose of promoting the sale of Canada's products on the British markets, will be welcomed by every branch of industry. There is probably no branch of Canadian trade that will benefit more by the establishment of such agencies than the pulp and kindred industries. The agencies will also afford an excellent medium through which Canadian paper can be brought before the notice of the British public whenever our mills are disposed to enter the field in competition with the United States mills.

DEATH OF ALEX. McG. R. GORDON.

A JOURNALIST and literateur of marked ability, Mr. Alexander McGregor Rose Gordon, who had made a reputation for himself on both the Canadian and American press, died suddenly in Montreal, of cerebral apoplexy, on May 10. Mr. Gordon was born in Aberdeen, Scotland, fifty-two years ago, and was an honor graduate of Aberdeen University, as well as a noted athlete, at one time playing for Scotland in the annual international football match against England.

He came to America a number of years ago, and, after being connected with different papers in the Eastern States, moved to the Coast and went on the staff of The San Francisco Examiner. Later he became connected with a newspaper in Vancouver, B.C., and was afterwards with The Montreal Gazette and other Canadian papers. At the time of his death he was in the employ of The Montreal Herald.

As a writer of short stories and verse Mr. Gordon had made a name for himself, not only in Canada, but in Great Britain and the United States as well. A satirical poem of his, entitled "Meinself and Gott," directed at the Emperor of Germany, aroused great attention and was given considerable prominence in the socialistic section of the Continental press. Probably his best poem was a description in the French-Canadian dialect of Sir Wilfrid Laurier's doings at the Diamond Jubilee celebration in London. Written in a quaint, humorous style, it became immensely popular and was copied into hundreds of English and Canadian papers. It was afterwards published in pamphlet form and several thousand copies sold. Mr. Gordon wrote a number of short stories, and a Scotch dialect sketch which appeared in The Montreal Witness struck the publishers of McClure's Magazine so favorably that they arranged with him to write a story of the Scotch Highlands for their magazine. Unfortunately, this work was incomplete at the time of Mr. Gordon's death.

The circumstances attending the end of this man, who was generally recognized as a writer of more than ordinary brilliancy, are in a way a bitter satire upon the newspaper profession. That a man whose pen had produced such striking material, and who had occupied an editorial chair on more than one large daily should eke out an existence during the last few years of his life as a proofreader, and finally die alone and in comparative poverty, is not a pleasant picture for ambitious youth to contemplate—but such are the vicissitudes of newspaper life. It seems too often to be the lot of men of great ability, who are perhaps more idealistic than practical, to die poor and almost unknown, while others of meagre attainments who have devoted themselves to the material side of life, end their days in comfort and affluence. Yet even viewed in this light one cannot but feel that the former has had the best that life can give and that the power to write prose or poetry that will live after its author is dead and forgotten are gifts which outweigh earthly possessions.

W. M. M.

The Gazette, which was started in Campbellford three years ago, by Mr. R. A. Lattimer, and has been continued under his management till the present time, has suspended publication from lack of patronage. A short time ago Mr. Lattimer made an assignment for the benefit of his creditors, and the business will be wound up in the usual way.

A WAR CORRESPONDENT'S PERIL.

FREEMAN HALSTED, New York Herald war correspondent, who was captured by the Spaniards at Porto Rico and imprisoned, is an old Hamilton boy, and was a reporter on The Hamilton Herald, besides having been connected with The Templar.

Freeman Halstead, who was born at Burlington, Ont., and brought up by J. W. Freeman, was on the staff of The Hamilton Herald in May, 1890. He has been connected with The New York Herald for several years, and has been doing duty at Porto Rico since the outbreak of the war. He was caught in the act of photographing the Spanish fortifications for his journal, and was convicted, on short notice, of being a spy. He appealed to the British consul at Porto Rico, claiming protection as a British subject, and this saved his life.

Among those who started enquiries were the Messrs. Freeman, of Burlington, Ont., in whose family Halstead was brought up and with whom he lived till he went to Jamaica in 1890. They wrote to Mr. Henderson, member for Halton, soliciting his good offices with the Government in Halstead's behalf. Mr. Henderson is an active member of the Opposition, but this did not prejudice his case with Sir Louis Davies, Minister of Marine, to whom Mr. Henderson submitted the papers. Sir Louis cabled the British Consul at San Juan as follows: "Please wire available information of Freeman Halstead, a Canadian, lately arrested."

The reply received was: "Halstead arrested for photographing new forts, tried by court martial, sentenced to nine years' imprisonment."

The next move will doubtless be representations from the Secretary of State to the Imperial authorities with a view to securing Halstead's release.

A PLEASANT AFFAIR.

Last month, on a Saturday evening, a most successful smoker was held by the employes of The Toronto Lithographing Co. and their friends in their building, King and Bathurst streets. There were about 100 present. The early part of the evening was taken up with progressive euchre, which was followed by refreshments, the remainder of the time being devoted to songs, speeches, etc. The whole of the proceedings were brought to a close a little before 12 o'clock by the singing of the National Anthem.—Toronto World.

LONDON OFFICES FOR CANADIAN PAPERS.

The business management of The Toronto Globe have announced that the advertising interests of The Globe in Great Britain and Europe will be in charge of Mr. Roy V. Somerville, with new and commodious offices at the Outer Temple, 222-225 Strand, London, W.C., where all communications in regard to advertising in any of the various editions of the paper may be sent. The Globe says: "We have been led to establish new headquarters in London by the great increase in our business from Great Britain, and by the plain evidence that the closer trade relations established by the adoption of a preferential tariff in favor of British goods will lead to a still greater increase of advertising in The Globe by those desirous of securing Canadian trade. Our Mr. Somerville goes to the charge of the new London office equipped with a thorough knowledge of Canadian trade matters and affairs generally, and fully conversant with the peculiar value of The Globe as a medium through which to

secure Canadian trade. He has had charge of our New York office for a number of years, but is a thorough Canadian, having for over twenty years been in active connection with the Canadian press."

This is the second office opened by Canadian papers in London for advertising purposes, the MacLean Publishing Co., which issues *PRINTER AND PUBLISHER*, and other journals, having last year opened an office on Fleet street, with a Canadian in charge. Mr. J. B. MacLean went to England last year, and, seeing there was an opening for business to be done, decided to establish a permanent branch in the Old Country.

LAWYERS WHO PROMOTE ACTIONS.

The Publishers' Association of New York are offering rewards aggregating \$5,000 for proof against lawyers who have excited groundless actions or legal proceedings (in accordance with sections 132-4 of the Penal Code) against a daily newspaper or daily newspapers of New York City, with a corrupt or malicious intent to vex or annoy, as follows: \$1,000 for proof leading to the first conviction of a lawyer for barratry against a daily newspaper or daily newspapers published in New York City, conviction for which offence requires three distinct cases of excitation, as above; \$500 each for the second, third and fourth convictions of lawyers upon said charge, as above; \$100 each for proof in the first twenty-five distinct cases of excitation, as above, that may be used for building up convictions for barratry, as above, against any lawyer or lawyers, arising out of litigation against a daily newspaper or daily newspapers published in New York City.

CHURCH NOTICES.

In case anybody may happen to think it would be a good stroke of policy on the part of a newspaper to publish complete church notices free, says The Ottawa Journal, we may remark that the policy was tried. Some years ago The Journal took the trouble to send a circular to every pastor in the city, Protestant and Catholic, offering to insert advance notices of Sunday services free if the pastors would kindly supply them in good time on Saturday. There was a very unsatisfactory response. Some churches took no notice of the circular, others sent the notices too late on Saturday; different notices sometimes came from the same church. An attempt was made to keep the plan efficient by using reporters and telephones, but nobody seemed much interested. The conclusion was reached that what the people got for nothing they valued proportionately. The free-notice idea was dropped and a small charge substituted, which makes the matter a business one, and attended to in a business-like way by the churches which desire notices. The charge is small, if a theatre wanted a similar notice it would have to pay four or five times as much.

AN INTERESTING HANGER.

The J. I. Morrison Co., 28 Front street west, Toronto, have just had mailed to the trade throughout Canada a hanger, giving a panoramic view of the machines made by the well-known Seybold Machine Co., Dayton, Ohio. This hanger should be in the possession of every bookbinder and printer in Canada, the machines shown on same being the latest and most up-to-date made by this progressive firm. The hanger is pronounced one of the finest ever sent out by a machinery house. If you have not received one, we would advise your sending for it.

CANVASSING IN OTHER'S TERRITORY.

THE Georgetown, Ont., Herald has the following: "We regret to note that our cotem., The Brampton Conservator, is rather overstepping the rules of fair play in sending into a neighbor newspaper's territory a canvasser to endeavor to steal away work that naturally and justly goes to the home office. The Conservator has an excellent territory of its own in which to display its enterprise, and if the manager devotes his whole time to that constituency, he will not do it more than justice. The Conservator's dilemma, we suspect, has been brought about by trying to do what cannot be done with a profit in a town of Brampton's size, namely, publish two papers a week, at the price of one. Of course, if The Conservator is satisfied to indulge in the expensive experiment, it is none of our business, until it endeavors to make up the shortage by preying upon a constituency that, in common fairness, belongs to another. The Herald does not canvass for orders for job work outside its own constituency, limited as that may be, and The Conservator will find itself more worthy of favor if it follows the same line. This does not mean that The Herald does not compete in workmanship and price with any first-class office, The Conservator included. This it is always prepared to do, and claims that it has the first right to the patronage of its territory, for whose interests it works, as against the transient canvasser who cares nothing for it, except for what he can get out of it."

There are two points brought out in this article which **PRINTER AND PUBLISHER** thinks are worth comment. As to canvassing in another's territory, it is generally admitted in business, unless there is an agreement between competitors to the contrary, that a man has a right to look for orders wherever he can get them. On the other hand, The Herald's argument that a paper is entitled to all the patronage of its locality is correct. A local paper is the mainstay of its own district and any merchant who goes past it in awarding printing is both foolish and ungrateful.

SIMPLICITY WINS.

No printing office is too small nor too meanly equipped to set good strong readable ads.

Take the plainest type in the house, allow plenty of white space, and you can usually depend on having a first-rate display.

Two styles of type are enough for any ad. In most offices of limited facilities, it seems to be the ambition of the job compositor to embellish each ad. with every style of face the shop affords.

Come to think of it, did you ever see a woman simply dressed in white, who was not attractive? Or an ad. simply composed that was not pleasing to the eye?—The Ad. Writer.

OVERSETTING.

The editor should so regulate his work as not to get in type each week more than one or two columns in excess of the capacity of the paper, says The Country Editor. It is expensive both in typesetting and in the quantity of type necessary. After matter stands a week or two it becomes stale, and frequently had better be thrown back into the cases than to go into the paper and make it appear like a back number. If the editor will begin, as soon as one issue is out, to put on the copy-hook matter for the next issue, and before each paper is issued will

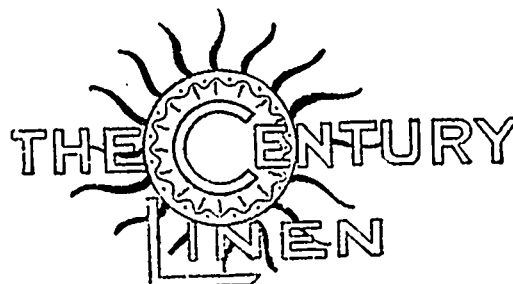
take off all the copy except that which is very important and necessary to fill the paper, he can prevent the constant standing of matter which cannot be used. By rushing his work six days ahead he can avoid the rush just before the paper is issued. Nothing should be put upon the copy hook the day of issue except that which is absolutely necessary, and nothing should be deferred to that day which could possibly have been put on the hook previously. Many things that he may deem important, not excepting his own editorials, can be omitted, and the paper will not materially suffer, nor will it lose subscribers. Printers should be fed constantly with copy, like a press is with sheets. Each day's work should finish everything for that day. Thus, the paper may be always gotten out on time, everything necessary may be gotten into it, there may be no rush or confusion on press day, and thus may the standing galley not be burdened with matter left over.

EVENTS.

The first two issues of Events, the new Ottawa weekly organ of criticism, have appeared. It is fairly well printed and cleverly written. The contents are really made up of a series of comments in paragraphic form on the leading topics of the week. The criticism is free from party bias and remarkably fearless in tone.

THE CENTURY PAPER.

The watermark shown herewith (The Century Linen) in a sheet of paper is a guarantee of its excellence. This paper is



Buntin, Gillies & Co., Hamilton.

of fine quality, good color, and the finish is most agreeable to write upon. The trade can be supplied with this line in all weights, sizes and styles by the Canadian agents, Buntin, Gillies & Co., Hamilton.

A JOKE ON THE EDITOR.

A lady writes to an English paper: "Once I sent a review of a volume by an eminent Irishman to the editor of a popular Dublin paper. He replied that he had published my article, but could not pay me for it, as he wrote all the reviews in his journal himself! I considered the bull a fair substitute for the usual cheque."

The Montreal Star has printed a receipt for \$42,000 paid for a full battery of fourteen linotype machines, the largest number sold to any one Canadian office.

During the illness of Mr. Rutherford, editor of The Owen Sound Times, Mr. Tucker, editor of The Sun, one of The Times' local contemporaries, did the work of his sick confrere, who has publicly acknowledged the friendly act. The incident is a pleasing one.

WEMYSS REID, OF THE LONDON SPEAKER.

INCIDENTS IN THE LIFE OF A NOTED ENGLISH JOURNALIST.



SIR WEMYSS REID is the managing-director of Messrs. Cassell's large publishing house, editor of *The Speaker* the author of "Lives" of Charlotte Brontë, Right Hon. W. E. Forster, and Lord Houghton, to say nothing of one or two novels and books of travel, and has crowded a great deal of work into the years since 1842, when he first saw the light in Newcastle. The son of the principal Nonconformist minister in that town, Sir Wemyss, has passed through all the stages of the journalistic mill. He began his journalistic life before he left school. He was evidently an ardent young Radical in those days, for he wrote a letter to the local paper, protesting against a certain appointment to a vacant living in the town because the clergyman was a pluralist.

On leaving school he was placed in a large merchant's office, where he candidly admits he had none too much work to do. So he spent the time in literary pursuits, and was helped in this direction by his fellow-clerk. Soon he was working regularly for *The Northern Daily Express*. When a friend became editor of *The Newcastle Journal*, he at once asked young Reid to be his chief reporter; and he accepted this, his first purely journalistic appointment, in 1861. He remained on this paper as chief reporter and descriptive writer for three years, and in that time had to describe many remarkable events. One of the most startling of these was the Hartley colliery accident, in which 200 men and boys were buried alive. This incident caused an extraordinary sensation throughout the world. For a whole week it was not known whether they would be got out alive or dead, and the whole country seemed to be watching the pit. All that week Mr. Reid spent at the pit's mouth, only driving up to his office about 3 o'clock in the morning with his latest copy. Then he rested for a short while on a bundle of papers, and returned again to his post. He was present at the pit's mouth when the first body was brought out. Of course, the 200 were all dead.

In 1862 Mr. Reid reported Mr. Gladstone for the first time, and little reckoned that in years to come he would be a warm, personal friend of the great statesman. It was a remarkable and historic speech, for in it Mr. Gladstone made that famous prophecy—which turned out to be wrong—that Jeff Davis had "made a nation." Mr. Reid has cause to remember the American Civil War, for in the previous year (1861), on the first night in which he acted as sub-editor of his paper, the news came of the firing of Fort Sumpter, and of the outbreak of war.

Mr. Reid's first post as editor was on *The Preston Guardian*, which he took up in 1864. This was the leading Liberal paper in North Lancashire. Two years later (1866), he was invited to join the staff of *The Leeds Mercury*. He did so as head of their reporting staff, and leader and descriptive writer. Soon after he joined the staff a remarkable incident happened—mysterious at the time, but afterwards explained.

The proprietor of the paper, Sir Edward Baines, was an M.P., and one night, about 8 o'clock, he sent Mr. Reid a telegram from the House of Commons, saying that he had just

seen the Home Secretary, who had told him the Fenians were expected to make a raid upon Chester Castle that night, in order to seize the arms and take them over to Ireland. Sir Edward wanted Mr. Reid to go to Chester and see about the matter. A train was to start almost directly, and off Mr. Reid went, arriving at Chester at 2 o'clock in the morning. He found the streets leading to the castle crowded with groups of men—about 20 in each. Mr. Reid, to get information, joined first one group and then another. Then an extraordinary thing happened. No violence was offered to him, but the groups immediately melted away. The fact was, Mr. Reid was not a Fenian, and had not the password, and so the men knew that he was not one of them.

At five o'clock in the morning the Guards arrived from London in a special train. Mr. Reid saw them at the station as they fell in, loaded their rifles with ball, fixed their bayonets, and marched off to the relief of the castle with their bands playing. It was, he says, one of the most stirring sights he ever witnessed.

When the Guards arrived, the Fenians mysteriously disappeared. Next day, no paper but *The Leeds Mercury* had an account of the incident, and the result was that the other papers regarded the thing as a hoax, and suggested that no such attempt on Chester Castle had been intended, and that the Guards were unnecessary. It was not till some years after that the world knew what the prompt action of the Government had done. Corrigan, the informer, told the story at the Fenian trials. He said that the Fenians had planned to seize Chester Castle, but the arrival of the Guards frustrated the attempt. Mr. Reid had the honor of being the only journalist on the spot, and though his information was ridiculed at the time, it was at last confirmed as true.

The year 1867 saw Mr. Reid in London as correspondent for *The Leeds Mercury*, and soon after he went in the gallery of the House of Commons for that journal. He was in the House of Commons on the first night of the new Parliament elected by household suffrage in December, 1868. The other day he was looking over a list of the members of Mr. Gladstone's Cabinet whom he saw sitting on the front benches that night. He can remember the scene thirty years ago as if it was yesterday. Then they were in the full vigour of life, just come into office with an immense majority. Now, they are all, or nearly all, dead!

Mr. Reid was only twenty-eight when he was offered, and accepted, the very important editorship of his paper. That was in 1870, and seventeen years, till 1887, Mr. Reid guided the fortunes of that great provincial daily, making it one of the chief voices in the country. Through Lord Houghton—who lived in Yorkshire, and whose life Mr. Reid afterwards wrote—he became acquainted with a great many distinguished people of the day.

Mr. Reid has been on terms of friendship with Mr. Gladstone for many years, and has many good stories to tell of him. He was present at a little dinner party, in 1887, at the house of Mr. Armitstead, at which Mr. Gladstone first met an Irish Home Rule M.P. He had not met any of the Irish Home M.P.'s in private before. The guest on this evening was Mr. John Dillon—one of the men who assailed Mr. Gladstone so fiercely up to the time of his adopting Home Rule. Mr. Dillon

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We are now showing a full line of
Bookbinders' Machinery here.

THE J. L. MORRISON CO.

28 Front Street West

TORONTO

sat next to the G.O.M., and all the other guests were interested in watching the development of the conversation between the two.

The first thing Mr. Gladstone said was: "Your father, Mr. Dillon, was a very distinguished medical man. He lived at a time when the medical men of Dublin were distinguished above almost any of their class in other parts of the kingdom. Of course you remember their names?" Then the gracious old man went on to mention some names.

Poor Mr. Dillon looked quite bewildered, and had to admit that he never heard of any of them. But the point is, that Mr. Gladstone first addressed Mr. Dillon—a man who had bitterly attacked him—on personal matters, and overwhelmed him with his knowledge of things Mr. Dillon did not know.

Mr. John Bright was another of Sir Wemyss Reid's friends. He tells a most pathetic story of that great man's last day in London. It was Sunday, and Mr. Reid, in the afternoon, went to the smoking-room of the Reform Club. John Bright was there, sitting in his usual corner beside the window, and when he saw Mr. Reid he beckoned to him very eagerly.

"When I went to him," says Sir Wemyss, "he held held up a long, blue, official paper, and said: 'Look at that. I have just had it. Wasn't it good of Matthews (then Home Secretary) to send it to me?' It was a letter from the Home Office, received that morning, telling of the reprieve of a murderer under sentence of death, in whom he had taken great interest. He was quite excited about it, and wanted to know if he could telegraph the good news to the condemned man's brother. I told him it would be easy to send a telegram, and, in order to save him the trouble, I went off at once to despatch it. When I came back he was very anxious to know if I had sent it in my name or his own. Of course I told him I had sent it in his name. He continued to talk of the incident for the rest of the afternoon, evidently delighted at having had any share in saving a man's life.

"He then told me," continued Sir Wemyss, "that he was going to travel that night to Rochdale, and I ventured to advise him to wait and travel by day. But this he would not

do. When I asked him if he had a servant traveling with him, he said: 'Oh, no. I never had a valet in my life. Everybody is so kind to me that I don't need one in traveling.' By and by he shook hands with me and went out of the room. That was the last time he was at the Reform Club, and the last day of his life in London, where he had spent so many years. He went home that night, caught cold, and never left it again."

In 1887 Mr. Reid was invited to become managing-director of Messrs. Cassell & Co., an office he still holds. But once a journalist always a journalist, and in 1890 he started a weekly review called *The Speaker*, and has edited it from the beginning, and written a great deal for it. In 1894 he was knighted.

Few men are better qualified to advise young journalists as to style. He says: "Know what you mean to say, and say it in such a way that others will know what you mean. That is really the secret of all good style." As an editor, Sir Wemyss declares that political writing is the field which offers the greatest scope at present to journalists. Few young men make a serious study of politics, and the result is that political writing to-day is largely in the hands of the older men.—London Answers.

PUBLISHED FOR 1,400 YEARS.

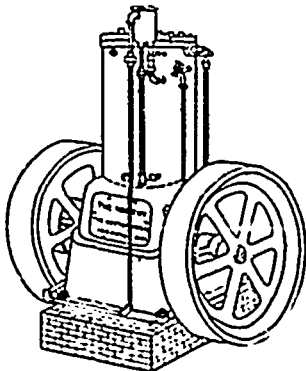
The oldest newspaper in the world is not, as is generally stated, the thousand-year-old *Kin Pan*, of Peking, but *The Tsing-Pao*, or *Pekin News*, which was first published more than 500 years before the Norman Conquest, and which has been published without intermission for nearly 1,400 years.

The Tsing-Pao has the appearance of a yellow-backed magazine of 24 octave pages, each page containing seven columns, and each column consisting of seven "characters." Two editions are published—an edition de luxe for the court and the upper classes in China, at a cost of 24 cents a month, and an edition, inferior in paper and printing, which costs 16 cents a month.

The Tsing-Pao is *The Times of China*, and chronicles the wealth and movements of the Emperor, the life at court, and the reports of Ministers. It is painfully significant that every error in printing the latter is punished with death.

THE NORTHEY GAS AND GASOLINE ENGINE

In the Printing Office



Mr. E. F. Stephenson, of the *Bracebridge Gazette*, writes on August 14, 1897:

"In reply to your letter asking me how I liked the Gasoline Engine I purchased from you, I am glad to be able to say that I am well pleased with it. I believe it fulfills to the letter all the promises contained in your descriptive circular, and what more need I say. I can start it to run in about one minute, and it needs little or no attention afterwards."

And again on April 14, 1898:

"In reply to your letter of the 2nd inst., I have nothing to add to my former testimonial, except to say that, with greater experience, I am still well pleased with the Northey Gasoline Engine. The mounting apparatus are light and satisfactory to us."
(Signed) E. F. STEPHENSON, Proprietor *Bracebridge Gazette*.

The originals of these testimonials are on file at the Northey Mfg. Co.'s office, and may be seen at any time.

Our booklet tells all about it. Write for it.

NORTHEY MFG. CO., Limited, (Gas Engine Dept. F) Toronto

NOTES HERE AND THERE.

THERE died lately, in Ireland, Sir John Arnott, Bart., the wealthy proprietor of The Irish Times. Over twenty years ago he purchased The Times, when it was not a particularly flourishing concern, and handed it over to a capable editor and a competent staff. It has become one of the most sagacious organs of moderate Conservatism in the world, and is now a handsome property. By Sir John's will, every person in the employ of The Irish Times received a legacy, from the chief editor down to the office boy. The chief editor received £6,000, the sub-editor £4,000, and so on, in proportion. The staff had made the paper what it is, and the proprietor (being a millionaire from his other investments) has now, with rare justice and generosity, divided the profits from the paper with the persons who helped him to make them. It was from Mr. P. F. Cronin, of the Catholic Register, that I got these facts. He, like myself, has always been an admirer of the wise methods and true enterprise which characterized the management of The Irish Times. But Sir John Arnott has, I fear, created a dangerous precedent. The idea that the men who make a newspaper by their brains, energy and character have any right to share in its profits is a most malignant heresy, the spread of which would create many a panic.

A feature of the war excitement has been the street sale of certain New York and Chicago dailies in Canadian centres. In London, Ont., it is recorded that one day when news was exceptionally interesting, over 300 copies of United States newspapers were sold in that city. In Toronto, bundles of New York papers arrive by the evening train; the dealers get them out of the post office the same evening by the favor of the postal authorities, and the street sale is quite large that night and the next morning. The "yellow journals" are called out by newsboys to people coming out of theatres, and purchased freely. The excellent war news service provided by The Mail, The Globe, The Star and other Canadian papers does not seem to assuage the popular appetite for war sensation. Is it possible that by copying New York newspaper methods as to sensational head lines, etc, we are creating a demand in Canada which can only be met by the real New York article?

Two Canadian newspapermen, who were in London during the jubilee last summer, were talking in my office the other day. One said to the other: "So our friend Lord Selborne (Under Secretary for the Colonies) may be next Governor-General; he will make a good Governor, won't he?" "Yes," answered the other enthusiastically, "don't you remember how perfectly the arrangements for the newspaper representatives at the Aldershot review of troops were made, even to the smallest detail? Why, on the programmes the reference to lunch was couched in the most delicate terms: 'You are requested to take lunch,' read the legend, and, of course, we took it." The honest admiration for Lord Selborne, who was responsible for the arrangements alluded to, seemed a touching tribute. It augurs well for his success here—if he comes. But probably he won't. The grandson of Sir Robert Peel (Earl of Jersey, who presided over the Ottawa Conference in 1894) is more likely to be chosen.

No one will accuse Mr. W. C. Nichol, of The Vancouver Province, of being a jingo who cherishes a passion for news with an Imperialistic flavor. Yet, in his paper, he has been complaining of the cable news and of the United States tone that

pervades the service provided to the Pacific coast press. The sins of omission are just as remarkable as those of commission. A striking instance was afforded by a debate in the Imperial Parliament on May 6, dealing with Canadian affairs. The persons who took part were Messrs. Chamberlain, Harcourt, Courtney and Morley, all men of the first rank of importance. The fact had transpired that the present Imperial Government had just accepted, what the Rosebery Government had refused, a preferential trade arrangement with the new colony of Rhodesia. Sir W. Harcourt denounced it as a departure from free trade, as the beginning of the Imperial Zollverein. Mr. Courtney said Mr. Cobden would not have approved of the idea, nor of the bestowal of the Cobden medal upon Sir. Wilfrid Laurier. The debate took up the question of the Canadian tariff and Britain's future trade policy. Not a word of all this (I believe) was cabled to a Canadian paper. Since the English reports arrived by mail, The Globe, and one or two other wide awake papers, have had allusions to the debate. But surely the debate was prime first-class news and worth cabling. It had no interest for the United Statesers and so we got it not.

The fact that two of the best writers of The Globe are away on expensive missions, sending admirable letters to the paper from districts toward which the eyes of the world are turned at present, is one of many proofs that the great Liberal paper is conducted with sagacity, on lines that appeal to a larger constituency than one political party. The work of Mr. Wood at the Coast and of Mr. Ewan in Florida is excellent. No doubt it costs money to provide this kind of service. But by such means a journal's reputation and popularity are built up. C.

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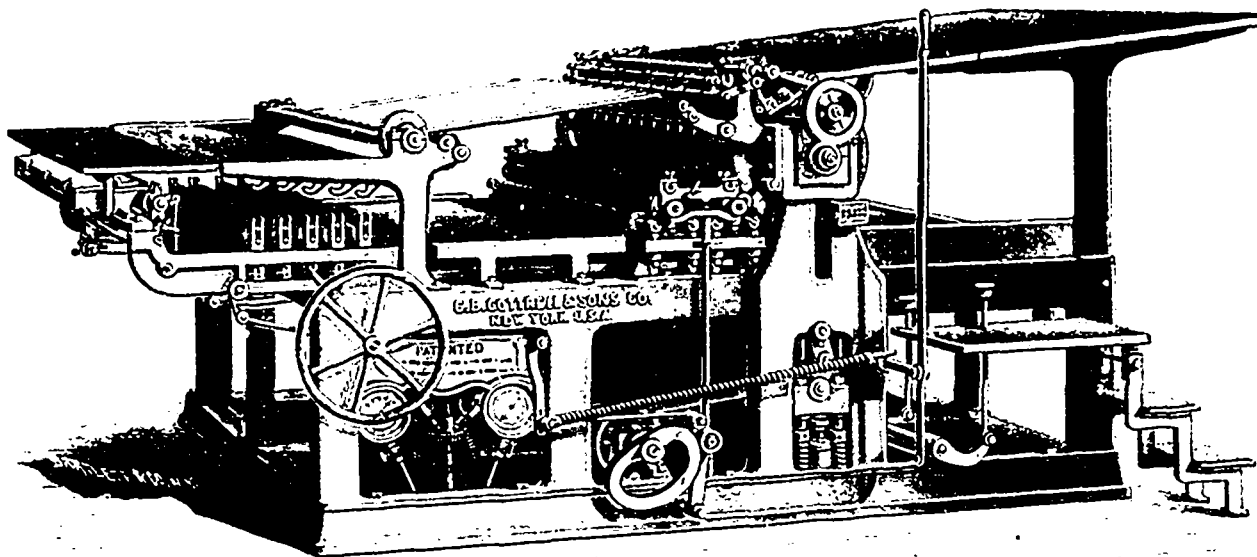
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LIMITED

Paper Makers and
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TORONTO AND
MONTREAL

Seneca's Formula.



It was Seneca who pointed out eighteen hundred years ago that wisdom consists not in seeing what is before your eyes, but in forecasting the things which are to come.

The formula for wisdom has not since been changed. It is still the same. It is the printer who looks ahead to-day who is the wise man. He is the printer who realizes these three things:

FIRST.—That no one sends you work for a new press until you own the press. The public is not helping you to buy new machinery. They will patronize you according to your facilities. Their patronage is sometimes less than your facilities, but never more.

SECOND.—The wise man does not buy the press he needs to day; but rather the press he will need a year or two hence. Have something that you are constantly reaching up to.

THIRD.—Remember that in buying the Cottrell Press you have the judgment of thousands of successful printers behind you. Reputation can only be bought by time and worth. Especially there must be the element of time. The Cottrell bears the same relation to other presses that rare old wine bears to chemically aged wine. A reputation prematurely forced is worse than none.

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BRIEF NEWS OF THE MONTH.

COMMENCING early in May The Nelson Miner appears as a daily morning paper. The weekly edition, which was started in June, 1890, will be published as formerly. The new daily will consist of four pages of five columns each, containing the full telegraphic reports supplied by the Associated Press, as well as an independent supply of news from neighboring towns. In introducing their new venture the publishers say: "The demand for a daily journal has lately largely increased in Nelson, and the sale of papers published elsewhere has become very great. Now Nelson will get in the morning all the news which she has been so eagerly receiving in the evening, and she will have the pleasure of knowing that the work is the product of her local presses."

The Moyie City Leader is the latest British Columbia newspaper venture.

Editor Pense, of The Whig, Kingston, has been appointed a justice of the peace.

L'Avant Garde, of Quebec, will be resurrected in a couple of weeks as a daily paper.

A new office building for the Melita, Man., Enterprise newspaper will be built this summer.

The Toronto Mail and Empire management have made a number of improvements in their fine building.

The Revelstoke Herald commenced publishing a daily edition recently. The Kootenay Mail will soon follow suit.

The Alberta Plaindealer, of South Edmonton, now appears as a daily edition. It is a neat little paper, filled with local and telegraphic news.

Buntin, Gillies & Co., Hamilton, announce material reductions in prices of book papers. Printers in need of such goods would do well to enquire.

It is understood the N. S. Printing Co., Halifax, N.S., will erect a new building on Sackville street, just west of the building they occupy at present.

Mr. James A. Thomson has purchased The Gananoque Journal from Mr. Charles Dingman. Mr. Thomson was a former publisher of The Journal.

The Cobden, Ont., Sun, formerly owned and edited by Mr. George Lumsden, has been sold to Messrs. J. B. Gordon and D. J. Ritchie. Mr. Ritchie will edit the paper.

Mr. W. W. Buchanan, temporary editor of The Templar, will probably remove to Vancouver when the Templar Publishing Co. appoints a permanent editor.

Owing to continued ill health, Mr. W. E. Phillips, manager of The Grimsby Independent, has been compelled to resign his position. He leaves shortly to test the benefits of a western climate.

The Vankleek Hill Review, formerly owned and edited by Mr. L. W. Shaanon, has been purchased by Messrs. Ainley

Whitwam and George Claxton, of The Montreal Herald staff. The new publishers are up-to-date young newspaper men who are likely to make the paper a marked success.

Mr. Chas. Shle, of New York, representing W. Hagelberg, fine art printer and lithographer, Berlin, Germany, paid a visit to Montreal the first of this month. The house of W. Hagelberg, does an extensive business in all parts of the world.

Mr. C. Frederick Paul, late of The Montreal Star local staff, is now serving with the American forces at Camp Black. He was a member of the 22nd Independent Company of the New York National Guard, now part of the 2nd Regt, and, on the outbreak of the war, was called on for active service.

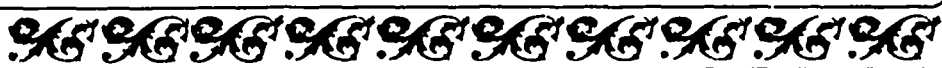
The Canadian Typograph Co. have supplied one machine to The St. Mary's Journal, John W. Eedy, proprietor; to The Kingston Times, two machines. The Lindsay Daily Post is now set by these machines, and a new one is being built for The Daily News, of Yarmouth, N.S. The Winnipeg Tribune recently added another typograph machine to their plant, making five in all.

According to a Vancouver despatch, newspapers are in great demand on the northern trails. When the goldseekers reach Dawson City they are famished for news, and out-of-date papers will bring as high as \$1 each. The profits in the news agency business there would appear to be enormous, but the enterprising agent who plys his trade in such remote parts of the earth deserves all he can make.

Mr. George Pauline, who represents Messrs. Robert Fletcher & Son, Limited, Stonelough, Manchester, Eng., manufacturers of fine tissue and flower paper, was in Montreal this month. Mr. Pauline has made several trips out to this country, but he said: "Last year was so unsatisfactory that it was hard work for me to make up my mind to come again. However, I did so, and I am more than pleased with the result. I have done more business this trip than ever before." V questioned as to how he could account for this he said that the farmers throughout the country have had much better crops and prices than usual.

THE BLYTH STANDARD.

Mr. A. E. Bradwin, editor of The Blyth Standard, has practically completed the fitting up of his new building, which he purchased a few months ago. The building is well situated on a corner lot, has every convenience as to light, etc., and the energetic publisher believes he has the best country printing office in the Province. The Standard, under his control, has developed into a thriving property, and must be a most useful factor in the prosperity of the town and district. A good readable newspaper is valuable in a locality, and The Standard is up-to-date in news and management. The contents are well edited, and during the present period of interest in war news publishes the latest telegrams, with maps, illustrations, etc. Mr. Bradwin throws his whole energy into turning out a good paper, and deserves every encouragement.



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MacLean's Press Clipping
Department

BIG FOLDING MACHINES.

THE advent of large printing presses made an advance in the size of folding machines necessary. This demand was promptly met by the Dexter Folder Co. over two years ago, they having at that time supplied two machines to a Chicago binder taking sheets as large as 53 x 65 inches. These machines not only turned out quadruple 32's, two on, but also folded quadruple 16's, two on. They would also fold two 32's from one sheet, making four square folds in each signature, or would turn out one 32 by inserting one 16-page signature within the other; also deliver two separate 16's from one sheet, or folded single 16's.

The Dexter Folder Co. have since supplied several of these large machines to other Chicago binders, and also several to New York binders, two of them having been used for over a year to fold The Outlook magazine, which is run in double 32's from a single sheet of heavy paper, without the slightest wrinkle (or gusset) in making the 4th fold. The folding of heavy paper, four folds, without wrinkling, is only made possible by the use of perforating attachments that are supplied with these machines.

Mr. J. B. Savage, of Cleveland, Ohio, has also had one of these large Dexter machines in use for the past year.

Speaking of the largest folding machines ever built, the Dexter Folder Co. inform us that the four special folding, assembling, stitching and covering machines that they are just completing for The Youth's Companion weigh sixteen tons each, exclusive of the three Dexter automatic machines that are attached to each of them. These big machines receive from automatic feeding machines three separate double sheets, and at every revolution deliver two copies of The Companion folded and wire stitched, in either 8, 12, 16 or 20-page signatures. The output will average 4,000 copies per hour. Two of these big fellows are now in constant operation, and we are informed that the third one will be shipped on June 1. Four of these immense machines are required to get out the large edition of The Companion.

HARMSWORTH'S MAXIMS.

Alfred Harmsworth, the successful London publisher who has made a fortune out of periodicals and newspapers, has delivered himself of the following sentiments:

"I believe in hard work, but hard work is not enough.

"I believe in travel.

"I believe that half the journalistic notions of what the public wants to read are wrong.

"I believe the public is a far better critic than is usually imagined.

"I believe that the public does not care one iota about size; if anything, a small journal is preferred to a big one.

"I believe that price has very little to do with the success of a publication.

"I believe the attractions of illustrated journalism are enormously overrated.

"I believe the value of colored illustrations is grossly exaggerated.

"I believe party journalism to be practically dead.

"I believe in independence."

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At the reduced price of 10cts. per lb.,
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Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, MAY, 1898.

CANADIAN WATER-POWERS.



THE development of the mighty natural water-powers, which form not the least of the great natural resources of the Dominion, is proceeding slowly, but solid progress has been made. The question of water-power is of the first importance to the pulp and paper industry. When the energetic promoter of the Sault Ste. Marie Power Co. first launched his project, there were skeptics who ridiculed the idea of establishing a successful industry at that remote point. Experience has proved that energy and industry, combined with mechanical skill, can overcome such difficulties and disadvantages when allied with cheap power. The success of this project has stimulated others to like efforts. At the last session of the Legislature, Mr. Wm. Jennison obtained legislation for the development of a magnificent water-power in the Rainy River district. Work has been commenced, and it is calculated that 100,000 horse-power can be obtained here. This fact has caused the town of Rat Portage to make renewed efforts to bring before the attention of the industrial world the enormous power which is flowing to waste from the Lake of the Woods. In the annual report of the council of the Rat Portage Board of Trade, it is stated that, although the Keewatin Lumber Co., the Lake of the Woods Milling Co.—the biggest flour-manufacturing concern in Canada—the Citizens' Electric Light Co., and the big Reduction Works of the Keewatin company are all running their plants by this water-power, there is sufficient remaining to provide energy for all the manufacturing establishments that can possibly be required in northwestern Ontario for a century to come. The Keewatin Power Co.'s works at Norman would alone provide for many mills, and, as this power could be utilized almost immediately, the council trust that the establishment of milling and manufacturing plants, especially pulp mills and paper mills, are improvements that will be realized in the near future.

The Winnipeg Free Press in an interview with Mr. John Mather, president of the Keewatin Power Co., stated that negotiations are on foot with the view of erecting a very large pulp and paper mill, the probability being that before many months operations may be begun on a plant which will produce 100 tons per day.

With an almost unlimited supply of spruce in the territory

surrounding these great water-powers, and the splendid facilities for floating it to the mills, the Rainy River country possesses great attractions for pulp and paper men. The demand for paper on the prairies of the west is as yet only in its infancy. With the rapid settlement of the prairie lands of the west, which will, if indications are not deceiving, increase during the next, as rapidly as it has during the last two or three decades, a market will be opened up for all industrial products. In a country settled by an intelligent class of people such as are now making their homes in the Canadian west one of the earliest requirements of the community is a newspaper. The development of the country press on the prairies during the next ten years will in itself create a large market for paper, and the domestic needs of the thriving farmers and prosperous villages and towns which follow settlement will furnish a steady demand for other products of the pulp and paper mill. While mills in the Rainy River district may not be favorably situated for an export trade, they will certainly have the advantage of many hundreds of miles in freight charges which will doubtless give them a strong hold on the trade of Manitoba and the west. The absence of natural water-power and lack of timber on the prairies will make them for all time dependent upon more favorably situated mills for their pulp and paper supply, thus assuring a good market to the mills which are located in Western Ontario.

HYDROGEN PEROXIDE FOR BLEACHING.

The application of hydrogen peroxide as a simple chemical compound for bleaching purposes, already in practical use for certain animal and vegetable fibres, is sufficient evidence of its value and utility. The adoption of the substance for paper-makers' use, on account of the obvious advantages arising from the employment of an oxidizing agent pure and simple, should certainly be regarded as a feasible problem of the present time. There can be no reason for adhering to chloride of lime, if any less deleterious chemical can be found to accomplish the same results without the accompanying undesirable complications inseparably connected with chlorine compounds. But the finding of such a bleaching agent will necessitate a careful and systematic series of trials on a fairly large scale with oxidizing compounds of the nature hinted at above. Of such compounds, peroxide of hydrogen seems to be the most likely, because of its successful application to industrial operations of a character akin to the manufacture of pulp and paper.—Paper Maker.

PULP AND PAPER NOTES.



PAPER men, or some of them, are experiencing the benefit of the war. The Eldridge Paper Co., of Syracuse, New York, recently received orders for two carloads of strawboard, to be used in the manufacture of danger signals, rockets and fuses.

The Niagara Central railway is to be sold by tender under directions from the court. This road furnishes shipping facilities for the Thorold and Merriton Mills.

The work of construction on the new mills at Mispec, N.B., is being pushed with vigor.

The shipment of paper from the United States since the commencement of the war has fallen off considerably.

The Pulp Wood Supply Co., of Appleton, Wis., state that they will not handle any Canadian pulp wood this year.

The Royal Paper Mills Co., of Angus, Que., contemplate the erection of a sulphite mill upon the banks of the river above their present mills.

It is proposed to erect a pulp mill on the banks of the Moose river, upon property owned by ex-Mayor Tucker and Messrs. Huntley and Epps, near Parrsboro, N.S.

The E. B. Eddy Co. have signed contracts for the erection of additions to the match works, the new machinery for which is to be in place by June. An additional storehouse is also in course of erection.

The Seignory of Mille Voche, near Tadousac, on the Saguenay, has been purchased by Mr. Drew, a New Hampshire capitalist, who intends erecting a pulp mill there. There are excellent facilities for shipping.

For the second time within a year the Laurentide Pulp Co. have thought it well to increase their capital stock. The notification in the official gazette intimates that the capital has been increased from \$900,000 to \$1,200,000.

The Canada Paper Co. suffered the loss of a considerable quantity of paper in the recent fire at the G.T.R. freight shed at Windsor Mills, Quebec. The freight shed where the paper was stored for shipment was destroyed.

To meet the growing business, a regular steamship service has been established between Port Medway and Halifax, N.S. Last year several vessels took cargoes of pulp from Port Medway to British ports and the new service will materially aid in the development of this industry.

A wedding, of great interest to paper men, occurred last month at St. Catharines, when Miss Amy Riordan, daughter of Mr. and Mrs. Chas. Riordan, was married to Mr. Seton Blanchard Pemberton, of London, Eng. The ceremony took place in St. George's church and the gathering was very large and exceedingly fashionable.

Those engaged in the paper and pulp industry are following, with some interest, the developments in the case against the St. Catharines Carbide Co. for operating their plant on Sunday. The appeal will be heard on June 14, and some of the paper men are, it is reported, contemplating the operation of their plants on Sunday if the decision of the court is favorable.

The Jacques Cartier Pulp Co. are installing a quantity of new plant at their mill, including two new hydraulic wet

machines, supplied by Bagley & Sewall, Watertown, N.Y., through their Canadian agent, Mr. E. Bradley, Montreal. The special feature of these machines lies in the fact that they render the pulp 50 per cent. dry. This means such a large saving in freight charges that the advantage they possess will be recognized at once.

A visit was recently paid to the new paper mills of the Laurentide Pulp Co., Grand Mere, Que., by Sir Wm. Van Horne, T. G. Shaughnessy and L. Wilson, of the St. Catharines Carbide Co., and a number of Montreal capitalists. The large building of the new paper and sulphite mills has been roofed in and the machinery is in process of installation. The iron flume, 14½ feet in diameter, for conveying the water-power to the mill, is nearly completed.

A company has been incorporated for the erection of pulp and paper mills at the falls on the Shawinegan river, a tributary to the St. Maurice. A party of engineers are now on the ground laying out the sites of several industrial institutions which are to be established there. The right to utilize the power was obtained from the Quebec Government by Boston and Montreal capitalists who have agreed to expend a large sum in establishing industries within three years.

In connection with the preferential tariff of 25 per cent. in favor of British goods, which goes into force on July 1, an enquiry was made in the House recently by Mr. E. F. Clarke, one of the representatives from Toronto, whether British paper manufactured from foreign pulp wood would be given the benefit of the preference quite as fully as British paper manufactured from wholly British or Canadian material. The Finance Minister replied that the paper would get the benefit of the discount if it was substantially the product of British industry.

The annual trade returns of Canada show that in 1897 we imported paper from the United States as follows: Albumenized paper, etc., \$42,079; bags or sacks, \$6,992; playing cards, \$16,211; writing paper, \$1,026; cardboard, \$7,402; tarred paper, \$6,948; paper not tarred, \$818; wall paper, \$81,967; leatherboard, \$13,382; millboard (not strawboard), \$11,853; collar cloth, \$3,610; envelopes, papeteries, blank books and manufactures of paper, \$232,931; printing paper, \$41,652; ruled papers, \$8,365; strawboard, \$7,997; wrapping, \$5,836; all other kinds of paper, \$195,554.

Post cards with views have now become the fashion in Germany, and postal statistics show that from the various tourists' attractions, such as the National Monument at the Neiderwald, the castle of Heidelberg, not to speak of the various centres of art and industry, hundreds of thousands of such cards have been posted. The number coming from the Leipzig industrial exhibition even went into millions. In the Berlin exhibition about 10,000 were sent off per day. If the inland postal revenue from post cards alone comes to over 20½ million marks, these views have largely contributed to such a result.

The press of Manitoba is directing attention to the resources of that Province as a paper and pulp-making country. The Western Prairie says: "In Manitoba spruce exists in large forests around Lake Winnipeg, Lake Winnipegosis, also on the Riding and Duck Mountains, and along many of the rivers that take their rise on these ranges of hills. Paper making in Manitoba should be a most profitable employment as both poplar

and spruce are suitable woods. The bark and other refuse from logs would supply fuel for the production of steam. As the process of paper making is simple and suitable wood abundant, it is likely that some enterprising men will soon see the opportunity that exists for a profitable business."

Messrs. J. C. Wilson & Co., the well-known paper makers, of Montreal, have issued a series of three "patriotic" postal cards. The first card represents Britannia with "trident," and Columbia with olive branch, sitting with the lion and eagle at their respective feet. The Union Jack and Stars and Stripes crossed, the poles of which are joined by a gordian knot, and below the flags two hands clasped, representing "Union is strength." A globe between the flags, with the mottoes, "One aim, one goal, Anglo-Saxon, Gloria Mundi." The second card represents the mailed figure of Britannia with "trident" sitting with the crouched lion at her feet. In the distance a battleship, England's first line of defence, and the old motto, "Britannia, Britannia rules the waves, Britons never, never, shall be slaves." The third card represents the Union Jack with the words in the union crosses, "The flag that braved a thousand years the battle and the breeze."

NEW PROCESS FOR MAKING "BLOT."

SEBASTIAN WOLF, of Friedscheiderhof, Germany, has just received a German patent for a new process for manufacturing blotting and filtering paper and soft fibre felt. The present method of making blotting and filtering paper, says the inventor, is very cumbersome and expensive, and moreover only pure and expensive cotton rags can be used by it, while pure wool fibre has thus far been considered unsuitable for the purpose.

By the new process soft and highly absorbent blotting and filtering paper, as well as filtering board and soft fibre felt, can be made from any kind of stock, especially soda fibre. The fibre is first reduced, as usual, into pulp, which, as in the manufacture of hand-made paper, is spread evenly over the wire cloth of the moulds by dipping it with the latter from the vats. Having been drained, the pulp, without being pressed in any way, is allowed to dry on the wire, either in the normal atmosphere or in chambers in which the air is rarefied. When dry, the loose and very porous felt of the fibres is removed from the wire and pressed more or less between rolls. It is then ready to be used as blotting or filtering paper.

The process is thus divided into two distinct parts; the first for producing the dry, porous fibre felt, and the second for reducing the size of the wide pores of the fibre felt by means of compression. With regard to the first part of the process, it is important that the pulp spread on the wire should be dried in that form and not pressed while moist, as only in that way a really porous product can be obtained. Drying in a chamber with rarefied air will furnish a much softer and porous product than drying in a normal atmosphere and temperature. In rarefied air the water in the pulp reaches the boiling point at a comparatively low temperature, the latter depending on the degree of rarefaction of the air. The steam bubbles which are thereby produced within the pulp rise quickly, force the fibrous particles apart, and hold them in suspension, as it were, until the whole

mass is dry. In rarefied air the fibres do not suffer from excessive heat.

If the drying is to be done under a normal atmospheric pressure, the same or similar drying chambers may be used as in drying with rarefied air, with the difference that instead of producing a vacuum in the chambers warm air is blown or sucked through them. The pulp produced in this way invariably represents a more or less rigid web of fibre—fibre-felt—with uneven, rough surface and wide pores. In this form, because of the large pores, it is not yet a proper filtering mass. To make it such requires pressure sufficient to reduce the size of the pores. This pressure may be properly produced by means of ordinary calenders. In order to give the product a good appearance for blotting paper, the sheets of fibre are pressed with a fine-meshed wire cloth or textile fabric placed between the felt and roll, thus giving the surface of the paper a ribbed or net-like appearance.

If the dry sheets of fibre are pressed only very lightly a soft felt is obtained which, because of its great power of absorption, is particularly suitable for bandages for wounds. Its great porousness and softness also render it valuable as a material for lining clothes, blankets etc. If intended for blankets it is advisable, in order to increase its strength, to cover it all around with a texture of linen or cotton; for certain other purposes it may also be rendered water proof by the usual process.—*Papier-Zeitnug.*

THE "WAR" DEMAND FOR PAPER.

THE war between the United States and Spain has not been unproductive of advantage to the Canadian pulp and paper industry. By good fortune, the majority of the Canadian pulp men who turn out sulphite found themselves with large stocks of sulphur on hand when the war broke out. Their competitors in the United States, on the other hand, appear in many cases to have been caught on the short side of this essential commodity, and the sudden advance in price has caused the value of sulphite to take a sharp upward turn. This advance in price, coupled with a largely increased demand from the United States paper mills, has enabled the Canadian mills to sell all the sulphite pulp they can turn out at profitable prices. The papermakers are also enjoying the novel but welcome sensation of not only being freed from the fear of importation of slaughter job lots of various grades of paper, more especially news, but are actually receiving enquiries from their American cousins as to their ability to make contracts for large quantities of news for consumption in the United States. At present, however, Canadian mills are only able to supply the largely-increased local demand. There are several large mills now in course of erection, which will materially increase the daily output of news, and if the war demand continues until the fall it will afford a ready and acceptable market, that will absorb the increased tonnage without causing disturbance in the home market, which might result from the daily supply becoming greater than the demand. It will also give the mills, new as well as old, an opportunity to look around for new fields of operations. There are also indications that the large newspaper publishers of the United States are restive under the manipulation of the trade by the international paper trust, and it is quite on the cards that some good contracts may be placed with Canadian mills as a protest.

BETTER THAN THE KLONDYKE.

THE TORONTO WORLD, with its accustomed keen appreciation of Canadian interests, recently published an article upon "Paper and Pulp," in which the advantages which Canada possesses as a paper exporting country are pointed out. Several interviews with paper men were published in support of this view, from which the following interesting extracts are taken:

"Of one thing I am well satisfied," said Mr. Hardisty, Montreal manager of The E. B. Eddy Co., in discussing Canadian paper making and its development, "and that is, that in her spruce timber lands, Canada possesses resources that will prove of more value than the gold mines of Klondyke." Continuing, he said: "These mills turned out 40 to 50 tons of paper per day, about 30 tons being 'news' paper, and they could scarcely supply their own customers, so there was little advantage in seeking the foreign market. He had studied the matter both in regard to supplying the Old Country and the colonial market—for Australasia, having no suitable pulp wood, was dependent upon England for its supply of paper—and the difficulty was, to meet the Norwegian competition. These mills could lay paper down in London at \$1.90 to \$2 per hundredweight, and, so long as they could do so, it would be beyond the ability of Canadian mills to compete with them." Mr. Hardisty also pointed out that the freight, cost of handling, wharfage, dues, and other charges were very heavy, and for paper they had to pay for the space, not the weight. The immense rolls of printing paper had to be placed on end, so that about half the space was lost.

"Mr. John Macfarlane, manager of the Canada Paper Co., was also interviewed by The World. He pointed out that by their last tariff the Americans shut our pulp out of their markets, which led the Canadian manufacturers to look to the utilizing of their own spruce wood and water-power for supplying the export trade of pulp which was now assuming large proportions. Mr. Macfarlane believes that the placing of an export duty on wood for pulp making would lead to greater expansion of the business. Last year, over 600,000 cords of such wood were sent to the United States, from which a revenue of \$1 per cord might have been derived, for the mills that imported it are dependent upon Canada for their wood. 'The Canadian manufacturers look forward in the near future,' he said, 'to Canada assuming the position of the leading maker of pulp for the supply of the European market. This movement could be assisted and developed much sooner than it would in the ordinary course of events, if the Canadian Government would put an export duty of a reasonable amount on pulp wood going out of the country. At present, we are met by the curious anomaly of our pulp being shut out of the United States, while United States manufacturers are largely dependent for their raw material, spruce wood, upon Canada. This wood is made into printing paper by mills in the United States, erected especially for the one grade of paper, of which they ship their supplies to England. Canada suffers by having to meet this competition in England not only in printing paper, but also in pulp. At present it is only our pulp which is shipped to England and sold to English paper makers, but Canadians have to reduce the price of their pulp to the English makers in consequence of the low price at which American paper, which is largely composed of pulp from Canadian wood, is sold in England. In a word the Americans will not buy our pulp, they strip our forests of pulp wood, and they sell paper

made from it so cheaply in England that we get less for the pulp we manufacture.'"

Commenting upon these interviews, and with especial reference to the first remark by Mr. Hardisty, The World says: "Considering what is expected of those glacier gold fields, and coming from a gentleman of standing in this line of manufacture, this is a strong statement. In view of her illimitable resources in this line, Canada does not occupy a high place as a paper-producing country such as she should hold, but on every hand are indications of expansion. These take the form of new mills now producing paper pulp, mills being constructed, and large enterprises of this kind being projected."

Immense rolls of paper seven feet high form part of a carload consignment for Western Australia, which was turned out by the Oregon City Paper Mills. The paper will be shipped in bond to Victoria for transshipment to Australia. It is the largest sized paper ever shipped from the Pacific slope, and shows that the Oregon product is finding a market for itself in the eastern hemisphere. Three hundred tons more of paper from this same company is on the Ainsworth dock, awaiting the arrival of the Oriental steamer. Every outgoing Chinese steamer takes more paper than on the preceding voyage.—Portland (Ore.) Telegram.

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

PULP WOOD LIMITS FOR SALE

Very extensive pulp wood limits in
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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.

A PULP AND PAPER COUNTRY.

IN an able article on "Canadian Pulp and the British Market," a London correspondent of Commercial and Industrial Canada says:

"Canada, with her vast resources of raw material yielding a quality of wood pulp superior to that obtained from any other quarter, is gradually obtaining recognition. The possibilities of successful competition have been established to the satisfaction of not a few of the more wideawake English paper-makers, the effect of which may be traced in the flow of capital into new undertakings for the production of wood pulp now proceeding in different parts of the Dominion. The drawback under which the Canadian pulp industry has labored until quite recently has not been so much the lack of mills as the situation of those mills and their equipment. Built to supply the local demand in the more populous centres of the country, which are somewhat removed from the seaboard and continuous open navigation, they were unable, once that demand was overtaken, a limited one at the best, to engage in the export trade on remunerative conditions. The introduction of the latest machinery, coupled with low Atlantic freight rates, have vastly altered matters.

"But there can be no doubt that for the export trade, which has been gradually forced upon Canada, to the United Kingdom and Europe, to South America, to South Africa, and even to Australasia, the various Provinces of Canada offer almost ideal conditions for the successful prosecution of the pulp industry. Here, in addition to ample supplies of the best material, an unlimited water-power and proximity to open navigation throughout the year are obtainable. We find accordingly, the conversion of old mills and the erection of new steadily pursued, and the output of both mechanical and chemical pulp rapidly increasing. Nova Scotia and New Brunswick are now admitted by English experts to be well able to cater henceforward for European requirements in competition with Scandinavian mills.

* * *

"Each successive year a large number of English paper-makers are found expressing their appreciation of Canadian pulp, the fibre of which they consider to be longer and stronger and to possess better felting qualities than the Scandinavian article. They are inclined, therefore, to give it a preference and a slightly better price. Canadian wood pulp is finding its way into France in competition with Scandinavia, and its admission under the minimum tariff, as provided in the Franco-Canadian Treaty of 1893, has been set at rest by a recent decision of the French Customs Board when shipped via United States ports to France. As yet Canadian wood pulp received in England is almost exclusively of the mechanical variety—say, as a substitute for wood, etc., but chemical pulp from Canada is by no means unknown, as the entire product of one mill in New Brunswick goes to a paper mill at Maidstone, and the Eddy Co.'s brand takes the first place among sulphite pulps imported into Great Britain. As a result of the machinery for the manufacture of sulphite now being placed in several Canadian mills, the receipts from Canada will be definitely on a larger scale.

"It is much to be hoped that the manufacture, in Canada, of sulphite pulp will rapidly increase, and for two reasons: First, because it is a highly finished and valuable product, the demand for which is greatly beyond the capacity of existing mills, and because sulphite pulp represents that class of the staple raw

material which must inevitably become more and more the great standby of paper mills everywhere. About 30 per cent. of the wood pulp imports into the United Kingdom are of the chemical class. Second, because the manufacture of chemical pulp naturally leads to and renders possible the cheap production of higher grades of paper, and to the export of 'news' and 'printings' in particular, for which latter, as we shall presently show, there is a most extensive market ready at hand in Great Britain and elsewhere.

"It will be, moreover, to the advantage of mills less favorably situated, to undertake this manufacture of chemical pulp and paper for export, leaving mechanical pulp to such of the mills whose situation on the seaboard permits of production at profitable rates."

A FLATTERING PROSPECTUS.

The prospectus of the Cushing Sulphite Fibre Co., Limited, of St. John, N.B., has just been issued. The directors are: Joseph Allison, Thomas McAvity, W. H. Murray, George S. Cushing, and George F. Baird. With them as incorporators are George McKean and James Fleming. The solicitor and secretary is L. A. Currey, the consulting engineer, James Beveridge, of London, Eng., and the bankers the Bank of Nova Scotia. The capital stock is \$500,000, divided into 2,500 shares five per cent. preference stock at \$50 each. The present issue is 2,000 shares of the first named and 3,000 shares of the second. The incorporators have subscribed \$30,000. As soon as the balance of the \$250,000 now sought is subscribed, the new mill will be begun. After pointing out that sulphur can be got at small cost by steamer from the United Kingdom, and lime at a reasonable cost here, while the supply of cheap wood is inexhaustible, the prospectus notes the following in regard to economics: "Cheapest of raw material, with an inexhaustible supply. Cheap fuel, either coal or mill waste. Unexcelled shipping facilities to all parts of the world—steam or sail. Situated on the seaboard, thus avoiding all expensive rail carriage. Proximity to the Canadian spruce wood; excelled by none for the quality of its fibre. Open harbor all the year round, St. John being the winter port of the Dominion of Canada and terminus of several lines of transatlantic and coasting steamers. St. John is also a great railway centre."

UNITED STATES MARKETS.

NEW YORK.—There is a good demand for manillas and news is very strong, and the demand continues to increase. The heavy consumption for "extras" by the daily papers has caused a material stiffening, and stocks are running low. Several mills, which have been running manilla for some years past, have again gone into news, owing to the demand for that article, and this partly accounts for the improved prospects in manilla. There are indications of a sharp advance in this grade in the near future.

Chemical Fibre—The demand for domestic fibres continues strong. Foreign sulphite, bleached, No. 1, 3.15 to 3½c.; No. 2, 2.70 to 2.80c. Foreign soda, bleached, 2.70 to 2.80c.; unbleached, No. 1, 2.15c.; No. 2, 2.10c. Domestic sulphite, unbleached, 1¾ to 2c. Domestic soda, bleached, 1.90 to 2.20c.

Ground Wood—There is a strong demand for ground wood pulp. Quotations are \$14 at the mill.

Chemicals—The market is dull, but prices continue steady. Bleaching powder, 1.75 to 1.80c.; caustic soda, 1.80½c., and alkali, .70 to .75c.



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REBUILT MACHINERY FOR SALE

All the machinery enumerated below is guaranteed in good working order. Write for terms and our illustrated booklet of rebuilt printing and bookbinding machinery. We sell on easy terms.

Kluder 4-Roller Pony Press

Late build; splendid machine; will run 4,000 per hour, bed 20 x 26; matter covered 19 x 24. \$200.

Drum Cylinders.

Babcock, "Standard" Two Roller
Bed 33 x 51; air springs; tapeless delivery; R. & C. distribution.

Campbell Country
Bed 31 x 46; with fine distribution. As good as new.

Campbell Country
Bed 32 x 49½; wire springs; splendid condition.

Cottrell & Babcock
25 x 25; two rollers; tape delivery.

Cottrell
Bed 18 x 22; R. and C. distribution. First-class press.

Cottrell
Bed 24 x 30; R. & C. distribution.

Cranston Drum Pony
Bed 21 x 28; tapeless delivery; splendid order.

Hoe Pony
17 x 21½; table distribution; tapeless delivery; box frame.

Hoe
Bed 31 x 41; prints 8-column folio.

Hoe
22 x 47; tape delivery; rack and cam distribution.

Potter
23 x 42; four rollers; tapeless delivery.

Potter
Bed 32 x 50; rack and cam distribution; tape delivery.

Potter
Bed 31 x 45; tape delivery; table distribution.

Potter, Extra Heavy
Two rollers; bed 29 x 42; tape delivery; will print double royal sheet. In splendid condition.

Potter
Bed 32½ x 49½; tape delivery; table distribution; two form rollers.

Potter
Four roller; size of bed 36½ x 52 in.; table and rack and cam distribution; tapeless delivery. Good register. Will print a 7-column quarto. Good as new.

Scott Job and News
Two rollers; bed 31 x 51; rack and cam and table distribution; tapeless delivery; air springs. Good order.

Taylor
Will print 5-column quarto sheet, table distribution, tape delivery.

Two Revolution Cylinders.

Cottrell
Two roller; bed 42 x 60; tapeless delivery; air springs; rack and cam distribution; splendid condition.

Two-Revolution Presses

Campbell
Four roller; bed 37 x 52; tapeless delivery; very good condition.

Campbell
Two roller; bed 37 x 52; tapeless delivery; prints 7-column quarto sheet, very good order.

Campbell Oscillator
Two roller; bed 33 x 48; prints 6-column quarto. Good condition.

Campbell
Bed 41 x 56. Table distribution. Two form rollers.

Campbell
Bed 41 x 56; job and look; four rollers.

Hoe Double Cylinder
Up-to-date; box frame; air springs; patent sliding fountains; will print an 8-col. quarto sheet, at a speed of 3,300 per hour; is as good as new. Cost \$5,700 and has been but little used. Will sell for low figure.

Payne Wharfedales.
Bed 36 x 46; four roller; patent flyers.

Dawson
Two-color press; prints 28 x 42 paper; excellent machine for posters, bags, etc., in two colors. Price on application

Dawson. Bed 37 x 46½.

Miller & Richard Quad Royal
Bed 55 x 49; prints 8-column quarto; fine press.

Hand Presses and Paper Cutters.

Washington Press. 8 column. \$175.

Washington Press. 7 column. \$125.

One 30-Inch Sheridan Power Cutter. Price \$100.

One 30-Inch Sanborn Power Cutter
Price \$200.

One 32-Inch W. & B. Power Cutter
Price \$250.

Plow Cutters. Price \$15 each.

One 33-Inch Hughes & Kimber Power Cutter.

Very powerful machine. Price \$200.

Challenge Cutter. 16-inch. \$45.

Card Cutter. 27-inch. \$25.

Job Presses.

Old Style Gordon, 7 x 11. \$75

Old Style Gordon, 10 x 15. \$135

Old Style Gordon, 13 x 19. \$200

Ben Franklin Gordon, 8 x 12. \$100.

Eclipse, 8 x 12. Price \$75.

W. & B. New Style Gordon,

13 x 19. Price \$275.

Peerless. 14 x 22; with steam fixtures. \$275.

Model Jobber, 9 x 13. Price \$100.

Hoe Ticket and Numbering Press
Price \$150.

Baltimore Jobber
10 x 15; good as new. \$140.

Lithographic Presses, Etc.

Campbell Litho. Cylinder Press
Will take stone 37 x 49; this press is in splendid order. Price upon application.

Potter No. 3½ Litho. Cylinder
Will take stone 30 x 44; good as new, has not had a year's work. Price upon application.

Potter Litho. Cylinder
Will take a stone 31 x 44. In good order; warranted to register. Price upon application.

One Double Crown Furnival Litho. Cylinder Press
In very fair order. \$450.

One Steam Copper Plate Press
This machine is new. \$125.

One Royle Router
Almost new; style No. 2. \$150.

One Royle Router, Radial Arm
Almost new. \$200.

Miscellaneous.

Seven Horse Power "Reliance" Electric Motor. Price \$150.

7½ Horse Power Otto Gas Engine.
In good condition. \$300.

10 Horse Power Otto Gas Engine
As good as new. \$400.

Eagle Card Cutter. Price \$10.

Sterling Perforator. Price \$30.

Hand Embossing Press
Takes 5 x 7 inches. Price \$50.

Hoe Pagin Machine
5 wheel. Price \$75.

Hickok Head Compressor. \$75.

Clamp Pad Press. Price \$5.

15-Inch Job Backer. Price \$30.

Two Seal Stampers

Hickok Power Book Sawing Machine
Price \$100.

Thompson Power Wire Stitcher

½ inch. Price \$75.

Kerr Water Motor. No. 3. \$65.

Simple Book Trimmer. \$90.

Paper Jogger. 30 x 44. \$15.

Folding Machines.

One 8-column Quarto Brown Hand Newspaper Folding Machine.

Splendid order. \$400.

One Dexter Magazine Folder

Folds double sixteens; good as new. Price on application.

One Chambers Magazine Folder

Folds double sixteens. Price on application.

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