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Printer AND Publisher

VOL. VIII—NO. 11.

TORONTO, NOVEMBER, 1899.

\$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

OFFICES:

MONTREAL, (Telephone 1255) Board of Trade Building
TORONTO, (Telephone 2148) - 26 Front St. West
LONDON, ENG. (J. Meredith McKim) 109 Fleet St., E.C.
MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann St.
WINNIPEG (J. J. Roberts) - Western Canada Block.

Traveling Subscription Agents - - { T. Donaghy.
F. S. Millard.

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THE WEEKLY PRESS.

THE POLITICAL SEASON. We are getting nearer the political season, and general elections, both Federal and Provincial, seem to be looming up on the horizon. The independent tone has more effect during a campaign than at any other time. The papers which allow themselves to be worked by the politicians always come out of a contest with a net loss in prestige, good humor and circulation. Of course, a publisher who believes in one side will virtually support that side, but his news columns ought to be fair and impartial. His references to prominent party antagonists in the locality should be at least civil, no matter what they say or do. In following this course he may earn the disapprobation of one or two heelers, but in the main his constituency of readers will be pleased. There is no necessity of being wishy-washy. But the day has come when a weekly can afford to adopt a conspicuously

fair tone and at the same time be of great value to the party it supports. The mere organ, the mere hack, the vehicle for all sorts of slush which no individual cares to get on the platform and say, ought to go out of business. Its usefulness is seriously impaired under modern conditions.

THE FREE NOTICE ABUSE.

It is an old proverb that if you grasp a nettle firmly it will not sting you. The free notice abuse has always been a difficult one to correct, because one may give offence to persons who are firm friends of the paper and seldom ask for favors. Mr. Donly of The Simcoe Reformer, touches this delicate question in a perfectly frank but fearless way, and puts the following notice in italic on the front page:

NOTICE.—Hereafter, no reading notices advertising any entertainment or matter by which money is to be made by any person or cause will be inserted in The Reformer without charge, except that when the job work for the same is done at the Reformer printing shop one notice will be given gratis of a size in proportion to the importance of the event. In future, the price for the insertion of business announcements on this page will invariably be 10c per line per insertion. Positively no deviation from this figure except in the case of merchants who make written yearly contracts of 500 lines or upwards.

Probably, in nine cases out of ten, this is the best way to deal with the subject. You cannot be always explaining. Give one man a favor and another expects it. As newspaper space is a matter of money to the publisher, and there are always people ready to eat it up without considering the publisher's financial outlay, a rule of some sort is necessary.

Not only in this country, but elsewhere, the possible influence to be exerted by a weekly editor who does his own thinking is under discussion. A writer in a Kansas weekly, devoted to Socialistic ideas, has had in a recent issue some pointed remarks which are worth reproducing exactly as he makes them: "The real power, political and educational, in the United States lies," he says, "in the country press—but it is not the country editor who exercises it. You may think that funny, but I have been there and know whereof I speak. I pulled the lever on an old Washington hand-press for many years, was printer, devil, editor, solicitor—just what the large majority of them are to-day. I said I edited the paper—

I thought I did, but the fellows who controlled the city dailies really edited my paper. The positions they took on all public questions found a reflex in my paper. They did my thinking in that way. I had the readers in the county, but they really controlled them by controlling my mind—or lack of mind. More people read the country press to-day than read the metropolitan press, but because the country bumpkin never reads books, never investigates for himself, has no convictions that he is afraid will hurt the party, he is merely a tool in the hands of the cunning few who control the city press. The country editor has the power and in the local field does the work that makes the President, senators, congressmen, legislators, and county officers, and then is afraid of these creatures he has made. He works harder than most anybody for all he ever gets out of the public crib, while those he pushes into power gobble thousands, and even millions. He is afraid that if he takes a position not in harmony with these fleecers, they will take away a little work from him that he earns in the public service. The country editor seldom reads books. All his ideas come from the papers he reads, and, as every one of these, like himself, has an axe to grind, they are continually deceiving themselves. Here and there you will find one who is more of a power than the others. They are the men who do not crouch to the official creatures they have made. The unread fellow does not know that the other gets his power from book study, but recognizes the superior influence. The difference between men is the difference mostly in what the mind reads. The country editor will humble himself before the congressman or other "superior," hoping to get a little office. Were he wise, he would make the officer humble himself, for the editor really has in his hands the political power. Any editor with ordinary natural ability, by reading books on political economy, both sides, can make himself felt all over his State, even with a small country paper.

LOCAL NEWS. As a general rule, a matter of some local importance is the best news in the paper. Lately, the Elevator Commission sat in Regina, and The West gave a column and a half to the evidence. It was worth every line of that, and perhaps more.

The Barrie Advance contained two sticks of an interesting paragraph about the new company formed to manufacture wicker-work. As the industry is in actual operation, and samples of the work done are on exhibition, it is probable that a write-up of the processes of manufacture, where the material comes from, etc., would interest every reader in the community.

OUR CIRCULATION COMMISSIONERS' REPORT. The following is an extract from the report of the commission appointed by the Canadian Publishers' Congress to find out how the circulation of the average country weekly newspaper could be materially increased:

The commission met in Toronto at 11 a.m., November 17, Jas. A. R.— in the chair.

Thomas Ironhead, hardware merchant, Barrie, Ont., sworn:

Question.—Does the average editor of a country weekly keep posted on the price of hardware? Answer.—He may, but if he does he rarely tells his readers.

Q.—Are many changes of price made? A.—There are some every week.

Q.—Are they of sufficient importance to be of interest to the general reader? A.—Many of them are decidedly so.

Q.—Have any changes been made recently? A.—Within the past week brooms, matches, washboards, butter-tubs, pails, etc., have advanced 15 to 20 per cent.; linseed oil has risen 2c. and turpentine 3c., shot is 20 per cent. dearer, and minor changes have been made. In addition to this the Winter freight rates came in force last Tuesday. This is likely to affect the price of heavy materials, as the special rates for these goods have been abolished.

Q.—Will these changes affect your customers? A.—Most assuredly. I have heard the editors love their work so well they do it for love and glory, but we hardware dealers are in business for money. We will charge our customers the advances we have to pay. This will affect some of them considerably. (Here a commissioner interposed the remark that he wished he had secured the shot he intended to use on a prospective hunting excursion before prices went up.)

Q.—How do hardware prices compare thereof with a year ago? A.—Generally speaking, from 25 to 75 per cent. higher.

Q.—Can you give instances of such advances? A.—Yes, sir. Cut nails have advanced 85c. per keg. Barbed wire is \$1.60 to \$1.70 per keg dearer. Horseshoes have risen 80c. per keg.

Q.—That will do. What has caused these advances? A.—The increase in the value of metals, which is primarily due to the enlarged consumption of pig iron, pig tin, copper, etc. Pig iron was quoted at \$14 per ton in Toronto a year ago. This year it is quoted at \$24. Ingot copper was worth 13 to 13½c. last year at this time. Now it is firm at 20 to 21c. Pig tin was 20½ to 21c. a year ago. Now it is quoted at 36c.

Q.—Would the readers of country weeklies be benefited by hearing such news? A.—Yes; if they were posted they would not lose so much time wondering why they have to pay the high prices ruling this year, and they would not worry the hardware advertiser in these papers about his enormous (?) profits.

Q.—Would the paper benefit by publishing such news? A.—It should. It would be a good turn to both advertiser and reader.

Q.—How can such information be secured? A.—Any hardware dealer would gladly give such information.

The witness was dismissed, and Frederick Cancorn, grocer, was sworn. But, before the first query was put to him, a worthy commissioner complained of hunger, and, on inquiry, it was found that it was 12.30 p.m., so the commission rose for lunch.

The rise in the price of paper stock will have more effect on cheap papers, which are composed largely of wood, than on high-grade papers. It is not likely that such papers as the Century Linen and Japan Linen Bond will be advanced.

THE ADVERTISING ARENA.

Conducted for PRINTER AND PUBLISHER by the AD. STAFF.

KEEP AN EYE ON THE OUTSIDER.

WE are told that the medicine men who existed in days of yore were possessed of great cunning, and verily it would seem as if some of those of the "patent" variety, who are so much in evidence nowadays, had inherited the serpentlike wisdom of their predecessors. At least, they know how to work the papers for the best positions and lowest rates. In some cases they seem able to get all the advertising they want without paying for it. The following instance is a case in point:

Some few years ago, a Canadian who had heard of the benevolence shown by country publishers to patent medicine men, decided to enter that business. He located in a Western Ontario city and sent out orders for big spaces to a list of papers. Nine out of every ten papers accepted the business without inquiry and gave it first-class position. The advertising ran for several months without its being paid for. When the papers finally dropped it the medicine man moved to Chicago. Two offices in one building were used, one as an advertising agency and the other as the office of a medicine company. The advertising agency sent out good contracts for the medicine company, at easy prices, to all the publications that were likely to accept them and received acceptances in almost every case. When the advertising had appeared for several months, and the papers were clamoring for payment, the advertising agency assigned with no assets. The medicine company promptly wrote to the papers, regretting the incident, and stating that they had paid the agency each month. However, they were going to place their own advertising in future and the papers might continue to run it at old prices. Again the publishers bit, and the man got another six months' advertising for nothing.

It seems odd that publishers who are close and particular in their dealing with home merchants should be such easy prey for persons from outside. It would seem to be good policy for newspapermen in the smaller towns and cities to accept foreign business only from firms they know to be solvent or from reliable advertising agencies.

A QUIET SEASON.

Advertising men say that business is abnormally quiet. The very excellence of trade seems to militate against advertising, because it is hard to convince a man whose works are running overtime that he should spend money in whipping up trade. The holiday advertising boom will begin very soon, but the bulk of it generally consists of increased space, rather than new business. At this season, men are loath to give out fresh advertising, and they stand the persistent solicitor off with promises to do something "after the New Year."

The general quietness seems to have extended to the agencies and general advertisers. A. McKim & Co. have sent out large orders to papers everywhere in Canada for

Shiloh's Consumption Cure, which will be extensively advertised in this country. Large spaces are being used, and, as the matter is unusually good, Shiloh's should be one of the best known remedies in the Dominion. This agency is also sending out orders for the Chase Bros Co., nurserymen, of Colborne, Ont.

R. J. Shannon, advertising manager of The Munyon Remedy Co., Philadelphia, has resigned, and his chair is being filled by Dr. Crippen, who formerly managed the Canadian office.

A NEW POINT RAISED.

Editor PRINTER AND PUBLISHER: I was very much interested in reading an item in your October number referring to the success of W. H. Scroggie, of Montreal, a large retail dealer, in spite of the fact that he persistently refused to advertise his business in any manner. Now, sir, I am of opinion that this man's success was, in a measure, indirectly due to advertising, not on his part, but by his neighbors in a similar line of business. I know nothing of the neighborhood in which he has been located, but I should judge from the nature of his business that he was surrounded by live business men, who adopted all the modern methods of advertising to draw buyers to the neighborhood, and this man merely took advantage of the situation by allowing his neighbors to draw people to the locality, and a large percentage would naturally drift into his store from various causes. I know country merchants who persistently refuse to advertise, as this man did, and yet they apparently do a fair business, because they rely on the more progressive merchant to draw people to the town. Of course, they do not do as big a business as the man who advertises, but, then, they do not require to, as their expenses are so much lighter, they argue, losing sight of the fact that there is everything in favor of drawing more people to their town or locality if they intelligently advertise. A man in business who so deliberately takes advantage of his neighbors in the manner indicated does not deserve the trade of honest people. Can any of your readers provide a remedy?

THOS. W. WHALLEY.

Arthur, Ont., Oct. 28, 1899.

The question Mr. Whalley raises is an important one and should interest every publisher. There is no doubt that merchants who do not advertise are more or less benefited by newspaper publicity which their more progressive confreres purchase, but is there any way to prevent this? It is doubtful if retail merchants derive as much good from other people's advertising as men in some branches of trade. When the manufacturer of a patent medicine, a toilet preparation, a food or any similar article advertises, he not only urges the public to buy his product, but he educates people to use that class of preparation. Makers of rival compounds are bound to get a share of this advertising-created trade, without spending one dollar in any form

of publicity. For instance, it is well known that some half-dozen small fry in the medicine business have profited largely by the liberal advertising of Dr. Williams' Pink Pills. A great many druggists put up a sarsaparilla mixture on their own account and sell it without trouble or expense to people who have been educated into buying by Hood's and Ayer's advertising. If any reader of this department can suggest a method of preventing these trade vampires from profiting by the progressiveness of others, we should like to hear from him.

THE REGULAR ADVERTISER.

One of the great advantages the regular and extensive advertiser has over the concern that does not advertise, or whose expenditures in that direction are limited, is the great amount of free publicity obtained—often of a quality much more effective than money can buy, says Geyer's Stationer. It is said that all the world loves a lover, and most certainly all that part of the world that bustles about and talks loves an advertiser. Papers and periodicals that carry space for this sort of a merchant are ever ready and anxious to do a good turn and those on the outside are chirping to get in. And then the man who does a lot of advertising is forever watching for opportunities to do something that may be worthy of notice. His mind is alert, and all his faculties are sharpened by the constant effort to keep his advertisement alive and up-to-date. The reflex good a business gets from clever, wide-awake and fearless advertising is almost equal to the objective effect—it is a credit that should not be overlooked when the books of the advertising department are balanced.

TORONTO ADVERTISING CONTRACTS.

At present there are a number of contracts being placed, which indicate that advertisers are disposed to take advantage of the good times. The Central Press Agency, of which Mr. Diver is manager, is placing in Eastern Canada papers some contracts for R. S. Williams & Co., piano manufacturers. One piano firm's activity is apt to excite others, and the same agency are placing some contracts with Ontario dailies for Gourlay, Winter & Leeming. The Canadian Order of Foresters are going into the daily and weekly press, and some contracts are being placed. W. & D. Dineen, furriers, are also doing some advertising. The Central Press likewise report that The Sanden Electric Co., of New York, are going to push business in Western Canada, and contracts are being placed with *Manitoba* and British Columbia papers.

ADVERTISING AGENCIES.

The editor of *The Kamloops Sentinel* writes me complaining of advertising agencies, which he is disposed to think are inimical to the publishing interest. This is no new complaint. The subject has often been discussed at *conferences of publishers*. I was present at one of these, and found that the current of opinion divided itself into two streams: one unfavorable to agencies, the other very favorable. I listened with great attention to the debate and finally found myself more in sympathy with the agencies than against them. For these reasons: The critics of agencies denounced them in general terms; that they offered

ridiculous rates, that they ignored well-founded claims of circulation, and that they were generally the enemies of publishers desiring to stick to card rates. At the same time (to my surprise) a number of successful publishers declared flatly that they had no complaint to make of any agency they did business with; that they stuck to the rates and forced the agencies to give them business by simply holding out stiffly, and that they found the prompt settlements made by trustworthy agencies a source of satisfaction. It seems to me that publishers should adopt this policy, returning civilly, but firmly, all ridiculous offers until the agencies begin to realize that they have to reckon with people who, having an assured circulation and standing, are not to be bluffed. On the other hand, there are, doubtless, agencies that give trouble, and the whole subject should be discussed freely at the next meetings of press associations.

Messrs. C. Mitchell & Co., advertising contractors and publishers of "The Newspaper Press Directory," for the past 62 years at 12 and 13 Red Lion Court, London, England, have removed to the commodious premises—Mitchell House, 1 and 2 Snow Hill, Holborn Viaduct, which have been handsomely fitted up for the requirements of their expanding business. The fifty-fifth annual edition of "The Newspaper Press Directory" will be issued from the new address.

THE CABLE SERVICE AT THE COAST.

COMPLAINTS are again made of colored press reports supplied to the British Columbia journals. The Vancouver Province says: "There is good cause to find fault with the tone of the Associated Press despatches, on which Canadian papers are at present obliged to depend for news of British and foreign events. The London service is animated by a distinctly anti-British sentiment, or by a wish to cater to the anti-British section of the American press and people." The Victoria Colonist makes the following suggestion: "The accounts of the South African War that are being sent to Canadian papers and the absurdities that have been telegraphed in regard to the Alaskan boundary strongly emphasize the need of some agreement among the Canadian papers for the maintenance of a news bureau in London. The subject has often been discussed in a desultory way without anything coming of it. Whether any better result could be reached now we do not know, but we suggest to our contemporaries that it might be worth while exchanging views about it."

I have been hammering away at this subject for some years without getting more than criticisms for my pains, and, while it is gratifying to find that editors of experience are beginning to take up the matter, I doubt very much if anything will be done until the reputation of the Canadian press suffers in the eyes of its readers from the publication of biased reports.

A. H. U. C.

W. I. Edmonds, editor of *The Canadian Grocer and Hardware and Metal*, Toronto, has been spending a fortnight in New York. The references to him and his papers made in the New York trade journals are very complimentary.

THE VALUE OF WEIGHT

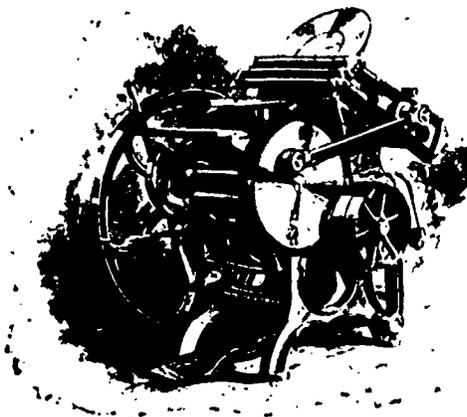
Fitzsimmons lost to Jeffries because he lacked weight, therefore strength and durability

THE CHANDLER & PRICE PRESSES
EXCEL ALL OTHER GORDONS IN
WEIGHT, STRENGTH AND
DURABILITY

Were it not that WEIGHT, mechanically distributed, is necessary to obtain strength and durability, we assure you that with present high prices for material, we would take advantage of lightening the construction of all our machines.

The record, of which we are justly proud, proves that WEIGHT, as well as careful construction, is a requisite the printer can not afford to ignore in a durable, money-making and money-saving machine.

The CHANDLER & PRICE GORDONS have fifteen malleable iron parts in their construction. All have steel rocker-shafts. All sizes larger than Eighth Medium have forged steel fly-wheel shafts. What has yours?



THE SAME RULE APPLIES TO

THE CHANDLER & PRICE PAPER CUTTER

Assuring by its superior WEIGHT, rigidity, strength, accuracy and durability.

CONSIDER THE ABOVE FULLY WHEN YOU BUY PRESSES OR PAPER CUTTERS.

THE CHANDLER & PRICE CO., Makers,
CLEVELAND, OHIO, U.S.A.

For Sale by Dealers Everywhere.

REASONS WHY!!!

You gain as much by sending us your paper regularly as we do—more in fact. We clip your editorials, local news, crop reports—everything of interest—and send them to subscribers all over Canada. Every clipping bears the name of your publication and its address. A few of those who receive clippings from us are: The Earl of Minto,

Major-General Hutton, Hon. Clifford Sifton, Sir Oliver Mowat, the President of the Canadian Pacific Railway, the Grand Trunk Railway, the leading banks, besides scores of private firms and companies. Thus, the influence of your paper is extended—your news and views are brought before men who would never have the opportunity of reading them but for our Bureau. Then, your publication is brought before half a hundred business concerns who have advertisements to place. Patent medicine and other large companies and advertisers purchase clippings. It surely would repay you the cost of a year's subscription to be kept constantly and prominently before men who are giving out fat contracts.

Think it over, and, if you are publishing one of the few papers we are not receiving, put us on your mailing list now.

The Canadian Press Clipping Bureau
MONTREAL, QUE.

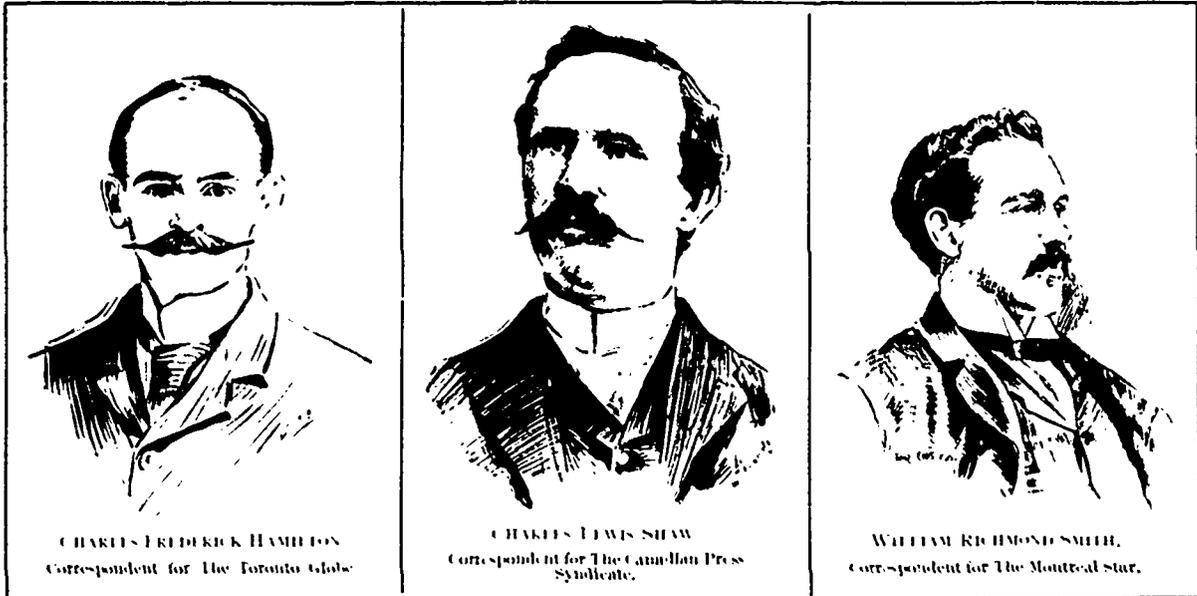
505 Board of Trade.

CANADIAN CORRESPONDENTS FOR THE SOUTH AFRICAN WAR.

NEWSPAPERMEN who are interested in things military, all know Capt. F. J. Dixon, editor of The Canadian Military Gazette, who has been appointed "Historical Recorder" for the South African War, by the Canadian Government. If they have not met him personally, they have made his acquaintance through the columns of the paper he so ably edited. A trained and experienced soldier, with a wide theoretical knowledge of military tactics, and a clear, concise writer, the Militia Department could not have chosen a better man to report on the military operations now in progress in South Africa.

Capt. Dixon, who is a graduate of the Royal Military College, first saw service during the Riel Rebellion in 1885, as A.D.C. to Major-General Laurie. He was subsequently given command of the convalescent depot, was Staff Officer of Supply and Transport, and at the close of the trouble was appointed Secretary of the War Claims Com-

The Star is represented by Mr. W. Richmond-Smith, who has been one of the Parliamentary correspondents of that paper for some time. He is a clever and experienced newspaperman and his reputation is sure to be enhanced by his work as a war correspondent. Mr. S. C. Simonski, formerly of Toronto, has charge of The Herald's interests. He is an artist of considerable ability as well as an able writer. His principal work has been for the Jubilee and other special illustrated editions of The Toronto Globe. Recently he prepared some splendid soldier sketches for The Canadian Militiaman, a military work issued by a Toronto publishing house, and the experience he gained in drawing military subjects is bound to be of use to him in the new field he has entered. If his first letter, written from the troopship and mailed at Father Point, is any criterion, The Herald is to be congratulated upon its representative. The paper has also engaged 11 sub-correspondents among the



mission that adjusted all the military claims arising out of the Rebellion.

He is widely known as a writer on military subjects, and has had editorial charge of The Military Gazette for several years. He contributed a valuable article on "Military Education in Canada" to the Encyclopedia of Canada, recently published by J. Castell Hopkins. Capt. Dixon is, perhaps, one of the best known military men in Canada, and his appointment to so important a position gives immense satisfaction, not only to the militia, but to the public generally, particularly because everyone recognizes that he obtained it solely on his merits and not through "heeling" or wire-pulling.

The Montreal Herald and Star have both sent correspondents to South Africa with the Canadian contingent.

rank and file of the contingent, so if our boys should be split into separate detachments Herald readers will be still kept posted as to their movements.

Charles Lewis Shaw, who has gone to the Cape, represents a syndicate of Canadian papers, including The Toronto Telegram, Vancouver Province, Halifax Herald, St. John Telegraph, Ottawa Journal, Stratford Herald, and others. Mr. Shaw is well-fitted for the work. He saw service with the Canadian contingent in Egypt in 1881, and afterwards acted as correspondent for a London paper. He writes with humor and vigor and has descriptive powers which should produce some good war letters. Several years ago he wrote a series of humorous letters entitled "Reminiscences of a Nile Voyageur," which appeared in Toronto Saturday Night. Recently he has contributed stories to The

Canadian Magazine and Toronto Saturday Night, as well as some sketches of political life at Ottawa. Mr. Shaw is a Canadian and comes from Perth.

Charles Frederick Hamilton, who is the Toronto Globe's correspondent, has already shown, in the preliminary despatches sent to the paper, that Mr. Willison's judgment in selecting him was, as usual in these matters, good, and those who know something of Mr. Hamilton's work (which has been almost entirely anonymous) look forward with confidence to his future contributions. He edited, for a time, The Canadian Military Gazette, and being interested in military affairs, by reason of holding a commission as lieutenant in the volunteers and also by a natural taste for the subject, he has acquired, by careful study and research, a great amount of knowledge on military questions and an insight into military strategy and tactics. Mr. Hamilton has written leaders for The Globe on war topics, and his style is clear, precise and vigorous. He is a graduate of Queen's University, Kingston, and a son of Dr. Hamilton, of Toronto. He is the only benedict on the contingent of Canadian correspondents.

Mr. W. Richmond-Smith, who sailed for South Africa with the Canadian contingent to represent The Montreal Star, is an Ottawa boy who has enjoyed an eventful career in newspaper work. He began as a reporter on The Ottawa Journal in 1886. He first came into prominence as the press agent of the Canadian Government at the World's Fair. His work in this connection brought him under the notice of the proprietor of The Chicago Times-Herald, and when the great Exposition was concluded he joined the staff of that paper. He engineered a vigorous campaign against the "justice shops" which were flourishing in the "Windy City." In these places unauthorized persons, representing themselves as justices of the peace, illegally performed marriages and otherwise swindled the public. Mr. Smith's articles aroused public attention and led to the suppression of the "shops." He returned to Ottawa as the Canadian correspondent of The Times-Herald, a position which he held until the paper passed into the hands of Mr. Koolsaht. While corresponding from the Canadian capital, he elaborated a scheme with Walter Welman, who

represented The Times-Herald in Washington, by which they were to promote whenever possible better relations between the United States and Canada.

Mr. Smith has been preparing reports of the proceedings of the Senate for Canadian newspapers for several years, and during the past two sessions of Parliament he has represented The Star in the gallery of the House of Commons.

A DAMPER TO GENIUS.

A North Georgia farmer, who was possessed of some means, entered the office of his county paper and asked for the editor.

The farmer was accompanied by his son, a youth of 17 years, and, as soon as the editor, who was in his secret sanctum, was informed that his visitors were not bill collectors, he came forward and shook hands.

"I came to get some information," explained the farmer.

"Certainly," said the editor, and you came to the right place. Be seated."

The farmer sat on one end of the table, while his son sat on the floor.

"This boy o' mine," he said, "wants to go into the literary business, an' I thought you'd know whether there was any money in it or not. It's a good business—ain't it?"

"Why—yes," said the editor, after some little hesitation. "I've been in it myself for 15 years, and see where I've got to."

The farmer eyed him from head to foot, glanced around the poorly-furnished office, surveyed the editor once more, then, turning to his son, who was still on the floor, said:

"Git up, John, an' go home, an' go back ter plowin'!"
—Atlanta Constitution.

THE COPYRIGHT IN SPEECHES.

The decision of the English Court giving The London Times a copyright of its reports of Lord Rosebery's speeches has been reversed, on the appeal of a publisher, Lane, the Court of Appeal holding that a reporter has no copyright of the report of speeches giving not only ideas, but words in which ideas are expressed. The Times has decided to appeal the case to the Privy Council.



CAPT. JAMES JOSEPH DIXON

Editor Canadian Military Gazette, appointed Historical Recorder of the Canadian Contingent

THE PRINTING FACILITIES OF YE OLDEN TIME AND NOW.

Written for PRINTER AND PUBLISHER.

WITHIN the writer's recollection there was only one type foundry in America west of New York, and that was Nathan Lyman's, of Buffalo. The Montreal foundry was non-existent. Chicago, that possesses now about half a dozen good letter foundries, was dependent on New York and Buffalo. C. T. Palsgrave, who owned the Montreal foundry at a later date, was simply a commission merchant and importer at first, getting his supplies from London. An Irishman named Guerin, from New York, started the first type foundry in Montreal, and after running it for a while, Palsgrave bought him out. In 1849 the latter started a branch in Toronto, in charge of D. K. Fechan. The location was in an upper room on Front street. The removal of Parliament from Quebec to Toronto and the consequent removal of the Government printing offices made this necessary. In the early days printing materials coming into Canada were duty free. When the Montreal type foundry was started a duty of about 15 per cent. was placed upon imported type. When Sir Francis Hincks got to be Receiver-General a change was made. Mr. Palsgrave was no admirer of the aggressive Finance Minister, as he was a man of strong conservative notions and made himself obnoxious to the party in power. The result was that for a time the duty was removed and this branch of native industry was a sufferer. Mr. Cayley, I believe, reimposed the duty.

Our first publishers used English type, but New York soon became our purchasing place. A man named Prescott, who resided in Buffalo, used to visit the Canadian towns and take orders for all kinds of printing materials. He used to find it pretty hard sledding collecting his bills, as in those early days all business was done on long credits. I remember seeing that poor man chase around for days making his collections, while some of his debtors were in hiding. There was a nominal discount of 10 per cent. for cash, but nobody in those days shook the currency in a man's face, and those were the days of the prevailing Halifax currency, when a shilling was 20 cents. Then business was done in £ s. and d. Men of the present day have no idea of all the changes and reforms that have been effected since that time—the period of the early forties. There was not a power press then in Canada West. Hoe & Co. were the only makers in America, but Taylor came soon after.

Our early printers had only Ramage or wooden presses, and there were several of them in Toronto at the time of which I write, and one or two in Hamilton, but only as relics. The Smith iron press, with the round chucks, was its successor, and then came the stately, square framed Washington press, manufactured by the Hoes, but it, too, was a hand press. The pressman that turned out a "token" an hour all day, was considered a first-class pressman. There was no paper at that time that possessed a circulation of a thousand copies (and all were weeklies or

semi-weeklies only The Christian Guardian, of Toronto. The Examiner came next. Few papers had over 500 circulation.

The postage was high and was paid by the publisher, the mail facilities were wretched, and the libel laws were rigorous and large circulations were out of the question. The papers then were all folios and ranged in size from five to seven columns to the page. The Weekly Colonist, of Toronto, had eight columns and was the largest paper in Ontario. It needed a giant for a pressman, and a boy to fly the sheets from the tympan.

The first Ontario daily paper was The Hamilton Spectator, started in 1849. It was a neat sheet of six columns and was a sample for Canadian printers. I guess it possessed the first cylinder press in Ontario, a Hoe drum.

We used to get our newspaper stock from the paper mills direct, and I have seen the Crooks boys, of Flamboro', deliver many a ream from wagon or sleigh to the Hamilton publishers, and Barber Bros., of Georgetown, the same to Toronto publishers. We used to buy our ink and fine papers and cards at the drug stores.

Early in the forties, two Americans named Gay established themselves in Hamilton and made job type cut across the grain on maple wood by machinery, and made it well. The English wood type was all cut along the grain. They made many varieties too, ornamental as well as plain. Their factory was a room upstairs in McQueston's foundry on James street, about where the Royal hotel stands now.

There were very few card or job presses in the early forties. The pioneer printer had to utilize his newspaper press for every purpose and use it for cards as well as book work. Opulent was the office that displayed a foolscap Washington press for printing cards, blanks and hand bills. The inventive genius of the age, however, produced samples of job presses that were unique and original, and I remember one in use in a Hamilton office that was made in Toronto and that did good service for a number of years, until that murdering contrivance of Ruggles, of Boston, the Alligator, made its appearance. Oh! but that was the finger-nipper and hand-crusher. I was looking at poor Johnston, a pressman in The Colonist office, when he got his right hand caught and crushed. With a yell of agony he dropped to the floor and fainted away. He never recovered and died a raving maniac in the lunatic asylum from the result. Ruggles afterwards, however, brought out some elegant rotary card and job presses that had large use, but they were finally superseded by the Franklin, Deringer and other disc presses. For book work the Adams platen power press, of Boston, obtained great vogue. The Christian Guardian secured the first in Toronto, and it was used to print other papers. Strings had to be run down alongside of middle column rules in each page to carry the sheet,

and the open space made a bad appearance to the eye in newspaper work, but, of course, it was not apparent in book work. It held its ground for a long time and until cylinder presses were brought to perfection for superior work. It filled a place somewhat similar to the Miehle press, now in such demand. My experience carries me from the Ramage wooden press, which I have seen in active operation with the balls as inkers, to the great web machines of the present day, running off their tens of thousands per hour, and yet invention and improvement has not ceased.

Thirty years ago I met a machine engineer at an office in Westminster street, in London, that I knew. "I have been" said he "at the patent office examining the plans and specifications of the Walter press and the Bullock press (the latter just then introduced in London) and I will invent a machine that will surpass both, because I will attach a folding apparatus." The year 1870 was a great year for inventions in printing machinery. Marinoni was then printing 400,000 copies of his *Petit Journal* in Paris per day, and invented a faster machine and much simpler one than the Hoe, but, when the web machines printing from paper rolls came out, he had to make another effort to surpass those and he now has presses that turn out over 1,000,000 copies of his paper each day, and which cut and fold and count the sheets.

When I look back and notice the improvements in printing since I took my first lessons in the art preservative, it is simply amazing. Stereotyping was then a new and wonderful invention. But see how it has been improved on by electrotyping, half-tone and many other contrivances, until actually now we stereotype a work from printed pages as well as the type itself. But there are many other printing marvels that space will not permit the mention of.

Chicago, November 5, 1899. AN OLD TIMER.

MONTREAL CHANGES.

Some changes have lately taken place among the Montreal newspapermen. Mr. A. P. Miller, formerly city editor of *The Gazette*, has retired, and his place has been taken by Mr. E. F. Slack, who used to be telegraph editor on the same paper. Mr. E. Wolfe, of Chicago, is now telegraph editor, having had experience on the Chicago *Inter-Ocean*.

Mr. A. G. Racey, who was cartoonist of *The Witness*, has severed connection with that paper, and is now on *The Star*. His first cartoon appeared on Monday, November 13.

Mr. John McHugh, late of *The Herald*, has joined the local staff of the *Star*.

Mr. A. G. Hewitt, late of *The Toronto News*, has joined *The Montreal Herald* staff as sporting editor. On the eve of his departure for Montreal, his old confreres presented him with a handsome diamond studded locket.

In Servia the life of a newspaper publisher is not a path strewn with roses. One of the weeklies in that country has had sixteen publishers in the last two years. Fifteen of them are languishing in jail on account of their outspoken condemnation of government measures, and the sixteenth transgressor is awaiting trial for the same offence, and in all probability will join his colleagues.



ONE
WORD
OF
ADVICE

BUY



Buntin, Gillies & Co.
HAMILTON.



PAPER AND PULP.

STATE OF THE CANADIAN TRADE.

THE recent large combines in the United States are bound to affect more or less the paper industry on this side of the line. The scheme for a consolidation of Canadian paper manufactories has been mooted, and even experimented upon to a certain extent within the past few years, but, owing in large measure to the difficulty of common understanding between the manufacturers themselves, and failure on the part of some to agree with conditions laid down, the idea has been dropped in the meantime, and, at present, there seems no disposition to make a move in that direction, though many think and say freely that they believe it would be a benefit to the manufacturer, without being hurtful to the trade.

The mere saving in the matter of freight would be enough to increase profits considerably, if goods found a local sale instead of being shipped to a distance. The International Paper Company, the combine for the making of news paper, manilas, etc., and the American Writing Paper Company comprise a very large number of mills, and their effect has not been long in showing itself both in the United States and Canada. Other points are hardly affected as much as Toronto, perhaps, as that city is on the direct route between Chicago, Detroit and Buffalo, but papermen say that there are 50 per cent. fewer travelers now representing all kinds of small American concerns. These had previously been kept going, though they were in the receivers' hands, because there is very little value in a mill that has failed entirely.

Drought and consequent low water have lessened the supply of pulp, a condition which is prevalent to an increasing extent the further south we proceed. In fact, the mills on the south side of the St. Lawrence have suffered more than their northern neighbors in the same Province. Many of our mills have not been running of late, and it is calculated that even should the present rainy weather continue, and streams fill well up ere the frost comes, allowing all the mills to run, it would be impossible to fill orders; while, should the Winter set in with the water at the present low level, the price of pulp would be exceedingly high until next season. The difficulty in obtaining raw material has been partly responsible for the less frequent visits from American travelers, as their mills are unable to fill home orders, let alone Canadian ones.

Ground wood has been selling as high as \$22.50 and may go to \$25. Chemical pulp is very stiff, sulphite is about the same, and soda pulp is advancing rapidly. American demand for soda pulp is quite strong. It is true that paper has not risen as pulp has, the obvious reason being that the latter is exported largely to the United States, while the former cannot be.

Paper, the makers say, has been unconscionably cheap for a long time, inasmuch that some manufacturers have

preferred to make pulp without turning it into paper; but Canada, we must remember, presents only a limited field, and were it not that a large part of the mills' products finds its way through American agencies to Britain, the price would be lower still. There are some 30 odd paper and pulp mills doing business throughout the country. Several of these have lately added to their capital and plant with the result that there has been a danger of over-production. Notwithstanding these considerations, the increased demand, together with the scarcity of raw material and advanced prices to be paid for rags and chemicals, must necessarily affect the Canadian trade in all branches sooner or later. Stationery must inevitably follow other lines, and, as an instance, it may be noted that Old Country firms have advised to the effect that all prices will be subject to a change, without notice. American writing paper has advanced from $\frac{1}{2}$ c. to $1\frac{1}{4}$ c., according to quality, and it is hardly to be expected that with such conditions prevailing Canada should remain at a standstill.

PROPOSED COMPETITION FOR THE U.S. TRADE.

Plans which have been quietly maturing for several months have at last been completed, says New York Paper Trade, and as a result there has been formed an immense new paper company, which, though its factories will be located in Canada, purposes nevertheless to enter the American field and actively to compete with the International Paper Co., which now controls the majority of the news paper mills in the United States. English capitalists are back of the scheme, one of the supporting interests being the English Lloyd Co., Limited., publishers of The London Daily Chronicle and Lloyd's Weekly.

It is understood that the company will have practically unlimited capital. J. C. Morgan, formerly manager of the Niagara Falls Paper Co., which is operated by Niagara power, and was recently taken over by the International Paper Co., is the American representative of the new concern, and in all probability will be its general manager. Mr. Morgan has recently been in London making arrangements in respect to the organization of the company, and is now in this city in connection, it is understood, with the same business. The new company, whose name has not yet been finally determined, may fairly be said to have begun work already. Three thousand square miles of excellent timber land has been obtained in Canada, and contracts have been entered into giving the company the right to use, if necessary, water rights representing 200,000 horse-power.

In the early Spring the work of erecting what will be the largest paper mill in the world, at a cost of between \$5,000,000 and \$6,000,000, will be begun, and it is hoped to have it in operation by next Fall. This mill will be located in the Ottawa Valley, near the Canadian capital, and when in full running order will give employment to between 1,500 and 2,000 men. It will have a capacity of 600 tons a day, and the product will include news paper, manila and book paper, and bleached sulphite only for ruling and fine paper. The machinery for the mill, some of which has already been ordered, will be almost entirely of American make, and will be modern and complete in every

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are now making business for Printers. To insure satisfaction show your customers Samples of PHOTO BOOK PAPER. It is unrivalled for this class of work; it prints perfectly and is stronger and more durable than any coated paper.

Prompt shipment and careful attention to Letter Orders.

CANADA PAPER CO., Limited.

TORONTO.

J. Campbell
Manager

particular. Other mills will be erected as the business of the company warrants.

It is understood that the men at the head of the new company are hopeful that, as a result of the deliberations of the International Commission, this Government may be induced to lower the duty on Canadian paper entering this country. If this is not done, it is intimated that the Canadian Government will retaliate by putting what is equivalent to an export duty on Canadian wood, on which American paper manufacturers depend to a greater or less extent. That is to say, the Canadians will raise the stumpage tax from 25 cents a cord to \$3 a cord and rebate \$2 75 to any paper manufacturer in Canada. This, obviously, would give the Canadian manufacturer an advantage over the American maker. In any event, the men interested in the new company insist that they will enter the American field and sell their paper in competition with the International Company, and at lower prices.

The Hepworth Journal is being printed from new type, and looks very well.

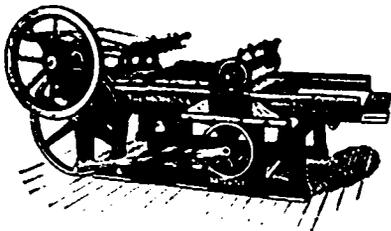
Patron: I wish you'd stop my paper for about three weeks. Then you can begin sending it again. Editor: Certainly. Going away? Patron: No; but I see you are getting in a new press, and I haven't time to spend all day reading about presses.—N. Y. Weekly.

Several daily papers occasionally commit the error of turning over long articles to a distant page, but fail to state correctly the number of the page on which the continuation is found. In one case, I noticed a long article "continued from page 2," but on turning to page 2, the beginning was not there, nor could it be found elsewhere in that issue.

The enterprise shown by the firm of Buntin, Gillies & Co., Hamilton, in supplying the handsome and complete cabinet of samples, which are now in the hands of the leading printers of the country, is having its reward. The firm report largely increased mail orders. This, of course, is only what might be expected, as this cabinet is surely the most useful and appreciated adjunct to a printing office that has ever been distributed.

A MARVELOUS PRINTING PRESS

The Leverless Monona



BARGAINS: 1 6-column folio, 4-roller, Book Press, cheap; 1 10x15 Gordon Job Press; Engines, Type, etc.

WHEN a Press can't be built fast enough to fill Cash orders from America, England, China, it shows that first-class printers know a good thing when they see it. The Monona Leverless is the best and cheapest press in the world for newspaper and book work. It is easy to run, easy to manage, easy to pay for, and you save from \$200 to \$600 in cash. All sizes, from 7-col. folio to 7-col. quarto. A postal from you will bring circulars, prices and terms. If you need a power press don't delay a moment in writing to

W. G. WALKER & Co.,

MADISON, WIS., U. S. A.

❁ THE PRINTING DEPARTMENT. ❁

CONDUCTED BY IRA ENOS.

Readers of this department are invited to make use of these columns for the expression of opinion, or by making inquiries regarding any topic having relation to the printing department. All opinions will be gladly welcomed, and all inquiries will be answered as fully and carefully as possible. Any criticisms of what appears in this department will also be welcomed. Communications should be addressed to IRA ENOS, "Printer and Publisher," Toronto.

COMPUTING THE COST OF PRINTING.

II.—Press Work in the Large Book and Job Office.

IN the pressroom, as in the composing-room, the estimation of costs does not merely consist in figuring the value per hour of men and machines. The indirect charges are so many and the range in the quality and price of paper and ink used is so great that it takes shrewd and careful calculation to find what prices can be charged so as to obtain sufficient work at a reasonable margin of profit.

It is a comparatively simple matter to estimate the value of presses and pressmen per hour. The cost of a pressman is the salary paid him. The union scale in Toronto is 25c. per hour for pressmen and 13c. per hour for feeders. The cost per hour of a press is its producing value. The life of a press in a large job or book office may be placed at eight or ten years. During these years considerable money is spent in keeping it in repair. Therefore, the depreciation in the value of a press may safely be placed at 12½ to 15 per cent. per annum, or from \$250 to \$300 per year on a \$2,000 press. At this calculation a press is worth from 85c. to \$1 per day of nine hours, or from 9 to 11c per hour whether working or idle. To make allowance for the time the press is idle, a fair estimate of the value of a \$2,000 press while at work is 10 to 12½c.

In addition to these charges are the fixed charges, rent, light, heat, power, insurance, etc. The large cylinder press naturally bears a larger proportion of these charges than does a pony or a Gordon. The proportion that each bears is readily estimated. The rent is divided according to the space each occupies; insurance, according to their value; power, according to the amount consumed.

When all the charges of the pressroom are added together, it will be found that to get a reasonable profit it will be necessary to charge from 75c. to \$1 per hour for a large cylinder press.

The price of job or book work, however, is estimated by the thousand impressions, not by the hour. It is the printer, therefore, who displays the greatest skill and ingenuity in his presswork, and who can reduce the cost per hour by increasing the number of impressions his presses make per hour above that of his competitors, who gets most work at a profit. Inaccuracy in estimating the number of impressions that can be made per hour, may, on the one hand, cause the loss of work sought for, or, on the other hand, the loss of money on work secured.

The determining factors in the cost per thousand are the length of run and the quality of work to be produced.

If the preparation of a form for printing were a matter of a few moments, the difference in the cost per thousand of a small run and a large one would not be large, but this preparation may take half an hour or it may take a day.

If cheap work, such as the printing of many of the patent medicine booklets, be done, the time spent in making-ready is slight. If good work, such as fine catalogue printing, or, in fact, any work requiring first-class illustrations, be done, the time spent in making-ready is bound to be considerable. The overlaying and underlaying necessary to bring out a full-page half-tone cut is often greater than that essential to the proper printing of an eight-page form of general matter. The allowance for making-ready might be arranged at an hour and a half to two hours, but it takes experience to estimate accurately what time to allow when giving figures. It is a mistake to depend then on an average.

The quality of paper has much to do with the cost of work. Good paper necessitates good ink, careful making-ready, and accurate printing. With cheap paper these are seldom necessary. The result is that, with the cheap paper, greater speed is taken out of the presses, which means further reduction in the cost per thousand.

All these considerations unite to make the cost of presswork vary enormously.

In the first thousand of good work \$3 to \$3.50 is considered a fair range of prices for a large cylinder press; for each of the next two thousand, \$1.10 to \$1.25; for each of the next five thousand, \$1 to \$1.10, while for long runs, 50c. to \$1 covers the average of prices.

A UNIQUE MENU CARD AND TOAST LIST.

There are some indications of a return to popularity of the old-style Roman type, which was used so largely by the printers of a century or more ago. Many good job offices have, of late, turned out work in which this type played an important part.

In none that have come into this office, however, has such good use of this type been made as in a menu card and toast list printed by The Peterborough Review for the banquet recently tendered to Hon. J. R. Stratton, of that place, on his elevation to the Cabinet of Ontario.

In these days of multiplicity of type faces, and constant changes in styles of display, this work is unique, as a sample of what can be done with two or three fonts of this type, which is to be found in nearly every printing office in Canada.

By a judicious adaption of rule work to this style of typography an unique and attractive effect is produced, an effect that is suggestive of the quaint, clear, readable productions of a century or two ago, which is the more appropriate as nearly all the quotations accompanying the menu are from the writers of the early days of English literature.

The work, from cover to cover, shows that there is no

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IN simplicity of mechanism, accuracy of work, speed, ease of handling, and elegance of design the Canadian Brown & Carver cutter is unequalled.

The compact arrangement of parts, solidity of frame, noiselessness of operation, and the uniformly positive stroke of knife, determined by a crank motion, are its distinguishing features.

Interlocking clamp and back gauge allow work to be cut to one-half inch.

Removable plate under clamp for fine work.

Clamp is balanced to run entire distance up or down with one spin of wheel.

Grooved table keeps sheets from wedging under gauge. Smooth table to order.

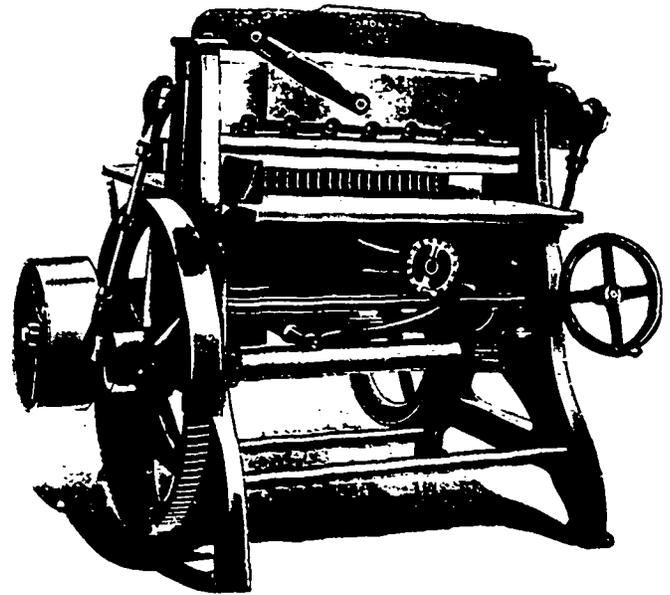
Screw and wheel divided to sixteenths for moving back gauge.

Simple and quick adjustment of knife by a turn of the connecting rods outside.

Back gauge in two parts on stock machines; in three parts to order.

Cut gears, friction clutch, steel shafts, brass rule, case-hardened bolts.

All machines subjected to a running test before leaving the works, and guaranteed on every kind of work, from tar-board to the finest lithograph or label work.



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					WIDTH.	DEPTH.	
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50"	4,700 "	24"	4"	175	6' 8"	7'	22 05

Each cutter furnished complete with knife, oil can, and wrenches, and delivered skidded and boxed f. o. b. cars Toronto, Ont. No overhead pulleys or fixtures of any kind are included. **PRICE ON APPLICATION.**

Toronto Type Foundry Co., Limited, 44 Bay Street, Toronto, Ont.

MONTREAL—787 Craig Street.
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BRANCHES

VANCOUVER, B.C.—116 Columbia Avenue.
HALIFAX, N.S.—145 Lower Water Street.

reason why any printing office should not produce, from whatever means are at its disposal, work of a high order of artistic merit.

The Review printer has, too, created this effect on comparatively cheap paper. The cover is simply neatly-stamped blotting paper overlaying plain cardboard. The pages are printed on paper costing about 6c per lb., which takes the ink cleanly and neatly.

WHY NOT INCREASED PRICES?

Prices are going up in everything, and there seems to be no earthly reason why a strong effort should not be made to get better figures on job printing. At a meeting of job printers, the other day, the question of the higher wages which are being paid was discussed, and one man said to another: "When are we going to get a raise in wages?" There is more point in the question than appears. If owners of printing plants are going to pay more for their paper and labor they must surely increase the price of their work, otherwise good times will only mean a serious loss to them. Probably the best way to get an increased price is to turn out a superior class of work, then the consumer is more apt to pay a good price for a good thing than a higher price for the same old thing. Take the cost of bookbinding, for example. All the materials are increasing in price. Leather is up 25 per cent. The price of gold has increased from \$5.75 to \$6.50 per 1,000 sheets. One paper manufacturer has issued a circular stating that all prices for book papers are cancelled and other firms are going to do the same. It is quite clear, therefore, that increased prices for bookbinding must be charged. So it is with printing journals. If the printers in any section of the country are wise they will meet and arrange an increased scale of prices, and, even if they do not agree on details, they might come to some general understanding which would help them in making contracts.

W. Sandford Evans, for several years editorial writer on The Toronto Mail and Empire staff, will resign his position in a month or so to take the secretaryship of a new cycle company, which a relative of his has organized with headquarters in Toronto. Mr. Evans is a man of moderate views and high integrity of character, and, in his new position, he will have full opportunity of developing his talents.

The local merchants are now, in view of the higher prices paid for stocks, trying to get higher prices from their customers. It is right that the local editor should do his part in making the public realize that all the staple products of the world have greatly appreciated in price during the past six months. The following item, taken from The Picton Times, is an excellent illustration of this (whether intended for that purpose or not): "This is the rubber season, and the season of overshoes is near at hand. Those who buy them, and we all must, have reason to know that these water-shedders are growing more expensive. And, for this, the bicycle is nearly altogether to blame. The great quantity of rubber used in the increasing number of tires has caused the price of rubber to boom. As the advance, of course, reaches the tires as well as the footgear, the price will catch you whether you ride or walk."

PRESS CORRESPONDENCE AND CENSORSHIP.

NOW that Canadian papers have sent correspondents of their own to South Africa, they may be interested in knowing that censorship may not be confined to cablegrams. At least, the United States authorities during the Spanish War seem not only to have supervised the despatches of correspondents, but also opened the letters. This charge is borne out by the statements in a new book just issued by Jasper Ewing Brady, 1st Lieutenant 19th United States Infantry, and late captain of the Signal Corps, United States Volunteers, who was acting for the Government censor at Key West, Florida. Capt. Brady's book is a series of sketches, called "Tales of the Telegraph," and at page 262 is the following:

"During all these stirring times just described, there were two women correspondents (poor souls!) who were, indeed, sad and lonely. They were ambitious and wanted to go to Cuba with the army, but the War Department wisely forbade any such a move, and then my trouble began. At all hours of the day or night, I was pestered by these same women. One of them represented a Canadian paper, and was most anxious to go. She tried every expedient and tackled every man or woman of influence that came along. Even dear old Clara Barton did not escape her importunities. She wanted to go as a Red Cross nurse, but didn't know anything about nursing. However, I reckon she was as good as some of the women who did go. She didn't do much telegraphing, but sent all her stuff by mail. However, it was her intention to send one telegram to her paper and "scoop" all the other chaps in so doing. She wrote a letter to her managing-editor in Toronto, and told him there was a censor down there who thought he could bottle up Florida, as regarded news, but she intended to outwit him. Particular attention was being paid so as to preserve the secrecy of the sailing day of Shafter's army. Cipher and code messages bearing on this occurrence were to be strictly interdicted. But that didn't make any difference to her; she could beat that game. So on the day the fleet actually sailed she would send a message to her paper saying: 'Send me six more Jubilee books.' This would indicate that the fleet had really gone. Brilliant scheme from the brain of a very bright woman, but she lost sight of the fact that Messrs. Carranza and Polo y Bernabe were at that time in Canada spying on the United States, and that all the Canadian mail was most carefully watched. Such, however, was the case, and in a short time the contents of her letter were known to General Greely, and by him communicated to me."

Capt. Brady is careful to state (p. 241) that "all the censorship that existed was over the telegraph lines militarily occupied," but if the letter of the Toronto lady correspondent (no doubt "Kit," of The Mail and Empire, is referred to) was not opened, how could the authorities have known of her arrangement?

John A. Ewan, of The Toronto Globe staff, has returned from Newfoundland. A series of letters from his pen, now appearing in the paper, are remarkable for their vigor, grasp of the subject and discriminating candor.

THEIR NEW BUILDING.

Elsewhere in this issue will be found a half tone illustration showing the new head office and the four branches of the Toronto Type Foundry Co., Limited. Business has so increased at each branch of the company, as well as at the head office, that it has been necessary for the company to secure larger premises in each place during the past year and a-half. The new building at 70 72 York street is probably the handsomest mercantile building in Toronto. It has been built with the object of securing strength and light, and is very centrally situated, being almost opposite the Rossin House. The enterprise of the

company in erecting such a building entitles them to even greater success than heretofore. It is expected the building will be completed early next month, and that it will be occupied by December 15.

Mr. S. Charles Phillips, of The London Paper Maker, and other English trade journals, is now visiting Canada and the United States, making arrangements for the proposed visit of British papermakers to this continent next season. Mr. Phillips was in Toronto November 20, and expects to be in Montreal towards the end of the month.

Northey Gasoline Engine

Makes money for the printer. How? Well, our booklet tells it better; but these three words sum it up—economy, convenience, handiness—Northey Gasoline Engine features. The St. Marys Journal, Gananoque Journal, Orangeville Banner, Bracebridge Gazette and others say it develops further good points in their offices—it won't do less in yours. Write us.

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

Raslo Board of Trade.

Raslo, B. C., Oct 13th 1899

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*With full appreciation of the excellence of your work I am yours Truly
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NEWS OF THE MONTH IN BRIEF.

PERSONAL MENTION.

WM. McDONALD, editor of *The Chesley Enterprise*, has resigned his position as teacher in the Chesley school to give his time to the paper.

John C. Shea, sporting editor of *The Ottawa Free Press*, who went out to Arizona for his health, is dead, aged 35 years.

In the Yukon district four newspapers are in existence: *The Yukon Sun*, *The Nugget*, *Sunday Gleaner* and *Dawson Daily News*.

Wilson Southam, manager of *The Ottawa Citizen*, was married at Cargill, November 7, to Miss Henrietta, daughter of H. Cargill, M.P.

It is reported that James Lawler, of *The Winnipeg Tribune*, will assume the editorship of *The Evangelical Churchman*, Toronto.

R. J. Burde, city editor of *The Province*, has returned from the east accompanied by his mother, who will in future reside in Vancouver.

W. J. Taylor, of *The Tweed News*, has become circulation manager of *The Montreal Herald*, retaining his interest in *The News*, which will be edited by D. B. Taylor.

W. S. Johnston & Co., job printers, Adelaide street west, Toronto, have assigned in trust to John MacKay, Toronto. A meeting of the creditors will be held November 29.

W. Lefroy, publisher of *The British Columbia Mining Journal*, which is issued in London, Eng., is on a visit to Canada. He has opened agencies for his paper in Toronto and Vancouver.

Mrs. J. A. Phillips, wife of Capt. Phillips, Ottawa correspondent of *The Montreal Gazette*, died Nov. 10, from the effects of a paralytic stroke. Mr. Phillips has the sincere sympathy of a host of friends.

It is understood that *The St. John Telegraph* has passed into the hands of a company, in which Hon. A. G. Blair is interested. The names of several well-known Ontario newspapermen are mentioned in connection with the editorship, which has not yet (November 20) been filled.

Owing to the resignation of John R. Allan, of Toronto, F. J. Jameson, business manager of *The Peterborough Examiner*, has been appointed to the important office of Vice Chief Ranger of the Canadian Order of Foresters. Mr. Jameson has been a prominent member of the order since its inception.

NEW PUBLICATIONS.

The first number of *The Phoenix News*, published by J. W. Grier at Phoenix, B.C., is a neatly printed, bright-looking sheet.

✠ *The Presbyterian College Review*, of Montreal, has resumed publication. The November number contains a quantity of interesting material, and is very well printed.

One of its best features is an article by the Rev. D. J. Fraser, B.D., on "The Religion of Rudyard Kipling." The magazine is edited by J. B. McLeod, B.A., while the business arrangements are in the hands of A. G. Cameron, H. J. Keith, B.A., and H. R. Lee. *The Herald Publishing Co.* are the printers.

The Gazette is a new weekly at Carnduff, N.W.T., and S. Anderson is editor of a new journal issued at Fort Saskatchewan.

The Field of Progress is a 16-page monthly which has been started in Toronto by A. Lovell Bain, an American residing there.

✠ *The Abingdonian*, a clever school paper, published by the pupils of Abingdon school, Montreal, is making its appearance again.

SPECIAL ISSUES AND IMPROVEMENTS.

The Warton Canadian has been moving into its new office. *The Echo* appears in new type and looks very nice.

The Wingham Times has appeared in a new dress of type and enlarged form. To the plant a new Monona press has been added.

A valuable booklet called "The Slocan District, B.C.," has been issued by C. Cliffe, editor of *The Mining Review*. It is full of practical information, and is neatly printed and illustrated.

The Picton Gazette will in future appear as a semi-weekly. The paper is now in its 63rd year. The publishers, Messrs. Conger Brothers, are to be congratulated on their energy and success.

✠ *The Montreal Herald* has installed its new Hoe perfecting press. It is well equipped with all the latest appliances, and can print 24,000 copies per hour of an 8, 10, 12, or 16-page paper.

Two Christmas numbers are appearing in Toronto this year—those of *The Globe* and of *Saturday Night*. They both promise to be very handsome affairs, with colored plates, and will sell for 50c.

The Woodstock Sentinel-Review reports a growing circulation, partly the result of an improved paper and partly the result of the interest in war news, the daily circulation on November 1 being 3,000, and the weekly 5,370.

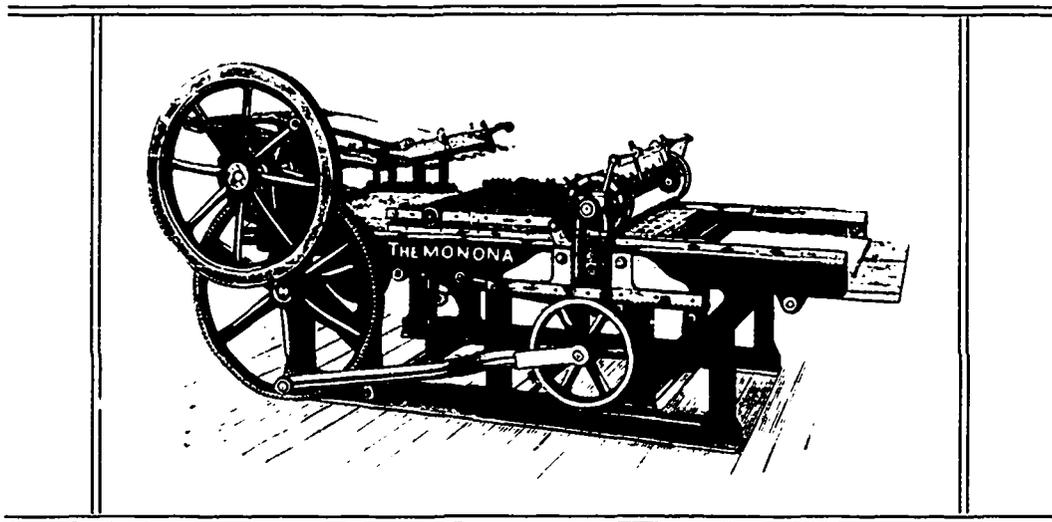
The Walkerton Telescope announces a circulation of 1,536, and justly congratulates itself on this result. Eight years ago the circulation was about 600 and the publisher believes that a figure of 2,000 can be reached. His efforts deserve to meet with success.

It is proposed to hold a printing exposition in New York next May on the occasion of the semi-centennial of Typographical Union No. 6. This will include all machinery, materials, etc., connected with printed matter, and the proceeds of the affair will go towards the charitable objects of the fraternity. A committee has been formed, and the secretary of it is Chas. E. Gerhering.

The size of the place in which it is published is not always the determining factor in the success of a newspaper. That a Canadian village of about 1,000 population can support—and support well, if other conditions are satisfactory—a local paper has been abundantly proven.

THE ...

Canadian Leverless Monona Book and Job Press



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 2. The **form rollers** are **geared**, thus insuring perfect inking of forms.
 3. In this press all **side levers** are dispensed with.
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 6. All gears are cut from the solid block, which insures a smooth running press; also the cylinder racks are cut from a solid steel bar.
 7. The gripper motion is geared, hence is positive, thus making the **register line absolute**.
 8. It is the easiest running press offered to the printer—a boy can easily run it. It has five ink rollers; 3 2-in. distributors and 2 3 in. form rollers, and gives a good distribution; also each press is fitted with a first-class well ink fountain.
 9. The forms can be corrected on the bed of this press with less trouble than any other cylinder press made.
- Each press will be complete with a full set of cast rollers, or two roller moulds, cylinder blanket and a full set of wrenches.

WESTMAN & BAKER

MAKERS

Price of Press, 6 Col. Quarto . . \$850.00
Steam Fixtures, \$15.00 extra.

TORONTO, ONT.

A good illustration is given in the support that is accorded by the village of Lanark, Ont., to *The Era*. This paper, though but little more than five years old, runs 14 columns of advertising. The paper deserves its success, as the other 10 columns printed in Lanark are full of bright, interesting local and district news, and the advertising and reading is well displayed and nicely printed. The four inside pages are patent inside.

BUSINESS CHANGES

W. D. Magee, printer, Oil Springs, Ont., has sold out to Bice & Bennett.

Wm. Wallace has sold *The Orangeville Advertiser* to J. F. Dodds and Kenneth McKay.

The Greenwood, B.C., *Times Printing and Publishing Co.* has been incorporated; capital \$25,000.

The plant, etc., of the estate of Charles Annand, publisher of *The Halifax Echo*, job printer, etc., Halifax, is advertised for sale by auction on December 6.

MANAGING A NEWSPAPER'S FINANCES.

C. F. Lehman, before the South and West Texas Press Association

THE financial end of a newspaper is like the business end of a mule—you must know how to go about it. Like our ship of state, a successful newspaper must be made up of several distinct compartments, each independent in itself, yet so constituted that in its operation its every movement has in view the best interests of the other. That makes a properly balanced newspaper. A paper may electrify the world with its brilliant editorials, yet without the proper material at the business desk, it can only end like the meteor—in a flash and a fall.

Years ago, like too many others of my brothers of the craft, I fell into the easy-going style of letting the business department work out its own salvation; but I soon found the error of my way. I learned that it did not pay to let your bills run from January to January, and then have an annual settlement with the big advertisers; I learned that it was poor business management to send the paper year in and year out to John Smith or Jim Jones whether they paid for it or not. I learned the whole secret in a nutshell—say "No!"

I adopted the monthly collection for city patrons, and found it the correct rule of business, where an actual spot cash business cannot be maintained. But it is in the subscription department that I was put on my wits. How to manage that was the question. I struck the keynote. On July 1, August 1 or September 1 of each year, I send every subscriber a very polite little circular asking him to call and see me; that I am not dunning him, but, being in a tight place and in need of funds, I would greatly appreciate it if he could find it convenient to part with a few cents of his wealth to help things along. The plan works admirably. The men come in and pay up with enthusiasm, and go away rejoicing. On January 1 of each year I cull out all those who have not paid for two years, and send them to a collecting agency. The result is highly satisfactory. I carry no deadheads on my subscription list, and, contrary to the old and oft-exploded theory, I make my subscription list pay.

I have long since educated my patrons up to the fact

that a newspaper is not a charitable institution, but as much of a business affair as the bank or the big mercantile houses. Buy your paper where you can get the best prices; pay cash as nearly as possible, and in all things be as independent as a bondholder. Adopt banking methods as much as possible in handling the office finances, and, above all, be sure to keep a correct finance ledger. Know your receipts and expenses every day, even if they do not exceed 40 cents.

TORONTO EMPLOYING PRINTERS.

The annual meeting of the Toronto Employing Printers' Association took place November 16 at the Queen's hotel. There was a good attendance, and Mr. Daniel Rose, the retiring president, occupied the chair. The following were elected officers for the ensuing year. Richard Southam, president; Daniel A. Rose, vice-president; Atwell Fleming, secretary; Albert Maccoomb, treasurer. Executive Committee—A. F. Rutter, Albert E. Chatterson, J. B. Williams, J. T. Johnston, James Murray, F. H. Newton, R. G. McLean, Robert Milne, A. W. Thomas.

A vote of thanks was passed to Mr. Daniel Rose for his very efficient discharge of the duties of president during the year, and another cordial vote was tendered to Mr. J. T. Johnston for his services as chairman of the recent conferences relating to the new scales of wages. It was decided to hold the annual dinner at the National Club December 8.

A MODEL NEWSPAPER.

The Sun newspaper in Baltimore is a curiosity. It is 62 years old, and has never varied its business rules. The management reasons from the standpoint of absolute independent ownership. It will accept advertisements as a favor to the public. Never has an advertiser been able to secure a certain place in the paper. No money could buy this distinction. The place to be occupied is governed by the office and subject to its convenience in the make-up. Another thing, in the 62 years of its existence it has never broken a column rule. Double-column ads? Yes, but the column rule is always down the centre. No cuts are allowed and only contour or outline type is used. No commission is allowed any one for business secured. The office reasons that the advertiser must pay all the expenses of securing an insertion in *The Sun* newspaper, and this applies to the subscription as well as the advertising department. Street sales are really discouraged. Nor is any soliciting done. No one ever heard of *The Sun* asking a merchant for his ad., or to take the paper. And the charges are absolutely impartial. A single line costs so much. A whole page is paid for at the same rate. The subscription list was a curiosity to me, and the business manager pointed with pride to weekly dates. The patronage of the paper is enormous and the concern is a gold mine. The manager informed me that they owned a building a few squares away with an exact duplicate of the printing plant always kept ready in case of accident or fire. *The Sun* is unique in its individuality and independence. Its influence is paramount in Baltimore and in Maryland. It has been truly said that its name has come to be a synonym for reliability, integrity, and advanced, if conservative, methods.—Caxton Caveat.



TORONTO TYPE FOUNDRY Co., Limited

Paid-Up Capital, \$150,000.

This company does the leading business in Canada in printers' goods, and covers the continent from ocean to ocean—from Halifax to Vancouver. The above engraving gives photographic reproductions of the company's five warehouses, in each of which full lines of printers' machinery and materials are carried.

The company's affairs are managed by experienced men, who have the confidence of the trade. John J. Palmer is the president, and J. T. Johnston the general manager, of the company. The branch managers are: Halifax, James C. Jones; Montreal, Geo. M. Stewart; Winnipeg, John C. Crome; Vancouver, D. A. Tweedie.

The magnitude and scope of the company's business are well illustrated by the above engraving.

The head office of the company, after December 15, will be at 70-72 York St., Toronto, where a magnificent new building has been erected which will give ample accommodation for a rapidly growing business.

OBITUARY.

WILLIAM COMPTON.

AN old Halifax newspaperman, Wm. Compton, has passed away at the age of 74, and his death leads *The Herald* to deal with some events in the Halifax publishing world a generation ago. Mr. Compton learned his trade in the old Halifax Journal office. In 1847 he was engaged on *The Post*, then edited by J. H. Croskill, and a few years later he worked on *The Sun*, under the management of Ritchie and Nugent. He and his brother started *The Halifax Catholic*. In 1858 Mr. Compton and his brother John founded *The Express* and ran it at that time as a tri-weekly paper. Its principal editorial writer was John Costley. *The Express* soon took its position as the leading evening newspaper in the city, and maintained it for a great many years. M. J. Griffin and Robert T. Murray graduated on that paper. Mr. Compton was appointed a Dominion arbitrator on the creation of the board in 1869, was removed in 1874 and reinstated by Sir John Macdonald in 1878. He was spoken of by his colleagues, and, indeed, by all who knew him, as a very able man—a man of mature judgment, and who saw the point of a case at once. John Bowden, John Dunn and Alpin Grant, who still live, were contemporaries of Mr. Compton in the publishing business. The others are gone.

LESLIE E. MACLEOD.

Leslie E. MacLeod, formerly of Summerside, P. E. I., died in New York last month aged 37. Mr. MacLeod was one of the most brilliant writers, particularly on equine topics, that Prince Edward Island has produced. He was for some years associate editor of *The Summerside Journal* and *Prince Edward Agriculturist*. About thirteen years ago he went to New York and took a position on *Wallace's Monthly* and *The American Trotting Horse Register*. When these publications were discontinued he went to Chicago, and for some time held an important position on one of the great trotting papers of that city. Later he returned to New York, where he was employed on one of the daily papers, and for some months past he has been associate editor of *The Trotter and Pacer*, a leading turf paper. Mr. MacLeod, while connected with the Wallace publications, traveled extensively among the great stock farms of the United States, especially of California, and he was the editor of Charles Marvin's popular book on training and trotting topics, as followed at Pa'o Alto.

OTTMAR MERGENTHALER.

The inventor of the linotype, who died lately in Baltimore, was born in the kingdom of Wurtemberg, May 11, 1854. After studying under his father, the village schoolmaster, he learned the trade of watchmaker, and in 1872 went to Washington, entering the employ of A. Hahl & Co., manufacturers of electric clocks and similar works.

It was while he was in their employ that James O. Clehane called on Mr. Mergenthaler's employer and

suggested the invention of a typesetting machine. Young Mergenthaler was struck with the idea and set to work at once. In 1882, after he had been admitted to partnership with Hahl, he left what was a very lucrative business in order to devote his energies to the machine which had become his hobby.

He persevered, and in 1886 his efforts were crowned with success, when the first machine was placed in the composing room of *The New York Tribune*. It was in comparison with the present machine, a crude affair, but it worked, and showed the possibilities of further invention. From that time the history of the Mergenthaler machine was one of steady improvement. The inventor first conceived the idea of making a typesetting machine that would work by means of indentations in papier mache, with the stereotyping separate. This proved a failure, as also was the second one, which was made on the same plan, but was an improvement on the first. The last machine he made was the linotype.

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To All who Write Ads, Show Cards, Circulars or other Business Literature.
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*For the second best contribution
we will pay \$2.*

and for all others that are used we will pay the current rates.

In case of not more than two contributions being received during a single week no awards will be made.

Names and addresses of senders to be enclosed in confidence.

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Board of Trade, **MONTREAL**.

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