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THE CANADIAN PRINTER PUBLISHER

PAPER AND PULP NEWS.

VOL. IV. No. 4]

TORONTO, APRIL, 1895.

[\$2.00 PER YEAR.

Read What Publishers say of the THORNE Type-Setting Machine

Portland Daily Press.

PORTLAND, ME., Feb. 12th, 1895.

JOHN J. PALMER,

DEAR SIR, - Yours at hand. We are very glad to give you any information you may desire about our experience with the Thorne machine. We put them in a year ago last August and another (we are running two) last April. We run the 7 point machine day and night, and the 6 point night only with a full crew, and day times with a crew of a boy and girl. They are running finely and have done so ever since we put them in. Our 6 point night crew (men) who have been on the machine from the start, set from 50,000 to 64,000 ems per night of nine hours. The variation comes from the fact that this crew set all our small want and for sale advertisements, all our tables in nonpareil, and a class of matter that varies very much from night to night. The week ending Feb. 2nd, they set the following: 57,300, 54,443, 61,033, 60,333, 61,533 and 53,066 ems. They set all their heads and have no help what ever, only of course they do not correct their own proof. The 7 point night crew have been on since April and set from 42,000 to 45,000 ems per night. They also set much of the advertising matter, as you will notice an advertisement on the 5th page of this

morning's Press, sent you by this mail, which is largely set in 7 point type and was set by them. Our girls in the day time do not set so many ems per hour, as they are "old timers" we took off the case. They set on the 7 point machine 30,000 to 35,000 ems per day in a little over seven hours. On the 6 point we run a crew composed of an apprentice boy 16 years old and a girl. The boy distributes and justifies, and the girl operates and justifies, taking turns with the boy at the latter. They set from 20,000 to 25,000 ems per day, but do not run over six hours, the girl correcting all the proof of both machines for the day. The proofs are much better than hand.

The machines give us but very little trouble and need no expert work. We have not lost half a day on either since they were put in. There is but little call for machinist work, other than in any machine where there are wheels and belts to wear out.

Our men are all satisfied and not one of them could be hired to go back on the case. Our neighbor, the Argus, which is next door to us, has recently put them in, after watching their work in our office for over a year. We shall be pleased to answer any questions you may ask further about the machines.

Yours very truly,

PORTLAND PUBLISHING CO.,

E. S. MERRILL, Business Manager

For further particulars of the Thorne
Machine, apply to

JOHN J. PALMER

Solo Agent for Canada

MAIL BUILDING.

TORONTO, ONT.

Wedding Stationery Announcements Invitations and Visiting Cards

WARWICK BROS. & RUTTER

Have just received a large and well-selected line
of the above goods.

Newest and Most Fashionable Designs

FINEST QUALITY STOCK

MODERATE PRICES

For the convenience of the Trade

SAMPLE BOOKS

Have been prepared, giving prices and "Order Word" for ordering. If you have
not received a copy

CORRESPOND WITH US.

Warwick Bros. & Rutter

Manufacturing and
Importing Wholesale

Stationers

. . . Toronto, Ont.

Printer AND Publisher.

VOL. IV.—No. 4

TORONTO, APRIL, 1895

\$2.00 PER YEAR.

A JOURNAL FOR PRINTERS AND PUBLISHERS

PUBLISHED MONTHLY BY

THE MACLEAN PUB. CO., LTD.

TRADE JOURNAL PUBLISHERS AND
LARGE MAGAZINE PRINTERS

NO. 10 FRONT ST. EAST, TORONTO

Subscription \$2.00 per annum.

Single copies 10c.

J. B. MACLEAN,
President

HUGH C. MACLEAN,
Manager

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THE PREFACE.

WHY do you always skip the preface of a book and plunge into the text? It often contains the whole matter of the book concentrated into a single thought or a few sentences. It is the keynote of the rhythm and music which follows. This article is the preface to this issue.

The aim of this journal is to furnish Canadian journalists and printers with technical knowledge, with discussions of trade topics and with craft news. This aim is carried out in this issue in as thorough a manner as is possible under the circumstances.

But what is needed to increase the value of this journal to its readers is the sympathetic co-operation of the craft. Many

of the leading members are giving it this help, but the great body of Canadian publishers and printers have stood aside and watched our efforts with a critical eye. They have been acquaintances, not friends.

Read this issue through carefully and see if we are not worthy of your friendship, worthy of a warm corner in your business heart. If it is unworthy of its aim and the trade it represents, drop it like you would a hot plate. If it is filling a want, your assistance will make it more thoroughly useful.

DEPARTURE IN COVERS.

Appearance is a great feature in many ways. A man's appearance tells in the success of his business if it betokens carefulness, thoughtfulness and shrewdness. A woman's appearance, to a very great extent, makes her life happy or unhappy, a success or a failure.

Especially in the printing and publishing trades is appearance important. The publishers of *The Dry Goods Review*, a monthly trade journal issued by the MacLean Publishing Company, Montreal and Toronto, seem to recognize this and are now putting a new design in colors on every issue of their journal. The "Spring Trade Number," published on March 1st, was embellished with a cover of unique design, being an owl dressed in a new spring suit, lithographed in five colors. The April issue sent out in Easter week was a two colored design of Easter lilies by A. H. Howard, R.C.A. This was simply printed.

The publishers undoubtedly know what they are about and are not "paying too much for their whistle." That they find such enterprise profitable is a sure sign that the business public appreciate that which has a splendid and attractive appearance.

REFUSED WITH THANKS.

"I had an offer from Davis & Lawrence, patent medicines, Montreal," said Mr. Campbell, of *The Cayuga Advocate*, to **PRINTER AND PUBLISHER**, "which I quickly consigned to the waste paper basket. It was \$9 for fifty two insertions of a 12-inch advertisement, and two copies of my paper. The advertisement was made up of a number of various sized cuts to be run in different positions in the paper at different times. It would have been worth \$9 a year to keep track of the insertions. I see, however, that quite a number of papers accepted the terms and are running the advertisements."

MONOLINES GO OUT OF THE HERALD.



IN January last PRINTER AND PUBLISHER was informed that The Montreal Herald had been working with the Monoline machine, and was so well satisfied with the results that they proposed procuring some more and doing away with hand composition entirely. Since that time the best of friends apparently have fallen out, and if threats are carried out there are likely to be some lively times. As the full facts of the story which led to difficulty may be interesting we detail them in full: When The Herald decided to try machine composition they received several offers, and among them all, that of Mr. Scudder, of the Monoline, was to them the most acceptable. To even the most impartial authority the offer in question was a very favorable one. In effect, the Monoline people put in five machines, and gave The Herald composition at 15 cents a thousand, which any printer will admit is a remarkably cheap price. In doing this the understanding was that the Monoline people were simply experimenting with the machines, and that as soon as they had them perfected they would be taken out and replaced by perfect ones. The Monoline people supplied their own operators, and everything went merry as a marriage bell until the first week in March. At that time, however, it became known that the representative of the Rogers machine was in town, and had been in town two or three times before. By some means the Monoline people learned that he had been in negotiation with The Herald people, and that in fact he had closed a deal with them to equip their office with the Rogers machine. Mr. Scudder says The Herald people had all along given him to understand that they were perfectly satisfied, while on the other hand The Herald says they were very much dissatisfied with the appearance of the Monoline composition in their paper. They were satisfied with the cost but not with the printing results. To get even Mr. Scudder made an equally sharp move. The Herald since the fire have not laid in a very full suit of type. Mr. Scudder knew this, and accordingly he instructed the people who supplied the electricity to propel his machines to cut it off, withdrew his operators, and left The Herald to get itself out as best it could on Monday, the 4th of March, without giving any warning whatever. He claimed that as the machines were only in on experiment, he had a right to withdraw them whenever he liked. Subsequently an arrangement was made to keep the machines in until the new Rogers were up.

SOME UNBUSINESSLIKE METHODS.

PRINTER AND PUBLISHER is no friend of the average advertising agency. It has had no hesitation in constantly and severely condemning many of them and their methods. They have done much to reduce the regular advertising rates of the newspapers, and to make that department less profitable. Publishers, however, have not been blameless. Many of themselves have helped to bring down the rates. Take the case of "Scott's Emulsion" advertising. This concern placed their business through an agency, which got 25 per cent commission from the newspapers, ten of which they allowed the Scott Browne people. The latter decided to save the fifteen per cent also, and they

wrote all the papers saying they were now doing their advertising direct and would pay the net prices to newspapers, i.e. their lowest price less the agents' 25 per cent. commission. Nearly all the papers accepted after a little dickering. Those which did not, got full rates eventually. Those which did have established a level of rates 25 per cent. below their former figures, which it will be next to impossible to regain.

Other papers who received business from an agency have gone direct to the advertiser shortly before the expiration of the contract and have offered to insert the advertisement at something less than the agency had charged. This has been a most contemptible and injudicious move. The advertiser thought he had been overcharged by the agency; the agency could get no more business from him; the publisher if he got the advertisement, reduced the value of his space, and need never expect business from the agency in future.

Equally reprehensible is the action of a Canadian agency which went to an advertiser after he had closed a contract with a paper and said that if they had only come to him he would have inserted the same advertisement in that paper for much less money. The advertiser thought he had been cheated and is of course a very bitter enemy of the newspaper.

THE GAZETTE CUTS ITS SUBSCRIPTION PRICES.

The Montreal Gazette, the oldest and one of the best daily newspapers in Canada, has reduced its price for street sale from 3 to 2 cents, and will offer a "campaign year" rate at \$3. Reducing a newspaper's price is usually poor policy. It is usually a "war measure," never adopted as a sound commercial expedient, but usually to meet a rival's cut. In this case The Herald, the only other English morning paper in Montreal, has been selling for a cent, and The Gazette meets the challenge by going half way to 2 cents. The paper was worth the old price and should have stuck to its figure. On the new basis it still remains double the price of its contemporary, and can hardly hope to get the one-cent buyers, while it loses on the revenue derived from regular customers who would have in any case continued to buy it. A far better course would have been to spend the money now lost by reducing the price in adding to the staff and increasing the news or other facilities which make a paper readable and saleable. There is no revenue in simply cutting price, which does not add to a newspaper's popularity or value as an advertising medium.

A HEARTLESS BOARD OF DIRECTORS.

Getting The Empire out of the way was a justifiable business move, because there was one too many papers in the Toronto field. But that does not excuse the action of those responsible for closing out a going concern on such a poor basis that the whole staff, from the manager down, were thrown out of employment in the middle of winter. The Mail people behaved fairly: they gave positions to Empire men where openings existed, but this only provided for two or three employes. The Mail naturally and properly stood by its own staff. It's a pity The Empire Company did not adopt the same line, and make some provision for men who had worked faithfully in their interest for years.

The Ministers who, like Messrs. Patterson and Haggart, turned Turk on the party organ, must assume responsibility for forcing its employes out, and rendering it an impossible task,

from a business standpoint, to carry on the paper. The directors, too, except Mr. Creighton, are rich men, and a little concern for the future of their employes would have been just, even politic. There is Senator Sanford, for example, a millionaire who has made a fortune out of the policy advocated by The Empire, and who is supposed to hanker after a title. His desire to "stand in" with the Ministers ought not to have been as strong as his consideration for a full staff of men, mostly without any resources and sure to be greatly injured in prestige and reputation by their connection with so disastrous a collapse. The Empire was a good property if properly pushed. It is said The Mail people were surprised at its large circulation, when the lists were handed over, and believe they secured a good bargain; while others have expressed surprise that a better bargain was not made by The Empire negotiators. Some members of the new syndicate, who entered the company shortly before the collapse, like Sir Frank Smith, Colonel Davidson, Mr. Phillips, and Mayor Kennedy, got little out of their connection with the paper except the privilege of paying up the last call on the stock transferred to them in equal shares with the directors. But their case is not so hard as that of Mr. Creighton, who was repeatedly urged by the Conservative leaders to leave a prosperous paper in Owen Sound and go to Toronto as managing director for The Empire. He took a good deal of stock in it, and spent money which has never been repaid him in travelling over Ontario in 1887 getting up the company. The collapse left him poor, without resources or prestige. The political leaders who used and sacrificed him have since secured him an office—that of Assistant Receiver-General at Toronto—but in making this provision for Mr. Creighton they have played him as mean a trick as politicians ever did. The salary of the present incumbent, Mr. C. J. Campbell, who is to be superannuated May 10, is \$3,000 per year. In appointing Mr. Creighton, the Government have docked him \$500 per year and reduced the salary to \$2,500.

A QUESTION OF CIRCULATION.

A good story illustrating the uncertainty of current statements about newspaper circulation arose out of The Globe's residence in The Empire office after the late fire in the former's building. The Globe is known to have a large circulation, and The Empire had been for years charged with having a very poor one. After the fire the two papers were printed on presses standing side by side and of identical make. When the two presses were started it was naturally supposed that The Empire would get through printing in much less time than its great rival. But the presses stopped almost at the same time, thus showing that The Empire printed about as many papers as The Globe. The latter enjoys a deserved reputation for its number of readers, and The Empire might also have had justice done it if—when it had a fight over circulation with its competitor The Mail some years ago—it had taken steps to prove its position, regardless of what the other paper did.

Editor Buggin, of The Plattsville Echo, is the busiest man we know of. He runs a livery stable, carries the mail to the station, runs a bus line, a boarding house, an express office, a newspaper and laundry agency. If any man outside of Arizona can beat this we'd like to hear from him. Drumbo Record.

EDITORIAL NOTES.

THE Toronto Evening News made a bad break a few days ago. On Good Friday no evening papers were issued in Toronto, but the weekly returns published by themselves showed that the circulation was 31,532.

Has running a printing office made you rich?

When you are making any changes, or doing any specially attractive work, let PRINTER AND PUBLISHER know.

Speaking of circulation, publishers should never forget to impress on their patrons that it has two essential features: (1) quality, (2) quantity. Quality cannot exist without quantity, but quantity is mighty little use without quality.

The Canadian Press Association will, it is expected, take a jaunt through the Maritime Provinces about the end of June. Arrangements are now being made. A special party, consisting of the editors of The Goderich Signal, The Dundas Banner and one or two others who do not desire to have their names published, will occupy a box car. The remaining contents will be mostly ice.

In the article by P. D. Ross in this issue he remarks that "newspaper space should not be a perpetually slaughtered bankrupt stock." Do you catch the full force of that sentence? How does it apply to your business? Are you dealing in seasonable goods or are you merely offering the public job lots at half price?

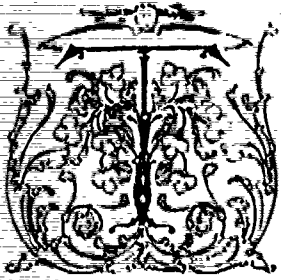
The Brantford Expositor's Woman's Number is to hand with date of April 13th. Sixteen pages are devoted to special contributions and illustrations printed on fine paper. The illustrations are the finest collection we have seen in a single issue of any Canadian paper outside of Toronto and Montreal. For enterprise, within its sphere, The Expositor is second to no paper in this Dominion.

The Mitchell Advocate has entered on the thirty-sixth year of its publication, and W. R. Davis, its founder, is still editor and proprietor. From 1860 to 1895 is a long time, but The Advocate has never found things dull, as it has always had a long subscription list and a good advertising patronage. As a newspaper it has always been intensely local—and, as a consequence, successful.

As neat a weekly as drops onto the table of PRINTER AND PUBLISHER is The Uxbridge Journal. It is well-printed in every respect, but the feature of it is its well-set "ads." There are no unsightly cuts, black funeral borders, and six-inch spaces with 18 inches of matter in them. The borders are light and neat, ornaments used judiciously and advertisements not over-crowded with matter. The publisher, W. H. Keller, sees that his customers change their advertisements regularly, as he knows that stale advertisements are almost as objectionable as stale news.

CO-OPERATION AMONG LOCAL PUBLISHERS.

BY P. D. ROSS, JOURNAL, OTTAWA.



HERE are three English daily papers in Ottawa, The Evening Journal, The Free Press, also evening, and the morning Citizen. Until within a year ago, the publishers practically did not speak as they passed by.

About that time an Ottawa business man had occasion to do some special advertising. He asked The Journal its figure for a page, one issue. The price was \$45, made by a rate of two cents a line, as he was a regular advertiser and had a contract which gave him the right to extra space at that rate.

The enquirer thought the figure high, but The Journal stood to its guns, declining to come lower. He went to The Citizen, intimated that The Journal had offered him a page for \$30, and said that if The Citizen would do the same, he would give it the ad. too. This gentleman was a professing Christian and an office holder in an Ottawa church, but for some reason The Citizen smelt a rat. Temporarily putting him off, The Citizen people telephoned The Journal, contrary to their previous rules of war, and learned that The Journal had declined to give the page for less than \$45. The Journal reciprocated by suggesting that if The Citizen also refused a cut, it should notify the third paper, The Free Press, of what had occurred.

The Citizen declined to cut, and, when the would-be advertiser went out, telephoned The Free Press. The message was hardly taken before the church official appeared in The Free Press office, and in the course of a few minutes informed it that he was getting a page for \$30 in The Citizen, and would give it to The Free Press at the same figure if that would be satisfactory. He did not get the rate. And a day or two later, the page advertisement appeared in all the papers at \$45 each.

This occurrence was not exactly a sample of others, for the business men of Ottawa are in nine cases out of ten straightforward and honorable, but it was an illustration of the troubles to which newspapers are liable when on too cool terms. For, although few business men would use falsehood, many are keen enough to realize how to utilize one paper's prices to beat down another's. So the Ottawa publishers put on their thinking caps, and in a short time they had mapped out a new plan of operations. They united in a determination to maintain advertising rates. There was not, nor has there been, any increase in the rates, although Ottawa newspaper advertising is the cheapest in Canada in comparison with circulation. The publishers did not increase rates; they followed the old cards; but they decided to stick to them as far as reasonable.

They have done so. Weekly meetings of the publishers are held, at which all matters of difference or doubt are adjusted. All contracts made for the first time must be made at card rates. As to renewals of old contracts, circumstances govern. If a well-to-do advertiser has a first-class position at a second-class rate, he is hoisted to the regular thing. Of old he would have dropped out of the paper, and stayed with one of the others at his old rates. Sometimes he drops out now, but he can't stay with one of the others at the old rates. He can not stay in any paper save at the same rate as other business men pay. Further, dead-head notices are stopped. There are

no more free notices for money-making entertainments. Advance notices of church concerts and boxing matches equally have to pay their ten cents a line. Again, dead-head subscribers are stopped. Jones' free Journal is not stopped, and his free Citizen kept on, making him a special enemy of the Journal. He loses both and gets no sympathy from The Free Press either. Then, notes are compared regarding the business dealings and accounts of shaky advertisers. And repeatedly already the mutual understanding has enabled satisfactory handling of matters in other respects which can be conjectured by publishers. One result, by the way, was the imposition of card rates on brother McKim, of Montreal, who had been doing a flourishing business in Ottawa at very low figures to himself by bucking the publishers against each other. In one case it was discovered that Mr. McKim was offering advertising to one paper at about one-third the rate he was proposing to his principal. In addition, out of the newspaper's third he would have got his usual 25 per cent. commission.

Generally the move has satisfied the publishers excellently. It has killed off some advertising, of course. Some advertisers who maintained space in an aimless way, chiefly because the figure was away down, have dropped out. So have a few who have been offended by proposed hoists. But in many cases better rates are secured, all new contracts made are firmer, and, of course, the battle is at the first, and when the public generally understands thoroughly, as it now begins to do, that newspaper space is not a perpetually slaughtered bankrupt stock, the results grow more and more satisfactory. It should be mentioned that the Ottawa papers have a big advantage in the basis of co-operation, the advertising rates of the three papers being the same. The two evening papers have about the same circulation: the morning paper, while its circulation is less, has a monopoly of its field, and is able to maintain the same rates as the others.

MEN TO BE SNUBBED.

Some men should be snubbed. Here is a letter from one who deserves it:

NASHVILLE, TENN., Jan. 25, 1895.

LITTLE CANADIAN HARDWARE MERCHANT, Toronto, Canada.

DEAR SIR,—Mr. Otis Everett Davidson, of this city, has invented a very clever cider mill and press, which he has named the "Little Giant." It is, indeed, a meritorious invention, as evidenced by the applications which we have received from the trade journals of the United States for cuts and description of it. We write you as the editor of a leading trade journal in Canada, to offer you the use of an electrotype and description for publication in your paper, if you so desire, as it will without doubt be interesting reading.

Very truly yours,

A. TILMAN JONES, Secretary.

PELLAND VS. MONTREAL STAR.

The case of J. O. Pelland vs. The Montreal Daily Star came before the Court of Review in Montreal, March 26. Pelland sues The Star for \$5,000 damages for publishing on January 26, 1892, a report of a speech made by Hon. J. A. Ouimet in Laval County. The case was first tried before Mr. Justice Pagnuelo and a jury, who found that the article was a faithful report of Mr. Ouimet's speech, that it was published without malice and in the public interest, but as it contained reflections on Pelland made

by Ouimet, the former had suffered damages, which were awarded to the amount of \$150. The Court of Review, consisting of Judges Jette, Gill and Loranger, heard the appeal and reserved judgment. Mr. Percy C. Ryan contended, on behalf of *The Star*, that the paper was fully entitled to record an injurious statement when uttered by a public man in a public speech in discussing public affairs. This privilege was the corner stone of the liberty of newspaper proprietors and other persons to participate in public discussion. Cases were quoted in support of the argument that reports of matters of this kind were privileged as being in the public interest.

Judgment in the case will settle the question whether a newspaper, under the present Quebec libel law, is ever safe in publishing reports of political speeches, supposing these speeches contain attacks on political opponents or any other persons.

AN INCIPIENT STRIKE.

At one time every composing room in the Montreal daily newspapers constituted a chapel of the Typographical Union. Now there is only one, that of *The Gazette*, and there was great danger during February of its being declared non-union also. In fact, there was an incipient strike of *The Gazette's* compositors with every prospect of its becoming genuine. The better sense of the men prevailed, however, and matters were adjusted to the satisfaction of both employer and employed. The facts of the difficulty are as follows: Like other business establishments *The Gazette* found its revenue had shrunk, and as it was the only office that paid union rates it asked its men if they would consent to a slight reduction. There was some demur at first, and the headquarters of the union were consulted, and one of its chief executive body visited the city. The proprietors of *The Gazette*, however, refused to have anything to say to this gentleman, but he had the good sense to advise caution on the part of the men before they proceeded to extreme measures. Mr. White was interviewed, and he assured the men that he was absolutely compelled to make the reduction, which would affect them very slightly individually, and that if they did not see fit to accept it he would simply be compelled to put machines into his office before he intended. The men consulted and as a result decided to accept the proposed reduction of 6 per cent. It may be interesting to note that *The Gazette* never has had a strike, and that the reason all the other offices in Montreal are non-union ones is owing to unsuccessful strikes, that at *The Herald* being the most recent.

A MODEL DISPATCH.

The following dispatch in one well formed period is a model of its kind and is an excellent piece of work to imitate:

A \$265,000 FIRE IN CHICAGO.

Chicago, Feb. 27. Four girls were injured, one of them seriously, property valued at \$265,000 was destroyed and six lines of street cars were tied up for over three hours by a fire which originated on the top floor of the Chas. Kaestner building this morning.

The manner of concentrating facts into the fewest words and in such a manner as to sustain the interest to the last phrase is a feature which Canadian writers too often neglect.

A NEW DAILY.

The Canadian Post, of Landsay, which for over 40 years has held one of the foremost positions in journalism, and been known throughout the province as one of the best conducted and most widely read country newspapers in the province, has taken another step forward in the publication of a daily edition, and a very readable and creditable sheet it is. The new daily is half the size of the weekly, and, judging from the liberal amount of advertising in the initial number of *The Evening Post*, the people of Landsay are duly appreciating the enterprise and push of Messrs. Wilson & Wilson, and we can assure them that their confidence is well placed, and that Landsay will reap many benefits by having a daily local paper. Those veteran journalists, the former proprietors, Jas. Cooper, C. B. Robinson, of *The Canada Presbyterian*, and Mr. C. D. Barr, now County Registrar of Victoria County, may feel proud of the sturdy growth of the infant journal they nursed into existence.



Geo. H. Wilson, of *The Canadian Post*.

The accompanying cut shows the well-known features of Geo. H. Wilson, the managing partner, who is an energetic, pushing and successful business man.

CIRCULAR AND NEWSPAPER ADVERTISING.

PRINTER AND PUBLISHER had a talk with George P. Layton, advertising manager for the K. D. C. Co., New Glasgow, N.S., a few days ago, on advertising in newspapers and by dodgers delivered from house to house. They manufacture a patent medicine of considerable merit, a cure for indigestion, and for which they have worked up a very good trade.

Mr. Layton says in a general way that newspapers give much better results for less money than any other method. He figures that it will require about 1,000 four-page circulars to cover a town of 4,000 inhabitants, leaving one at each house. To deliver these properly would require a man at \$2 a day, \$1.50 for his board and \$1.50 travelling expenses; the circular when printed in large quantities would cost about \$1 per 1,000, or a total cost of \$6 per 1,000. From actual experience he finds that about three quarters of these are destroyed unread, the remainder are wholly or partly read.

A four-inch advertisement in a daily reaching 40,000 readers (not subscribers) costs \$4 each insertion. It is more effective. Readers have more respect for the paper. It is often preserved and looked over two or three times. It is a continual reminder. In this way the circular costs \$6 to reach 4,000, and the advertisement \$4 to reach 40,000 people.

"When I have covered the newspapers thoroughly I think I might take up the distribution of circulars as an adjunct," said Mr. Layton, "but I would not recommend it until then."

THE MAN WHO MADE THE MONTREAL STAR.

HUGH GRAHAM, ESQ.

A NEWSPAPER which has become a handsome property in a few years, which has attained an immense circulation according to Canadian ideas, and which is noted as a purveyor of news, must afford some instructive lessons to Canadian publishers. The man who has made this paper what it is must have a career worthy at least of some study and analysis.

Hugh Graham, the proprietor and publisher of The Montreal Star, was born at Athelstane, Huntingdon County, Quebec, about 45 years ago. His father was one of the many shrewd Scottish land owners in that county, and the son received his education at the Huntingdon Academy or collegiate institute. From there he drifted, as numerous other Huntingdon youths have done, to Montreal, then as now the commercial centre of the province. Young Graham's entry into newspaper work was the most natural thing in the world. His uncle was Mr. W. H. Parsons, who had for some years published the old Commercial Advertiser in Montreal, and whose reputation was that of a journalist of undoubted capacity. About this time The Montreal Witness, which had been issuing as an evening one-cent paper, raised its price to one penny, and Mr. Parsons met the new situation by turning his morning paper, The Advertiser, into The Evening Telegram, also at one penny. Hugh Graham could hardly have fallen into better hands than those of his uncle. Mr. Parsons was a skilful writer and possessed an excellent idea of newspaper work. There can be no doubt that in this environment young Graham laid the basis of those methods of conducting a paper which he has since turned to so much success in The Star.

The Witness soon reverted to its one-cent price, and The Evening Telegram, after about a year's existence, discontinued publica-

tion. Hugh Graham then went to *The Gazette*, and was for some time the secretary-treasurer of The Gazette Company. Not for long, however, because in December, 1869, he started *The Evening Star*, a one-cent daily. With him was associated George Langan, a journalist of exceptional brilliance, who had already made his mark in Montreal as a satirist and humorist in *The Free Lance*, and whose subsequent career on *The New York* and *Philadelphia* papers gave him a continental reputation. One of the writers for the new paper was Marshall, another Montreal journalist, and the paper was published by "Marshall & Co."

This arrangement lasted for several years and *The Star* had, like many similar ventures, to encounter the adverse circumstances that beset new enterprises. I have no personal know-

ledge of *The Star*, or of Hugh Graham, during this period, nor, indeed, for some years subsequently. The paper, however, made its way slowly. Montreal was not then the newspaper centre it is now. The existing papers, notably *The Witness*, *Gazette*, and *Herald*, almost monopolized the English section of the reading public. The *Star's* rival in the evening field, *The Witness*, was a strongly entrenched competitor, and years of dauntless effort were required to create a constituency for the new paper. Hugh Graham's share in this must have been considerable, because as soon as the paper passed entirely into his own hands and his early associates had withdrawn to other fields of labor, *The Star's* progress became more rapid, and it began to acquire strong friends and a constituency of its own.

It is difficult to speak with absolute certainty on some of these points. Mr. Graham is exceedingly averse to biographies or sketches of himself, and has always declined to assist in their preparation in any way. Consequently some of the data in this article have had to be obtained by inquiring elsewhere, while the

photograph which adorns it I may as well confess - was secured without his knowledge or consent. Even after Mr. Graham acquired full control, the paper had several years of struggle before it. Most of his time was spent in promoting the commercial side of the venture, though his control of editorial policy and the news department has always been close and constant. The editors were for some years after Langan's departure not men of special note. As writers they acquired no fame, and though Mr. W. H. Parsons, who had retired in ill-health several years before to live at Sorci, was invited to become, editor he was unable to remain in the position for more than a brief period. In this way *The Star* began first to attract notice for enterprise in giving early and exclusive news, instead of for its opinions or literary merit. This, I firmly believe, gave it the first fillip toward success. Mr. Graham's



HUGH GRAHAM,
Publisher of *The Montreal Star*.

heart was in this part of the work, and as opportunity opened he developed his capacity for giving the best news of the day, and turning it out in a style to attract attention. Of course he had some valuable assistance. In 1878 Edward G. O'Connor became managing editor, and during the eight years he continued either in that post or as general superintendent of all the departments in the establishment, he was a tower of strength to the paper. His untiring industry, a marked faculty for organization and management, an alertness in getting news and a strong sense of propriety as to how a paper should be conducted, were potent elements in the situation. At this time also Henry Dalby, the present talented managing editor, joined the paper, which gained much by his incisive literary style and ripe experience. To these and to other good men, like P. D. Ross,

now of Ottawa, and Arthur P. Millar, Hugh Graham owes not a little.

Another feature in The Star's experience which accidentally brought advantage was the course of The Witness. That paper for years had a great hold upon the English population both in Quebec and Eastern Ontario, but its zeal for the Protestant religion reached the stage of acute mania, and it quarrelled with a large part of the reading public, not only Catholics but moderate Protestants, whose temperature The Witness could not maintain at fever heat. The Star steered a middle course, and became the paper of the great body of common sense persons who read for information. It should also be recorded that Hugh Graham and his enterprise were strengthened and sustained through many a trial by the confidence of one or two judicious friends. Of these might be named Mr. William Angus, who seems always to have had faith in The Star and its publisher, who was ever ready with sympathy and encouragement, and who at an early period was able to render material assistance as well. Another staunch ally was Mr. R. W. Graham, his own father, a man of sterling qualities who possessed the shrewd judgment of his race, and who likewise backed the paper in the days when it required help.

I do not record these facts with any intention of detracting from Mr. Hugh Graham's own personal share in The Star's success; but candor compels the admission that circumstances as well as one individual's efforts have aided the enterprise. An analysis, however, of his own policy and efforts does afford ground for sincere praise. Hugh Graham has devoted his life to the paper. Every scheme or new feature which promised to help The Star was carefully weighed, and if adopted, well carried out. For example: in preparing winter carnival and Christmas numbers, the very best work obtainable was put into them. Probably they did not bring a fortune to their publisher, but they added to The Star's reputation. The almanac now being got out is also too good for the money. It must be an excellent advertisement for the paper throughout Canada, but as a money investment—well, that's Mr. Graham's business, I suppose. But every expedient of this kind helps on the paper, and that no doubt is his governing motive. He is a good hand at a bargain, as evidenced in the purchase some years ago of his St. James street property for \$50,000. This gives The Star an office on the principal street of the city, the only English daily possessing this advantage.

In the matter of circulation The Star has made its mark by unceasing efforts to keep the facts before the public. Before it had the circulation of The Witness it used courageously to publish the figures. Then, as it gradually overhauled its contemporaries and passed them in the race, the public became familiar with the figures and now accept them as genuine without challenge. One of the causes of this steady growth to an average of 41,500 daily is that Mr. Graham spends money freely on the paper and is willing at all times to pay well for the best that is going. The Star has secured a good circulation among the French-Canadians, a feat which few English papers have ever accomplished.

The paper's editorial course is frequently criticised as being uncertain. Speaking frankly, one may fairly say that it has no sustained policy on any subject. It has earnestly advocated many reforms, and usually with success, but when the immediate object in view is attained The Star passes on to some other popular matter and drops its old controversies into the waste

basket of oblivion. Mr. Graham, I think, likes to be on the winning side. At least he usually is there. He seems to have to some extent, the faculty possessed to so eminent a degree by Sir John Macdonald, of gauging the situation and shaping a course in keeping with the possibilities of the morrow. The Star, therefore, has often won immense "kudos" in political, municipal or other contests. A dozen years ago an Ontario party started the cry of "Mowat must go." Sir Oliver is still to the fore. The Star once cried out that "Mousseau must go," and that portly provincial premier went—very soon, too. The secret is partly that Mr. Graham does not advocate impossibilities, does not content himself with mere advocacy, but sees that organized effort is sustaining the cause till it wins. Thus many aldermanic contests in Montreal involving good government have been won by The Star's candidates, because its proprietor took care that the honest party was organized and not loquacious only. Seeing that the "landslide" against protection in the United States in 1890 would be followed by a reaction here The Star started in for "tariff reform" and secured a large slice of the credit for forcing that policy on the Government. In this way a paper has been made influential without a political party behind it, and without being tied to fixed opinions. That The Star changes its policy completely sometimes is evident. It now ardently supports the unity of the British Empire—in which course it has the cordial approval of the humble individual who writes these words. Once it came out for the independence of Canada. But the day for that policy having passed away, The Star calmly gives it the go-by in favor of one more in accordance with the personal wishes and views of its proprietor.

The weekly edition is known as The Family Herald and Weekly Star. Here again Mr. Graham's own views of newspaper work prevail. Its title indicates the aim to be a paper for the domestic circle. It has an editor and staff of its own. Much of the reading matter is specially written and set up for it. Thus the paper has a circulation of over 70,000, and is not, as so many weekly editions of city dailies are apt to be, merely a receptacle of so many columns of matter from the daily papers, shovelled in with more or less haste, chiefly more. The proprietor takes as keen an interest in every issue of the weekly as the daily.

It is not often that the owner of a rich and influential paper, who is qualified by taste, education and position for public life, avoids publicity as persistently as Mr. Graham has done. In no small measure his success is due to this policy. The Star thus gets the whole of his time and energy.

Beyond doubt Hugh Graham has built up the best paying newspaper property in Canada. It is said to yield him an average income of \$40,000 a year. A moderate estimate of its value, good will and plant, would probably foot up \$250,000. This successful enterprise is pretty much the product of one man, for he has been its architect, however skilfully and faithfully the assistants may have carried out his ideas.

A. H. U. COLQUHOUN.

The Brantford Expositor of Saturday, March 16, possessed a four-page illustrated supplement. It was issued in honor of Wm. Paterson, the Liberal nominee in that riding, and described him as he is and was. Nearly a dozen good-sized half-tones made the supplement very striking.

THE EX-PRESIDENT OF THE C.P.A.

"HERE in Canada," said T. H. Preston, at the banquet in Montreal of the Quebec Press Association, "we may lack something of the staid character of English journalism, as we also fall short of the sensationalism so characteristic of the American press, but in genuine enterprise we are second to neither, and have struck the happy medium." This is a good description of the Canadian newspaper, and applies with peculiar aptness to *The Brantford Expositor*, of which Mr. Preston is publisher and proprietor. Mr. Preston, through no fault of his own, is the son of a Methodist clergyman, having been born in Mount Vernon, Indiana, in 1855, while his parents were there in search of health. His early years were spent in Woodstock, and while attending the grammar school there he became enamored of the idea of becoming a journalist, made up dummy papers and in true Benjamin Franklin style shoved some of his modest productions beneath the doors of *The Sentinel* sanctum, in the hope that they might find their way into print. His predilection for the newspaper business was probably due to the fact that his uncle, by marriage, William Buckingham, was then publishing *The Stratford Beacon*, and from that day to this he has had no other thoughts in a business way than those associated with journalism. His restless energy led him to leave school at an early age and finish his education in *The Sentinel* office in Woodstock and *The Beacon* office in Stratford, afterwards going to Toronto and to several American cities in search of opportunities.

In 1874 he joined the reputational staff of *The Ottawa Free Press*, was in the press gallery seven or eight years, representing *The Free Press* and other journals, in 1881 he bought *The Walkerton Telescope*, sold out the same year because he felt the field for his energy was circumscribed, became night editor and afterwards Ottawa correspondent of *The Globe*, was acting in the latter capacity when he was asked to join a company with which Mr. Buckingham had become financially connected, and in August, 1872, became managing director of *The Winnipeg Sun*. On January 1, 1893, having in the meantime obtained a controlling interest in *The Sun*, he and his associates sold out, he receiving \$10,000 over and above his share in the business in consideration of not embarking in Winnipeg journalism for a period of five years—a pleasant arrangement that almost any of us would be willing to make. Later on the same parties who made this agreement (the directors of the C.P.A.) offered him the editorship in chief of *The Winnipeg Free Press*, which he declined, preferring to remain in his present position as proprietor of *The Expositor*, which he purchased after leaving Winnipeg and returning to Ontario.

At the annual meeting of the Canadian Press Association for 1894, Mr. Preston was unanimously elected president, and immediately took hold of the duties of office as he takes hold of everything connected with newspaper work, with energy,

intelligence and tact. He is one of the best and most representative journalists of our country; to sum him up, he is a regular printing press in trousers. Besides this, he is a man of fine character, strong domestic qualities and genial disposition, and is beloved and respected by his fellow journalists.

Mr. Preston's guiding principle in business has been that whatever is worth doing is worth doing well, and his paper is one of the brightest and best of the smaller dailies of the province. It usually has a libel suit on hand, but nothing deters it from doing its duty by the public, and there are few newspapers in Canada that will make a stronger fight for a principle, no matter at what cost, than *The Brantford Expositor*. It is a good fighter; yet in all its comments and criticisms it seeks to be absolutely fair. It is probably safe to say that, outside of the *Toronto papers*, there is no paper in the province that spends anything like as much as *The Expositor* for engraving, for purposes of illustration, nor yet for telegraphic matter. As a son resembles his father, so does *The Expositor* resemble the author of its being, its characteristics being the reflection of Mr. Preston in every column. He has brought his newspaper into the front rank, and he is a man of whom one would feel sure that, no matter what position he might be called upon to fill, he would fill it with satisfaction to those whom he was serving and with credit to himself.

During the year of his presidency of the Press Association he implemented the promises made when he assumed the office, and nobody doubted for a moment that this would be the case, as everybody knew that Mr. Preston was a man who meant just exactly what he said. There is not a shadow of boastfulness in his composition; indeed, he leans rather in the direction of a natural diffidence which it is a struggle for him to overcome. But the earnestness and sincerity of the man carry conviction to every mind, and so it comes that no member of the Press Association is more highly regarded than Mr. Preston. He is full of original ideas, and the reunion of Canadian journalists which marked the closing of the year of his

presidency was his own suggestion, and will long be looked back upon as an epoch in the history of the Canadian Press Association and a memorable event in the record of Canadian journalism. The Canadian press is to be congratulated upon having among its leading exponents men of such broad minds, warm hearts and liberal instincts as the president whose term has just closed. The lives of such men, reflected by their newspapers, are a continual influence for good and an inspiration to the whole community.

A. F. FRIE.



T. H. PRESTON,
Publisher *Brantford Expositor*.

THE ROLLAND PAPER COY.

The Rolland Paper Company's mills at St. Jerome are working full time and a little over at present owing to a rush of work. Mr. Rolland assured *PRINTER AND PUBLISHER* that their orders this season were if anything ahead of those of last, but that payments this spring were not as satisfactory as they might be.

RANK DEAD-HEADISM.

UNDER this heading The Kingston Whig satirically emphasizes the fact that many publishers value their space too lightly. But the great point in accepting cigars, theatre tickets, race badges, etc., in exchange for advertising space, is that the publisher who does it not only lessens his own business revenue, but he lessens that of his contemporaries. The spirit of the craft should frown down all such practices.

The Whig says: "Newspaper publishers are in receipt of a magnificent offer from the Canadian Horse Show committee, of Toronto, to insert an advertisement of forty lines in return for which the committee will be happy to send the publisher a complimentary badge. On Saturday night when wages time comes and about forty men troop down to the business office for the means of livelihood, they will be met by the publisher decked with a gorgeous complimentary badge, and will be told that advertising is no longer a matter of business, that the proprietor is working for glory and that the employes, no doubt, will be delighted to see the publisher so handsomely decorated, and that they will consequently refrain from asking for wages for that week. The badge can also be photographed, and when the paper makers send the weekly account of several hundreds of dollars the photograph will be enclosed to them with the intimation that newspapering is merely a matter of honor and glory, and that it is trusted that a vision of the gorgeous decoration just conferred will be accepted in lieu of money. It will be interesting to see how many publishers will be decorated this week as a result of their generous impulses in the direction of ruining their own business and every other publisher's by encouraging indefensible dead headism."

WHEN AGENTS ARE NOT ENTITLED TO COMMISSION.

In an action brought by Moore against the MacLean Publishing Company for commissions on advertising contracts which he had been working, which he had been unable to close, but which were closed by another man, Judge Morson decided that he, Moore, was not entitled to any commission.

The judge pointed out that advertising contracts are entirely different from real estate deals. The commission on advertising contracts must go to the man who actually closes the deal and brings the contract to the office. Even if the advertiser has been called on repeatedly by the agent and has finally promised to advertise, but instead of giving the agent the contract, takes it to the office of publication, the agent cannot claim commission.

THE GALT REFORMER.

ONE year old was The Galt Reformer on April 6, 1895, and a most lusty infant it is. Mr. Andrew Laidlaw may well be proud of his pet as proud as he is when his pedigreed dogs take the highest prizes in America.

Mr. Laidlaw seems to have a faculty for wanting and getting "the best." When he began his evening daily, he sought out new quarters and now occupies three storeys of a handsome corner building. The ground floor is taken up by the business offices, a large Campbell complete press, and a Brown folder and gas engine. The second storey is the job department, where a large two-revolution Campbell press and other presses, and the stock room are located. The third room is the news

room, where two typograph machines are in operation, and all the composition for the newspaper is done. The editorial and reportorial rooms are also on this floor. All the machinery, the conveniences and the methods are "the best," and every machine used is less than four years old.

With such an excellent equipment, and with an enterprising publisher, The Reformer cannot be otherwise than successful.

AN ERROR CORRECTED.

BY some means a palpable error occurred in the figures in Mr. Stephenson's paper read before the Press Association on January 31st. They related to the Typograph type-casting machine, and the error occurred in the first line.

It read:

Three machines set 1,287,843 ems at 8 cents
per 1,000 ems..... \$199.04

It should have read:

Three machines set 1,287,843 ems at 8 cents
per 1,000 ems..... 103.02

Thus the total cost of the three machines for 27 working days of nine hours is \$190.77, not \$286.79 as stated.

Figuring composition at 20c. the result is:

Setting by hand..... \$257.57
Wear and tear of type..... 15

\$272.57

Cost by machines..... \$190.77

Net saving..... \$ 81.80

If the composition were figured at 25 cents the net saving would be still greater, but 20 cents is nearer what the average rural publisher pays.

It is unfortunate that the error occurred, even if it were easily detected by the reader. The publishers of this journal disclaim any responsibility in the matter, as it was their duty to print, not to correct. However, they take this, the first opportunity, of making the correction and giving the Typograph its just dues.

A NEW LITHOGRAPHING COMPANY.

The first annual meeting of the Canada Engraving and Lithographing Company was held at its office, 3 Bleury street, Montreal, on the 15th of February last, for the purposes of organization, consideration of by-laws and terms of acquisition of stock, plant and machinery of the establishment lately used by the Burland Co. There was a full attendance of shareholders and all matters were successfully carried out and the following were elected directors of the company for the ensuing year: J. H. Burland, James G. Monk, R. C. Smith, G. B. Burrows, Hy. Earles, T. J. Gallelan and Dr. Andrew Macphail. At the meeting of directors, held immediately subsequent to the general meeting, Mr. J. H. Burland was elected president and Mr. Jas. G. Monk vice-president, with Mr. Wm. Brisbane secretary-treasurer. This new company will combine the lithographing and printing branches of the British American Bank Note Company, also all the plant, etc., of the late Canada Bank Note & Burland Lithographing Company. The capital is \$150,000 paid up in 1,500 shares of \$100 each.

LEWIS W. SHANNON.

PRESIDENT CANADIAN PRESS ASSOCIATION.

THERE are such things as a newspaper family. When the father is a journalist, his sons take in journalistic ideas with their food, their pleasures, and their school learning. The proprietor of The Kingston News up to 1880, Mr. J. Shannon, now postmaster in that city, had two sons, who imbibed journalistic ideas in their youth. Lewis W. Shannon now publishes the paper formerly controlled by his father, and his brother publishes The Ottawa Citizen.



LEWIS W. SHANNON.
President Canadian Press Association.

Kingston has produced some important men, among whom may be mentioned Sir John A. Macdonald and Sir Alexander Campbell, now deceased; Sir Oliver Mowat, Sir Richard Cartwright and Jas. Metcalfe, M.P. Lewis W. Shannon writes no letters before or after his name, but already he is one of Kingston's noted sons, and was recently honored in being elected president of the Canadian Press

Association. He is a comparatively young man, having just passed the half-way milestone of the allotted three score and ten. With his genial manner, rare courtesy, soldier-like regularity and undoubted ability, he must maintain a leading position among the moulders of Canadian thought.

At college Mr. Shannon first showed his smouldering talents. He was the smallest and youngest freshman in Queen's University in 1873, and stood over 6 feet when he graduated in 1877 with a record of one scholarship and half a dozen prizes. For the next three years he studied medicine and taught school, capturing a gold medal in the spring of 1880 for honor work in chemistry.

But the fates had decided that he should be neither a pedagogue nor a doctor. He was destined for the Fourth Estate, and in 1880 he purchased The Kingston News, on his father being appointed postmaster. He knew something about the business, for his holidays had been spent kicking a Gordon, washing rollers, smashing type, spoiling costly paper, reporting police-court and marine news, and any odd jobs to which he was assigned. But best of all, he brought to the business an energetic body and a clear brain.

Like all young men, he began with a hustle, but unlike most young men he has kept it up. He enlarged The Daily News from 28 to 32 columns, and The Weekly News successively from 32 to 48, 56 and 64 columns, and finally changed the latter to a six-column quarto, a semi-weekly, at \$1 per year. Moreover, he has kept The News clean in its reading and advertising columns, neat and up to date in its mechanical appearance, and consistent in its political tone.

As a citizen Mr. Shannon is well-known and respected by his fellow-burgers. He was elected alderman in January last. He has risen from the ranks of Kingston's pride, the 14th Battalion, to be its senior major. For a long time he has been one of the city's leading vocalists, and has been a leader in all its musical organizations, singing in choirs, oratorios and glee clubs.

Even comic operas were not beyond him, and he has figured as the Boatswain in "Pinafore," as the Pirate King in "The Pirates of Penzance," and as the Baillie in "The Chimes of Normandy."

Only at one point has Mr. Shannon been a failure. He is still a bachelor.

Mr. Shannon is a Freemason, and also belongs to other fraternal orders, and stands high in their councils. His breadth of sympathy and heartiness of friendship enable him to count his friends by the score.

J. A. C.

JOHN F. MACKAY.

Commencing as a printer's devil in 1886, it took only nine years for John F. MacKay to become owner and manager of a lively daily and a largely circulated weekly. Like several other prominent Ontario journalists, he began his career in the Woodstock Sentinel-Review office, where he completed his "time" in May, 1889. That he was an ambitious and thoughtful youth at that time is evidenced by the fact that while learning the case at this "Ontario Printers' University," he also learned shorthand and acquired a slight reportorial experience.

City experience was needed, and The Toronto Mail employed Mr. MacKay for a time. Leaving there, he assumed the editorial management of The Leamington Post, it being then owned by John Wigle & Son. Three months after found him joint proprietor with J. L. Johnson, and this continued up to March, 1894, when he sold out his share to Wm. Johnson. On this weekly Mr. MacKay made his mark, and a good clear mark it was. It was a losing concern when he dropped into the editorial chair, and when he departed he left behind a valuable and paying property.

But the change that Mr. MacKay made was to accept a position on the editorial staff of The Chatham Banner. A new company, with J. S. Brierly, of St. Thomas, at its head, had just been formed. Up to this time The Banner had only been weekly, but the "Evening Banner" was at once manufactured and flouted in the breeze of public favor. During the one year that has elapsed, this young journal has become firmly established, with a splendid circulation and a comfortable advertising patronage. At the same time, The Weekly Banner has been boomed and is now one of Ontario's "leaders." Mr. MacKay has thus had a varied experience, and it is just this experience which has enabled him with perfect confidence to take over the management of The Banner, having purchased a large slice of the stock from Mr. Brierly. To-day he has the unique position of being the youngest manager of a Canadian daily newspaper.



JOHN F. MACKAY.

He attributes his success to recognizing three principles: (1) The making of local news (including correspondence), the leading feature; (2) Rejecting all objectionable advertising or sensationalism; (3) Always having a first-class paper typographically.

J. A. C.

CORPORATION PRINTING IN MONTREAL.

THE City Hall Committee of the Montreal City Council, which has charge of the corporation printing work, is not persona grata with the bulk of the job printers in that city. This is owing to the fact that for the past month or so it has burked every effort of a sub-committee appointed to investigate the methods under which the work is given out. Formerly the work was publicly tendered for, but this system was allowed to drop about eight years ago, and since that time the work has been distributed as the committee sees fit. It appears that the great bulk of the work has been given practically to two firms, though others have made more advantageous offers. Naturally this favoritism raised a howl, and a committee of investigation was the result. So far, owing to the fact that it has not been able to secure a quorum, it has not investigated anything. The action of two or three of the aldermen, who have always some excuse for non-attendance, is being left open to unflattering inferences, therefore. Under the contract system the work cost the city about \$10,000, but last year the expenditure footed up to \$35,000.

JOURNALISTIC COURTESY.

In these busy days of journalism an editor may be excused for occasionally neglecting to credit an article which he had taken from another paper. But whenever he has failed to do so, he has committed a theft—stolen the product of another man's brains.

A Woodstock editor clipped the major part of an excellent article on the relations of the young man to the church, which first appeared in the editorial columns of *The Montreal Gazette*, and ran it as an editorial note. Such are the false pretences of some men, whose honor otherwise may be without a stain.

Journalistic courtesy, as it obtains in Canada, severely discourages anything of this kind.

THE BEATON LIBEL CASES.

AUGUST, 1893, is a month long to be remembered by Ontario publishers, especially those who published the famous articles concerning Mrs. Beaton, of Burlington. April, 1895, will similarly be remembered as the month in which *The Toronto Globe* and six other papers won their cases against this woman and her over-anxious lawyer.

There are some lessons to be learned. First, the publisher who compromises an action of this kind doesn't always do the wisest thing. Second, co-operation among publishers for defence against libel actions has been proved to be workable and profitable. Third, in Ontario, publishers must exercise the greatest care in copying articles from other newspapers. Fourth, publishers with a fighting backbone are a benefit to the craft.

On April 3, *Beaton vs. Globe* was called at the Hamilton Assizes. The *Globe's* co-defendants were *Toronto World*, *St. Thomas Times*, *Guelph Herald*, *Stratford Herald*, *Strathroy Dispatch*, and the *Central Press Agency*, Toronto. B. B. Osler, Q.C., and H. M. Mowat appeared for *The Toronto Globe*, *Guelph Herald* and *The Toronto World*; J. M. Glenn for *The St. Thomas Times*; E. S. Smith for *The Stratford Herald*; John Follinsbee for *The Strathroy Dispatch*, and J. E. Bird for the *Central Press Agency*. The action against *The*

Globe was for \$10,000 damages, and against the other defendants \$5,000 each.

The plaintiff's lawyer, Mr. Staunton, in addressing the jury, explained that according to a new law the various newspaper defendants had a right to consolidate the cases for trial, and if the jury assessed damages against one of the papers, the damages would be divided among all the defendants. The defendants claimed that the articles in question were true in substance and fact, and it was evident that the plaintiff was either monstrously maligned or she had the brand of Cain on her forehead. The defendants had examined the plaintiff, and had brought to light occurrences in her life which she would rather had not been revealed, but although they had raked up her whole life and had perhaps found that she had transgressed the moral law, Mr. Staunton said they could not prove that she was a murderess—even though they proved her guilty of adultery. He said that the unfortunate phases in his client's life had nothing to do with the case at issue, she having never transgressed the laws of this country.

Then the question of publication was gone into, and when Lawyer Staunton had done his best, Mr. Osler argued that the publication of the alleged libel, in *The Toronto World* and *Central Press Agency*, had not been proved. Mr. Staunton contended that the plea of justification from the defendants was sufficient proof of publication. His Lordship ruled in favor of Mr. Osler's contention, and the latter hereupon moved to have *The World* and *Central Press* cases dismissed with costs. Mr. Osler succeeded in his motion, and both those actions were dismissed with costs as against the plaintiff.

Five cases remained to be disposed of, and an examination of the plaintiff was read, in which she acknowledged her immorality. This was intended to support the defendants' plea of justification, and did so with the jury, all being against the plaintiff.

TORONTO EMPLOYING PRINTERS.

The annual general meeting of the *Toronto Employing Printers' Association* was held Tuesday evening, the 16th inst. The reports presented show that the relations with employes were satisfactory, and that the membership roll of the Association had increased during the past year. The Association decided to admit to membership employers in cognate industries. The election of officers resulted as follows: President, Mr. A. F. Rutter; vice-president, Mr. Daniel Rose; secretary, Mr. W. H. Apter; treasurer, Mr. James Dudley; Executive Committee, Messrs. D. A. Rose, S. Frank Wilson, Hugh C. MacLean, Fred. Diver, H. Bruce Brough, A. W. Croil and George Shepard. The past presidents of the Association are Messrs. James Murray, W. A. Shepard and C. B. Robinson.

This Association intends to hold monthly social meetings, either luncheons or dinners, for the purpose of bringing the members of the trade together, and thus strengthen the feeling of loyalty towards one another and the trade generally. Such gatherings should be productive of much good.

Messrs. A. McNee and F. H. Macpherson, of Windsor, Ont., were in Toronto last week arranging to supply the people of their town with full information concerning the 48th Highlanders, the *Toronto* battalion which visits Windsor on May 24th.

JOHN J. PALMER.

All publishers who were in business in the Dominion from 1870 to 1876 will remember the gentleman whose features are reproduced on this page. John J. Palmer was then on the road in the interests of Miller & Richard. In 1876 Mr. Palmer left Toronto for San Francisco, and in 1881 he was one of the founders of the well known type foundry and printers' warehouse of Palmer & Rey.

They supplied everything a printer needed in type, furniture, presses, patent insides and outsides, and stereo news plates, and also controlled a large advertising agency.

In November, 1892, the American Type Founders' Co. was formed and bought out Palmer & Rey's business, together with about twenty other similar United States concerns. In this company Mr. Palmer holds a large amount of stock, and is one of the directors.

Mr. Palmer has decided to make Canada his home again, and will have his business office in Toronto, and will supply anything a printer needs.

One of his chief agencies is the Thorne typesetting machine, which has one great advantage. A dress of type is used by the machine, and should anything happen to prevent its working, the type can be set by hand and the paper printed as usual. The cost of the machine is \$2,200, or \$600 a year. The type required can be procured at ordinary prices, and all the parts are kept in stock and are supplied per express or mail on receipt of telegram.

The machine is here to stay, and any publisher who contemplates putting in a machine should have a talk with Mr. Palmer as to the relative merits of typesetting and type-casting machines.

The Thorne may or may not be the best machine in the market, but its merits are at least worthy of close and thoughtful inspection. Mr. Palmer has given the matter careful study and can give much valuable information. Some of these machines are now working in Canada, and the results from them can be ascertained.

THE NOR-WESTER SOLD.

A special despatch from Winnipeg, dated April 21st, says: "The Daily Nor Wester was purchased yesterday by Mr. Thos. A. Bell, of The Fort William Journal. The sale was unexpected, and caused a decided sensation, owing to the fact that some of the directors were unaware of the transfer having been made. The paper will be continued as a Conservative organ." This is the paper Mr. Luxton started about a year ago, when he was ousted from The Free Press.

JOURNALISTIC GOSSIP.

THE Newspaper Maker is a new craft journal in New York. It is published weekly and apparently from the same office as The Fourth Estate.

The Monetary Times has put in a new Potter press, to be used for fine catalogue work.

A new French Liberal newspaper is to be started at St. Boniface, to be called La Courier.

The London Advertiser is now printed by type-casting machinery, and it looks very well.

Mr. J. R. F. Boyd, formerly The Mail's agent at Hamilton, has been re-appointed to that position.

Messrs. Thompson and Barthe have withdrawn from L'Electeur, of Quebec, to publish The Weekly Commercial.

The Victoria Industrial School, Mimico, publishes a neat monthly, entitled Our Boys. Printing is one of the industries taught at this institution.

Mr. J. Bruce Walker, city editor of The Brantford Expositor, was married at New Durham last week to Miss Mary Will.

The International Art Printer is published by Arthur M. Rutherford, Owen Sound, Ont. March was the first month of issue.

The Montreal Star's 14 Rogers machines will soon be ready for the office. The type is to be an exact imitation of the present style of the paper.

The Niagara Falls Printing and Advertising Co. is being reorganized. Andrew Bruce Brown, publisher, is the moving spirit in the reorganization.

Mr. Thomas Southworth, editor of The Brockville Recorder, has been appointed to the position of Clerk of the Forestry, a position which Hon. C. F. Fraser held.

The Portneuf Paper Co., and J. Ford & Co., both have mills at Portneuf on the St. Maurice river, Quebec, and both were somewhat hampered by the recent floods on that river.

A dinner was recently given in the Russell, Ottawa, to Mr. A. McLean, of The Montreal Herald, and an address presented to him by the directors of the Central Canada Exhibition Association, of which he resigned the presidency at the last annual meeting owing to his removal to Montreal.

E. H. Macpherson, publisher, Windsor, is one of the provisional directors of "the Peninsular Loan and Savings Co." of Windsor, Ont. The amount of the capital stock is \$250,000.

Actions have been entered and writs issued by the Ottawa and Gatineau and Pontiac and Pacific Junction railways against The Free Lance Publishing Company of Ottawa for \$12,000 damages, in each case for libel. The publication complained of is a letter published in the issue of April 6 above



JOHN J. PALMER.

Agent for Thorne Typesetting Machine.

the signature of T. A. Howard, stating that both roads were unsafe to travel on. The companies each bring actions for \$10,000 as well against Mr. T. A. Howard, of Aylmer, the writer of the letter.

Harry Bragg, for some years commercial editor of The Montreal Star and latterly agent of The Toronto Empire in Montreal, intends to start a new paper shortly. Its title indicates its purpose: "Property, the Investor's Guide in Land, Buildings and Stocks." Mr. Bragg is thoroughly posted in these matters, is an accurate and capable writer, and should turn out a good paper. It will appear monthly.

At the recent trial of The Ottawa Journal libel suit, Ald. Fred. Cook, The Empire's correspondent at the Capital, was cross-examined by Mr. Dalton McCarthy, who asked: "Is it not a fact that a newspaper will insert anything at ten cents a line?" "No," said The Empire man, "and what is more, Mr. McCarthy, you know to the contrary from your own experience." In this tussle the newspaper man came out ahead of the lawyer.

The death of Mr. Jas. W. Scott, president of The Times-Herald Co. of Chicago, removes from the ranks of the financiers of that city a prominent figure. Mr. Scott was practically the founder of The Herald, the name by which the paper was known before its amalgamation with The Times. When Mr. Scott erected The Herald building some years ago he could truthfully say that he had put into bricks and mortar the finest newspaper publishing establishment in the world, and perhaps that statement may still stand unchallenged. The Evening Post was another of the successful newspaper ventures with which Mr. Scott's name was prominently identified.

R. C. Hill, publisher for some time of The Star-Transcript, Paris, Ont., has gone to take possession of a title and an estate in Great Britain. This is even better than an Ontario Government position.—A. R. Fawcett, of The Toronto Junction Leader, recently celebrated the fourteenth anniversary of his becoming a newspaper proprietor, and his staff made him a presentation. The Journal, Summerside, P.E.I., was burned out recently. A new dress was sent to it per express from Miller & Richard, Toronto, and not an issue was missed. During the Hendershott trial, The St. Thomas Journal reached an average of 5,325 copies. The Montreal True Witness issued a St. Patrick's Day number.—G. W. Smalley is now New York correspondent of The London Times.

The Ottawa Evening Journal issued a woman's number on April 11th. Miss Mary Scott, the only female member of the C. P. A., was business manager.—The Beaton cases against The Kingston News and The Belleville Intelligencer have been dismissed.—C. J. Maguire has been elected president of T. U. No. 176, Montreal. This Union recently lost one of its charter members, a man who had been 33 years on The Gazette staff of compositors. His name was Patrick Kerby and he was known as "P. K."—W. J. Wilson has been re-elected president of Toronto T. U. No. 91.—United Canada, of Ottawa, of which Mr. John D. Grace is the editor, has entered on its seventh volume.—The Brantford Courier has a new Wharfedale job press, a new folding press, a new dress of type. The Courier considered the question of machines, decided against them and will retain its staff of compositors. Miller & Richard supplied the type.—Mr. McBride, who has been managing The Chatham Banner, has returned to his old post in The Journal office, St. Thomas.

The superintendent of the Montreal Water Department has taken action for \$25,000 against La Presse and Le Monde for alleged libels contained in articles referring to the street hydrants. H. C. Clay, until recently editor of The Patrons' Advocate, Winnipeg, has been appointed bailiff of Rapid City court. It is announced that Mr. J. K. Clare has been appointed general manager of The London Free Press, with Mr. W. Swaisland secretary-treasurer. The Winnipeg Tribune lost a libel suit the other day and had to pay \$400 damages.

NEWSPAPERS. THEIR DUTIES AND POWERS.

By THOS. E. QUINN, DETROIT FREE PRESS.

I SHALL first take up the newspaper as an educator, and in so doing shall at the outset briefly dismiss from consideration those intruders in the field of journalism who bring discredit upon a noble profession, and make more difficult the task of those who labor with heroic zeal for the promotion of the highest and the best interests of a common humanity. No one condemns more severely, or with greater sincerity, these panders to the baser passions, these purveyors of sensationalism, than does the true journalist. His life is dedicated to his work with a loyalty and a devotion that find few parallels outside the high calling of your pastor, in which he is quickened by the touch of divinity and the inspiration of an abiding faith. These poachers, who are a disgrace to literature, as they are a dangerous menace to the morals which should pervade our civilization, are not newspaper men, and their shameless productions, colored and tainted by depraved imaginings, are not newspapers.

In the broadest acceptance of the term, to consider the newspaper as an educator is to deal with all the legitimate functions. In its giving of news, its discussion of current events, its answer to inquiries, its literary contributions and selections, its illustrations and even its advertisements, it is to a greater or less degree enlightening many of those who read it. It keeps the student of history abreast of the times, for the genius, the energy, the skill, the knowledge and the enterprise that have been devoted to the gathering of news, have placed the entire world under tribute. The rise and fall of dynasties, the terrible conflicts of opposing principles, the death struggles between prerogative and liberty, the ceaseless endeavor to escape the thralldom fastened upon the masses when the sway of the hereditary rulers was as strong as was the contrast between its power and circumstance with the poverty and degradation of those who toiled, are recorded as they occur.

With these great events that mark the progress of the ages toward the ideal human government, come the minor political movements affecting them, the discussions of the world's statesmen, the actions of her legislative bodies, the exercise of imperial power, the report of those popular movements which find birth in the hopes of the people and expression in petition, protest, public clamor or revolutionary outbreak. Still lighter in the scale of importance, but to many none the less interesting, are the crimes, the casualties, the proceedings of the courts, political gossip, the sayings or doings of prominent men, the social events of the world with all that is of importance as affecting religion, music, art, trade, commerce and the great industrial world.

No mind can measure or grasp the result to humanity of this wonderful grouping of what transpires in its daily life. It is an ever changing view, true in its portrayals, limitless in its

variety, an epitome of existence on earth, an object lesson instinctive with life, an inspiration to nobler endeavor, a condemnation of that which it is the mission of the world's great moral forces to overthrow.

In my own limited experience I have known a little three line advertisement to change the whole current of a man's life, reclaiming him from despondency and from a course that meant inevitable ruin, inspiring him with new hope, opening to him the chance of a worthy career and the way to prosperity which he honorably and successfully followed. It suggested to me the mysterious workings of a benign Providence which we can appreciate only as we recognize the beneficent results. I have known musicians, writers, inventors, artists and persons in almost every walk of life who were moved to a development of their talents or materially aided in that direction by something in a newspaper that stirred their latent talents or gave them needed aid in their endeavor. No man did more than the lamented Horace Greeley to improve the general literature of the country and secure it to the masses through the medium of journalism. He spoke no tongue but that of his father, yet he mastered all that was best in the varied field of literary production. With a discrimination that was almost infallible, he gathered about him the writers of the day who could best insure the interest of the people with productions that would be read, while with them went some inherent principle of reform, which at length achieved popular approval that led on to its accomplishment. He first gave woman a voice through the public press by the employment of such talented representatives of their sex as Harriet Beecher Stowe and Margaret Fuller. Now, some of the most meritorious and influential productions of journalism must be accredited to women, for whom there is a special place in the field that no one else can fill so well.

I need not speak to you of the scores of others who have done so much to direct the course and determine the outcome of popular action. You know the noble workers and the invaluable services of those in the secular field of journalism. All the great writers of the age have given their views, told their stories or perpetrated their jokes through the columns of the newspaper. It is the faithful mirror of the day and more potent for good when properly directed than is any other purely human agency. It speaks to thousands where the individual speaks to scores. It sows the seeds of truth with the winds. The individual casts them only within the circumscribed locality where he serves his cause. The paper speaks for the many where the individual speaks for himself. It sends to the cross-roads the doings of the world and to all the world sends its daily record. It is in many schools for its historical value and for the study of its literary styles. It is the hand-book of the statesman and the handmaid of the reformer. It is the promoter of civilization along all the approved lines of its advancement.

I realize keenly, that to such far-reaching influence is attached a corresponding responsibility. To meet that responsibility is the honest and persistent endeavor of the reputable newspaper. As to this, I believe that there is a misapprehension even among those who mean to be fair in their judgment and are sincere in their criticisms. The attainment of human perfection is impossible, but when effort to that end lends every energy and calls in every aid to its attainment, condemnation should make way for approval and encouragement. In this I am speaking for the reput-

able newspaper and not for any single representative of the class. I know that every possible care is exercised to insure accuracy, to avoid even the slightest suggestion of wrong, to treat all justly and to give readers a paper that can be read in every household by every member, with benefit, with pleasure and without harm. Reliability is an absolute requisite in the newspaper worker who retains his place in reputable journalism. Inaccuracy, wilful misrepresentation or carelessness as to facts are cardinal sins classed as unpardonable. Men are misled, for, shrewd as they may be, they have no special power of divination which uncovers the plausible liar or the motives which may prompt the unprincipled seeker for notoriety, self advancement or revenge. The uninitiated would be astounded at the amount of falsehood, meanness, avarice, pride, jealousy and ambition which are whispered into the air of the reputable newspaper. Knowing this, they would be equally astounded that truth and reputation are so successfully protected. It has often been a marvel to me, that in the rush and hurry of a paper that must appear every twenty-four hours, there could be such a careful separation of the chaff from the wheat, such a commendable defeat of the unprincipled and designing. It speaks volumes for the perfection of system and for the integrity as well as the efficiency of the men entrusted with the endless yet ever recurring details.

The evils upon which the press is now training its batteries are those embodied in our municipal governments. It is charged by European moralists that they are the worst in the world, and we are not in a condition at present to refute the accusation. There is crime among those trusted with its suppression. Crime goes unpunished among those who have no official cloak for their protection, but find it at a money value or through the exercise of political influence among those who furnish the strongest arguments against the wisdom of a government by the people. Municipal debts are piled up that would embarrass an empire. Unscrupulous demagogues and rings prey upon the aggregated wealth of the tax-burdened citizens. Men in high places sell the favors at their disposal, and by systematic blackmail accumulate riches. Incompetency, ignorance and avarice fill many of our public offices. The waters of corruption are sapping the very foundations of our institutions, and to restore them to their original strength is the duty to which every agency of reform is addressing itself. In this the newspaper is taking a conspicuous and leading part. In every city of the country it is raising its voice for the overthrow of corruption, the casting out of unworthy officials and the establishment of better government. From every section of the nation it upheld the hands of Dr. Parkhurst in his final effort and was the ally that awed the corrupt opposition into silence which was followed by surrender. It will not cease its efforts until the great work in hand is accomplished and worthy men wield the power of control.

Against monopolies, trusts and combines of every character that add to the burden of the masses, a like warfare is being waged by the newspaper. It is stirring the public sentiment that is invincible when thoroughly aroused. The fundamental good sense of the people can always be trusted. It needs but intelligent and enlightened guidance. In providing this, the newspaper is doing its part with a conscientious regard to methods and an earnest prayer for success. In a government like ours, where abuses such as these are to be overcome, the

great need is for wise followers, and they are procurable only through wise educational influence, reaching those who must be aroused to determined and aggressive action. To this mission the newspaper is irrevocably committed.

The exercise of greater care and honesty in selecting our legislative representatives, state and national, is a matter of the gravest importance and one to which the reputable newspaper is addressing itself. Aside from the corrupt and deteriorating influences operative among them, there is encountered ignorance, incompetency and venality such as has caused a united effort of all good elements for the correction of municipal abuses. When we contemplate the power wielded by our legislative representatives, how completely our general welfare is at their mercy, how they may modify, alter, add to or abolish our whole system of jurisprudence, or of local government, how they can inaugurate the most sweeping and disastrous changes, we cannot but feel that a solemn responsibility rests upon each individual elector in the choice of a representative. To quicken that sense of responsibility is among the duties in which the newspaper is showing its full sense of responsibility.

Thus far, I have considered the newspaper as affecting the broadest field of its operation. In what I now have to present, it is perhaps better to consider it from the standpoint of the community in which it is published and in dealing with which it is not dependent upon the news-gathering facilities that reach the length and breadth of the world. I venture the assertion that no influence outside of the church has done so much for the prevention of crime as has the newspaper. It not only seeks to impress the lessons of morality, but in running down criminals, exposing their plots and securing their just punishment, it is more feared than the direct representatives of the law. Many a man who would risk escaping his just deserts if the authorities alone were to be considered, refrains from crime through fear of the newspaper.

PRICE OF TYPE IS EASY.

Owing to the fact that the American Typefounders' Co. is running off \$50,000 worth of new type on old body at ridiculous prices, type values are very easy at present. The market is well filled at present with type, owing to the introduction of machines. Add to this the aim of the American company of making all their new type on the point system, and a double reason is found for the cheapness of type.

The British typefounders have also been making a re-adjustment of prices, and it is said they have been lowered from 15 to 25 per cent. in order to compete with the lowered American figures. This may be true or it may not, but no authoritative confirmation has yet been given.

A NEAT BOOK.

From the press of Apted Bros., Toronto, comes a very neat book entitled "Hidden Mines and How to Find Them," by W. Thos. Newman. The half-tone frontispiece is a magnificent piece of press work, while the letterpress is exceedingly clear and clean, and shows a high grade of skill in the composition.

The work itself is a practical manual for prospectors, and no person interested in Canadian mines or minerals should be without it.

Buntin, Gillies & Co.

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Wholesale Stationers and
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Printers' Stock

**Boxmakers'
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Special . .

Attention paid to orders
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Private Post Cards

We carry in stock a variety of sizes, colors and qualities of Blank Cards, suitable for above, samples and prices of which will be sent on application.

Cards may be had double size, so that both sides may be printed at one impression and afterwards cut in half.

BABCOCK VS. STEPHENSON.

CASE of especial interest to all members of the printing craft was before his Lordship Mr. Justice Street at Kent Spring Assizes, just concluded in Chatham, Ont. The style of the action was Babcock Printing Press Manufacturing Company vs. Stephenson, and the issue was the payment for a press sold by the plaintiffs to the defendant (the publisher of The Chatham Daily Planet) about a year ago.

The defence set up was that the company had stipulated to supply a new press, but instead, had sent one on that had been in use elsewhere a considerable time, and was, therefore, a second-hand machine.

This defence Mr. Stephenson was abundantly able to maintain, both by the inferential testimony of his pressmen and other employes, besides expert machinists who were called in to examine the press, and also by the testimony of witnesses for the plaintiffs, and others, who admitted that the press in question had done duty for a time in The New York Clipper office, and had also worked off a daily newspaper for several weeks. It was also established in evidence that the publisher of The Planet on discovering, while the press was in course of erection, the marks of usage, had promptly notified the representative of the company at work on it, and served him with a written injunction to cease operations, as he would not accept the press. The company's representative telegraphed to headquarters, and received word to go ahead, and the company would be responsible. On this understanding the machine was set up, and went into use. Offers were subsequently made by the company to adjust differences by a reduction in the price of the press, although there still was insistence that the press was a new one. In fact, all through to the end of the trial the plaintiffs maintained that their press was new.

Mr. Stephenson, however, refused to make a settlement on the terms proposed, holding that his contract called for a new machine, and that he was not bound to accept the press either as second hand or new. The case, as a matter of fact, went to the judge on the straight contract, the plaintiffs having nothing in their pleadings as alternative in the event of an adverse finding on the contract issue. After an exhaustive trial, his Lordship intimated that he was prepared to deal with the contract issue on which the action was based. There was, he said, as much difference between an old and a new press as between an old and a new coat, and any man who had bargained for a new one would certainly object to having a second-hand article in lieu thereof. "I certainly find," his Lordship continued, "that Mr. Stephenson was, under the contract, entitled to a new press, but did not get it. He got a machine that had been in use in The New York Clipper office, and also had run off a daily paper in that city for one month. The machine was, therefore, not a fulfilment of contract, and the defendant had a right to refuse to accept it.

This was virtually a judgment in favor of the defendant on the essential issue—the fulfilment of the contract.

But the plaintiff's solicitor raised the question as to the

acceptance of the press by use thereof, and on this point his Lordship was willing to hear argument of counsel.

For the defendant, it was pointed out that the press had not gone into operation before the discovery of its character was made; that the makers had been notified promptly, and had gone on with their work, leaving the press to be used by the defendant, who had nothing else for it but to use it, seeing that his other press had been removed to make room for the new-comer, and that the question of implied contract by his proceedings, had not been raised until the action on the essential ground had failed.

Correspondence between the plaintiffs and defendant, subsequent to the discovery of the character of the press, was submitted. This the learned judge took to consider, reserving a decision on the point as to an implied contract and the concomitant question of quantum meruit.

The amount involved was over \$3,500.

MUST PAY \$5,000.

At Quebec, on April 12th, in the case of Angers v. Pacaud, Judge Andrews gave judgment against L'Electeur for \$5,000 damages and costs.

The judge, in his decision, went into the case very fully. As is well known, on the 5th of December, 1893, L'Electeur published an editorial accusing Mr. Angers, who was the Lieutenant-Governor of the province, of having received presents from Senator Landry, and to have otherwise benefited by the sale of the Beauport Asylum. His Honor denounced the defendant in scathing terms.

The retractions made by Mr. Pacaud in L'Electeur, and the regrets expressed therein at the publication of the libellous article, were rather tardy to be sincere, but, however, they served to somewhat mitigate the present sentence in the case. His Honor then condemned Mr. Pacaud to pay \$5,000 damages and costs, which amount to about \$1,500.

OPPORTUNITIES.

The London Advertiser wants to give up the job printing department to devote its entire energies to the paper, and are offering the department for sale. Worked in connection with the paper, as they propose to allow the purchaser to do, it should be a profitable business. Few of the big dailies have ever made their job departments pay, but when they were taken over by independent concerns a profitable business was done. The Mail job department, Toronto, is an example of this. The lowest dividend the company that controls it has ever paid has been 12 per cent., while 20 to 30 and even more has been made.

There is also for sale, as per advertisement in another column, an Ontario evening daily and weekly, plant and goodwill. It is a paying business, with room for development, and only the ill-health of the present proprietor makes him willing to sell.

The Prouty power press is finding its way into many Canadian offices. It gives excellent satisfaction, judged by the words of those who have used it.

MR. LEAVENS' METHOD.

The cash-in-advance publishers have various schemes for notifying their subscribers that their subscription is expiring. Mr. Leavens, of The Bolton Enterprise, uses a neat private post card, on the back of which appears the following matter :

OFFICE OF THE BOLTON ENTERPRISE.

BOLTON 189

DEAR SIR,—I take the liberty of letting you know that your subscription to The Enterprise has expired recently, as you will notice by the address label. You are no doubt aware that The Enterprise is conducted strictly on the Cash-in-Advance System, and I ask your co-operation in the matter, believing it to be the only fair basis on which a newspaper can be conducted. All will be treated alike. One month will be allowed for renewal of subscription, after which time the paper will be stopped if not renewed. I have thought it proper to thus set the matter before you.

Trusting that the amicable relationship which has heretofore existed between us may be continued to our mutual benefit, I have the honor to be,

Yours truly,
F. N. LEAVENS, Publisher.

No subscriber could be offended at this honest and courteous notice. It appeals to his business fairness to do as he would be done by.

THE RECORD BROKEN.

From all parts of the country come reports of fast records made on linotypes, but what is probably the best work ever done on straight news work is that of Louis A. Johnson, an

operator in the composing room of The New York Times, March 28. In eight hours he set the following amount of solid matter (i.e., not a lead, a dash, or a rule --nothing but the lines cast by the machine), and did not consider that he was making any great record until the matter was measured and it was found that he had broken all records.

First hour.....	10,125
Second ".....	8,856
Third ".....	9,882
Fourth ".....	9,477
Fifth ".....	9,585
Sixth ".....	9,963
Seventh ".....	9,639
Eighth ".....	10,611

Gross Total..... 78,138
Gross average per hour..... 9,767

..... 78,138
Deduct for corrections..... 5,913

..... 72,225
Net average per hour..... 9,028

This record is certified by William H. Donogh, foreman of The Times composing room, and is undoubtedly correct.

It is probable that a contest will be held in this city soon, at which some of the expert linotype operators will have an opportunity of showing their ability. —The Newspaper Maker.

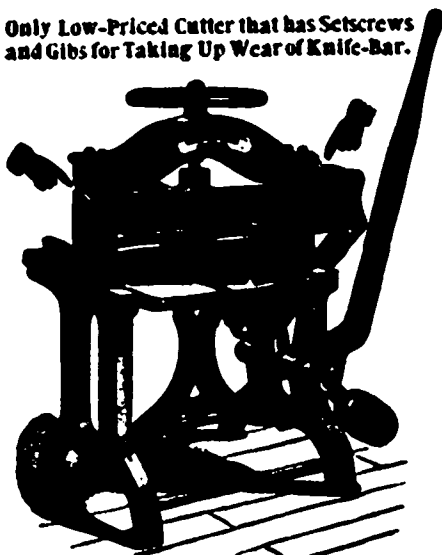
The Most Wonderful Machine for Country Newspaper Printing

Vaughn Ideal Hand Cylinder

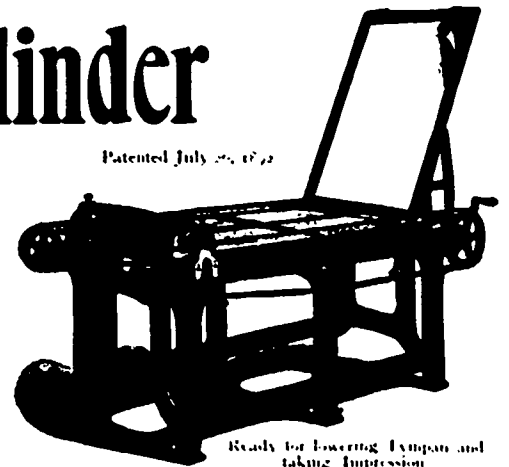
An impression is taken by each forward or backward turn of the crank. The press runs so easily that a boy or girl of fifteen can operate it without undue exertion. It occupies the least floor space. It is the fastest hand cylinder made. It is lightest, although built of iron and steel. It is the safest to operate, and makes least noise. It does excellent newspaper work, and invariably gives satisfaction.

- No. 1—8-Col. Folio, or 8-Col. Quarto, bed 28", x 63" . . . \$300.00
 - No. 2 8-Col. Folio, or 6-Col. Quarto, bed 33", x 60", . . . 225.00
- Frisket for No. 1, extra, \$6.00; for No. 2, \$5.50.

Only Low-Priced Cutter that has Setscrews and Gibs for Taking Up Wear of Knife-Bar.



**BUY THE BEST
IT COSTS NO MORE**



Patented July 25, 1877
Ready for lowering lamp and taking impression

Advance Lever Cutter

**Greatest Cutting Capacity for the Least Money.
Beware of Imitations. Insist on the "Advance"**

Furnished with interlocking back gauge and clamp without extra cost. It always gives satisfaction because of its strength, convenience, and simplicity.

For Sale by all Type Founders and Dealers
Send for Descriptive Circulars

The Challenge Machinery Co., Chicago, Ills.

Sole Manufacturers

MARITIME PROVINCE NOTES.

BY SPECIAL CORRESPONDENTS.

THE Truro Times is now known as The Guardian-Times. A. C. Mills has considerably improved the paper, although he has been only a few weeks at the helm.

The Outlook, at Middleton, N.S., is putting in a new press.

The Moncton Free Press is to be published at Sackville, N.B.

A small magazine, called The Occasional, has made its appearance in Halifax.

The Wolfville Orchardist has enlarged to an eight-page paper at 75 cents a year.

M. J. McDonald, editor of The Charlottetown Guardian, recently joined the benedicts.

Job printing is done cheaply at St. John. That city got its accounts printed for 49 cents per page.

W. A. Richardson, formerly publisher of The Sydney Reporter, proposes starting a paper in Canso.

It is reported that S. B. Paterson, of The Richibucto Review, is to start a paper in Chatham, N.B.

The Gazette Publishing Company, Guysboro, N.S., has been incorporated by the Nova Scotia Legislature.

J. DeV. Neales' paper, The Orange Truth, Moncton, N.B., is to go into the hands of a trained journalist, and will be run by a joint stock company.

The Halifax Herald has purchased a web press from The Empire, Toronto, and Proprietor Stewart is talking about putting in type-setting machines.

Canso's first journalistic venture has proved a failure. The Canso Breeze is dead, and it is said the publisher, Mr. Bourinot, will start a paper at Spring Hill.

The Truro, N.S., Headlight, which formerly filled its inside pages from The Truro Sun, has adopted the ready print and has its inside pages printed in Toronto.

The last **PRINTER AND PUBLISHER** was an excellent issue, and ought to be in the hands of every newspaper man. It was worth the subscription price in itself.

H. T. Stevens, formerly editor and proprietor of The Moncton Times, has started a new daily paper called The Leader. It is independent in politics. There are now three dailies in that town.

Ready print sheets are now supplied to several publishers for about the cost of the blank paper. This means that they get one side of their newspaper printed for nothing—a cheap way to run a paper.

The Summerside Journal, one of the best papers published in Prince Edward Island, was recently burned out. The loss was about \$9,500, with about \$6,000 insurance. The paper did not lose an issue.

A weekly paper is to be started at Glace Bay, Cape Breton, by Mr. Richardson, formerly of The Island Reporter, Sydney. Glace Bay is a mining town of considerable importance. Cape Breton has already a number of live weekly papers. The North Sydney Herald is one of the best weeklies in the lower provinces. It can't be excelled for local news.

Miss Robbins, editor and publisher of The Spring Hill News, lately burned out, is now on The St. John Daily Record.

Mr. A. C. McKnight has started a new paper at Spring Hill called The Advertiser.

Boom that proposed press excursion to Nova Scotia. We want to meet the knights of the quill from the premier province of Canada. They will be sure of receiving a right royal welcome, and be most hospitably entertained.

Nesbitt's Weekly is the title of a literary journal which is promised to appear at Halifax early in May. It is to be a 20-page paper, illustrated, non-political and non-sectarian, and promises to make a specialty of booming Nova Scotia. Mr. Nesbitt has already engaged some special articles.

TORONTO PIE.

Tim Healy has left The Toronto Mail and Empire. W. F. Summerhayes is a new man on the staff of The World. Chas. Long, formerly of The Empire, is representing a syndicate of papers at the capital. A. H. U. Colquhoun was in Toronto at Easter. He is Montreal editor for the journals of The MacLean Publishing Co. The circulation of The Globe and World is said to be advancing rapidly. The Mail is not a very great credit to newspaperdom these days, either reportorially or mechanically; to judge it editorially, one must needs be a politician. The Telegram seems to get along with its typographs satisfactorily, and they have not caused the paper to lose its place as leader among Toronto's evening papers. Stewart Houston, secretary of the great Horse Show, was formerly sporting editor of The Empire. Norman Smith, of The World—one of its best men—has been released. The Canadian Sporting News is doing very well under the management of F. J. Snetsinger and editorship of Harry Good. Both are able men, and Mr. Snetsinger has good financial backing. Finlay Mackenzie, late of The Empire, has secured a reportorial position on The Montreal Gazette.

THE TORONTO GLOBE.

A new building will be erected for The Toronto Globe on the site which was occupied by its former building, destroyed by the great fire of January 6th. A building permit has been issued for a structure to cost \$21,000.

Since the decease of The Empire, The Globe has been gaining ground in point of circulation, and now issues ten pages nearly every day, with twenty on Saturdays. Its advertising patronage maintains a high level. Extra profits mean extra features with The Globe, as it never goes in for the paying of dividends. This may not be its acknowledged policy, but history gives this verdict.

PRINTING INKS Best in the world, Carmines, 12½ cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application. Address, **William Johnston, Manager Printers Ink Press, 10 Spruce St., New York.**

NEWSPAPER FOR SALE . . .

In a first-class business centre in Ontario. A well established Conservative Daily and Weekly Paper, with Job Printing and Binding in connection. Everything well equipped and flourishing. Illness of publisher cause of sale. Apply to

MILLER & RICHARD, Type Founders, etc., Toronto.

THE J. L. MORRISON CO.

Manufacturers, Importers, and Dealers in

Sole Agents for the
SEYBOLD MACHINE CO.
DAYTON, OHIO, U.S.A.

Wire Stitching Machines, Wire

Paper Cutters and Bookbinders' Machinery
OF ALL KINDS.

Correspondence Invited.

28 Front Street West

TORONTO, ONT.

... IF YOU WANT A FIRST-CLASS PURE LINEN PAPER, USE ...

"SUPERFINE LINEN RECORD"

(Each sheet contains above water-mark)

THIS paper is made from pure linen stock, is the strongest paper on the market, is tub-sized and loft-dried. See that each sheet contains the water-mark, "Superfine Linen Record," otherwise it is not genuine.

The following are the stock sizes (white or azure)

SOLD BY THE LEADING WHOLESALE PAPER DEALERS THROUGHOUT THE DOMINION

USUAL WEIGHTS IN EACH SIZE

Cap 14x17	Royal 19x24	Dbf. Demy 21x32
Dbf. Cap 17x28	Super. Royal 20x28	Dbf. Medium 21x36
Demy 16x21	Imperial 23x31	Dbf. Royal 24x38
Large Post 17x22		Dbf. Royal (long) 19x48
Medium 18x23		

GREAT BARGAINS

IN THE . . .

Celebrated Improved

PROUTY POWER PRESS

SEVERAL recently shipped to Canada and more going. Now is your CHANCE **CASH TAKES.** It is the BEST Press in the World for the Money. Write to H. P. Moore, Acton, Ont.; he can tell you all about the PROUTY. He's had TWO of 'em. You can arrange to have FREIGHT AND DUTY PREPAID and so save all bother. Send for circulars and prices at once.

W. G. WALKER & CO., Sole Proprietors

MADISON, WIS., U.S.A.

CENTRAL PRESS AGENCY
F. DIVER, Manager.

83 YONGE ST., TORONTO.

ELECTRO and STEROTYPERS READY SET NEWS PLATES DESIGNERS PHOTO ENGRAVERS, Etc. MANUFACTURERS OF PATENT LEADS AND SLUGS

JOSEPH B. LOVELL,

ELECTROTYPING

FIRST-CLASS WORK AT MODERATE PRICES.

25 St. Nicholas St., MONTREAL.

THOUSANDS OF DOLLARS ARE LOST YEARLY,

By subscribers who are lambosted by canvassers and agents and induced to place their announcements in shady trade mediums.

Ours is Known all Over the Globe

We have been thirty-four years in existence, and are the oldest English trade paper in this line.

We have a large advertising connection, and those who once try our COLUMNS STICK FAST TO US.

If you want to cultivate a sound British and Colonial trade don't hesitate to give us your advertisement. We are the right sort. THE STATIONER, PRINTER AND FANCY TRADES REGISTER is read by everybody who is anybody in the English kindred trades; it has the largest circulation and is the finest medium for effective and judicious advertising for stationers, printers, bookbinders, publishers and manufacturers of fancy goods.

Terms of Subscription, \$2.00 per annum, post paid.

Specimen copy cheerfully sent on application to

THE EDITOR,

"The Stationer, Printer and Fancy Trades Register,"

60 a Fleet St., E.C., London, Eng.

BOOKS FOR PRINTERS AND PUBLISHERS

The Most Useful Works Ever Published.

The Printer's Art. "Truly admirable little work," "Full of good ideas," are some of the comments. 113 pages in colors. Paper cover, \$1.00; cloth, \$1.50.

Challen's Job Printer's Record. Indexed through to enter on the left hand page the customer's name and address, particulars of the job, date of order, and on opposite or right hand page, when wanted (189), size of paper or card, weight, price, quantity required, cost of stock, cost of composition, alterations, and press work, total cost, amount charged, remarks, so that in one line all the essential items of a job can be quickly entered and instantly referred to. Prices: 52 pages, \$1.00; 100 pages, half-royal, \$2.00; 200 pages, \$4.00. Size, 9 x 12 in.

Challen's Advertising Record. Indexed through to enter on the left hand page the advertiser's name alphabetically, agent, commission, space, position, rate, number of insertions, date beginning, date ending, amount, when payable. The right hand page, opposite the months (189), wide space for monthly, intervening spaces for weekly, and spaces down for daily, to check when an "ad" begins and ends. Prices: 52 pages, \$1.00; 100 pages, half-royal, \$2.00; 200 pages, \$4.00. Size, 9 x 12 inches.

Challen's Subscription Record. FOR WEEKLY, SEMI-WEEKLY AND MONTHLY JOURNALS. Indexed through to enter on the left hand page date received, blank spaces for the subscriber's name and the post office. The right hand page has the date of expiration, amount and date paid repeated five times, so that our entry of a subscriber's name does for five years. Also space for remarks. It is especially useful for all journals whose patrons renew year after year. Prices: 52 pages, \$1.00; 100 pages, half-royal, \$2.00; 200 pages, \$4.00. Size, 9 x 12 inches.

By mail, prepaid, to any address, on receipt of price.

The J. B. McLEAN CO., Ltd.,

10 Front Street East, Toronto.

Paper and Pulp Mills.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

PULP MILLS EXTENDING

THE manufacturing industry for which Canada is most naturally fitted, and the one which above all others is supported by boundless natural supply, is the making of paper and pulp. And yet, to the disgrace of this country's Government, which has been supported since 1878 because it gave "protection" to infant industries, be it known that this is the one industry which has not been protected. If "protection" is proper anywhere, it would have been proper in this case.

Time and again we have shown that the United States, by imposing an import duty on ground or manufactured pulp, and allowing pulp wood in the form of logs to be entered free, was causing Canadian pulp wood to be ground up in United States mills and by United States laborers, instead of by Canadian laborers in Canadian mills. The facts are the same to day as they were yesterday, and as they were a year ago.

But in spite of the neglect of this industry it is progressing and will progress.

Work in the E. B. Eddy Co.'s new pulp mill at Hull has begun. Four large McCormick turbines are contracted for, to be placed in position by July 1st. Four of Bagley & Sewell's largest pulp grinders are to be on the ground before July 15th. At present this company has six large grinders running 24 hours a day, but the product is insufficient and two or three carloads of ground pulp have been bought each week lately, to provide sufficient supply for their paper making.

The Canada Paper Company are erecting a new pulp mill beside their other mills on the river St. Francis at Windsor Mills, Que. Bonds are being issued to provide funds for this, a new dam, and an electric lighting plant.

Up at Sault Ste. Marie a new paper and pulp plant is to be erected, pulp wood is being got out, franchises are being acquired, and arrangements made for an industry which will change the face of the Sault peninsula. The corporation of Sault Ste. Marie had contracted a debt of \$200,000 for a canal three-quarters of a mile in length and parallel to the new Government canal. The promoters of the paper and pulp mills acquired this canal and improved it. This will give them immense water power. They have also built docks, etc., and will be a factor in the shipping industry at the "Soo." They have gone further. They have combined "The Ontario and Sault Ste. Marie Water, Light and Power Company" and "The Tagona Water and Light Company" under one corporation, "The Lake Superior Co." with a capital stock of \$2,000,000. This Company has also the contract to supply the town of

Sault Ste. Marie with water and light for 20 years. The people who have thus concentrated these valuable franchises under the name of "The Lake Superior Company" are also the people who have promoted "The Sault Ste. Marie Pulp and Paper Company." The company's mills will be on the canal mentioned above, its product will be moved over the above docks, and it will use the Lake Superior Company's power. This Pulp and Paper Company has had gangs of men working all winter getting out pulp wood, and has just had an agreement between itself and the Ontario Government ratified by the Ontario Legislature. This agreement allows the company to select fifty square miles of timber for their use, from which they could cut wood as they desired, paying to the Government 25 cents a cord for spruce and ten cents for other varieties, for eight years, the price to be thereafter fixed by the Lieutenant-Governor in Council. They were also to be allowed to cut elsewhere, if necessary, wood sufficient to keep their mills running for the next twenty-one years, but the amount cut within the fifty-mile reserve in any year in which they cut elsewhere must never be less than one-twenty-first part of the entire quantity required for the year. The amount which it is expected will be invested by the company, including \$200,000 to be spent this year, \$200,000 to be expended on the building, and the amount already invested by them, will be about \$750,000."

The gentlemen who are at the back of this great enterprise are E. V. Douglas, a Philadelphia capitalist, a millionaire from the same city, and Francis B. Clergue, of Bangor, Me., who seems to be a lawyer, an engineer and a paper maker.

This same trio of capitalistic schemers have their eyes on Kakabeka Falls, near Port Arthur and Fort William, and have intimated that if these two towns would make them a favorable proposition for supplying light and power, they would consider seriously the question of developing water power from the famous falls.

Away out in British Columbia there is a scheme on foot to build more paper and pulp mills to supply the Australian market. Australia must always import its paper, and British Columbia is wise to use its forests for this lucrative trade.

Down in New Brunswick and Nova Scotia, mills are being reopened, and new machinery put in. Pulp is being shipped to England, and the arrangements now said to be concluded with the Manchester Canal people will, if true, encourage and promote this export trade.

With her boundless forests of suitable woods and her magnificent water power, there is no reason why Canada should not lead the world in pulp and paper making.

E. B. EDDY.

NO MAN is better known in the Canadian paper trade to-day than E. B. Eddy, Esq., president of the E. B. Eddy Co., Hull, Que., and yet five years ago he manufactured no paper. Lumber-sawing, match-making and woodenware-fashioning were his industries. But when the lumbering industry became profitless, he swung his big company into paper manufacturing, and, ably assisted by the energetic secretary-treasurer of the company, W. H. Rowley, he has placed the E. B. Eddy Co. in the front rank of Canadian paper manufacturers, with an enormous yearly output.

Mr. Eddy's characteristics are an untiring energy and a quickness and breadth of perception. Once he decides to make a move, he does it quickly and thoroughly. His business actions are wholehearted, and for this reason supremely successful. He can conceive and carry out large ideas, the size of which would make narrower men shudder.

Mr. Eddy recognizes that, in these days of close competition, the paper manufacturer who makes his own pulp has an advantage over the man who does not. Although they have six large grinders running night and day, they have not sufficient wood pulp for their own use, and are putting in four of Bagley & Lewall's largest grinders. With this addition they expect to be able, before the first of September next, to turn out all the ground wood they require for their own use.

Work has been begun for the erection of a new iron bridge made by the Dominion Bridge Co., to take the place of the wooden structure that spans the rocky ravine to the west of their No. 4 paper mill and to the south of their No. 1 paper mill. The iron is on the ground and the bridge will probably be ready for traffic before this number reaches our readers.

THE ENGLISH MARKET.

Latest advices from England show that paper and pulp prices are very low. The Scandinavian union of wood-pulp makers cannot understand why they are being undersold by United States and Canadian exporters.

During January the imports into England from Norway amounted to 14,167 tons, a decrease of 2,349 tons. On the

other hand, the imports from other countries amounted to 9,428 tons, an increase of 1,229 tons. Thus, other countries seem to be gaining on Norway.

Sulphite manufacturers are equally disheartened, and complain that inferior fibres are crowding out better goods. Both German and Scandinavian mills are lacking in orders.

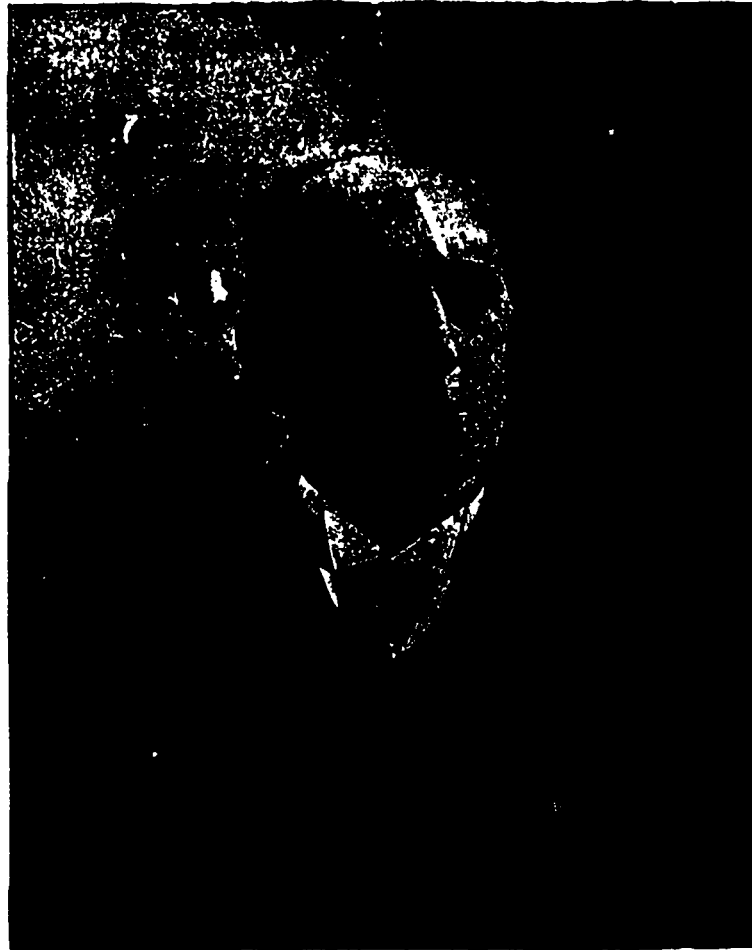
The total value of the importation of wood pulp into England in January, 1895, was \$603,000 as against \$525,000 in the same month of 1894.

40,000 CORDS.

ONE firm in Wisconsin wants 40,000 cords of Canadian pulp wood to keep its grinders going this year. Read this paragraph, penned by the Wisconsin correspondent of *The Paper World*:

"The Pulp Wood Supply Company will not handle as much wood as last year, into some 20,000 cords. In 1894 they brought down 90,000 cords; but it is estimated that 70,000 will be enough for this year. Of this amount, 30,000 cords will come by rail from northern Wisconsin and Michigan, while 40,000 will come from Canada next summer by water, via Long Tail Point. Besides this amount, the several companies partially or wholly supplying themselves will bring in 16,000 cords, making a total supply of 86,000 cords."

They allow this 40,000 cords to go into the United States free of duty, but should it be ground up by Canadian mills into wood pulp the duty collected by Washington would be \$64,000. If manufactured into sulphite, the duty would be



E. B. Eddy.

nearly \$250,000.

This is the tax that Washington puts on Canadian manufacturing, and yet the Canadian Grits and Tories sleep the sleep that comes with dense ignorance.

THE PAPER TRUST.

The Buffalo correspondent of *The New York Evening Post* telegraphs that information has been received from a reliable source that a meeting of paper manufacturers will be called in New York very soon for the purpose of forming another great trust. "The bottom has dropped out of the business," said this informant—who is an official of one of the paper mill companies at Niagara Falls, "and at our last meeting feelers were

thrown out, in the way of suggestions, that conditions might be remedied by a temporary combination of all the manufacturers of news paper in the country, for it is in that class of our products that we are the greatest sufferers. News that eighteen months ago netted us 3.62 cents per pound fetches about 2½ cents now, and the competition is so keen that we are glad to dispose of our stock at that figure. There is no way out of the difficulty except through a combination. We cannot vary a shade in the quality of the paper, because newspaper publishers demand an unvarying grade and hold us to the strictest letter of our contracts, and new mills of large output have entered the field and switched off considerable of the trade which had been the sacred property of one or two of the older Eastern mills.

"The meeting has not yet been called, but it was understood at the last meeting that the date would be fixed by the committee early in April, and it was hoped that preliminaries would be arranged so that there need be no hitch in perfecting organization without delay."

This official would not divulge the names of those who compose the committee, but the inference from his conversation was that the chairman, who is one of the most active agitators for a combination, is the president of an old-established paper factory in eastern New York. "You can say," he concluded, "that there is every reason to believe that the scheme will be carried into effect."

SPRAY.

The Morgan Falls Pulp Co., Morgan Falls, N.S., has put in its third "Gotham" screen, to run on ground pulp.

Around the village of South River, Parry Sound district, Ont., is plenty of pulp wood, and a company has been incorporated to deal in it. The name is "The South River Mercantile Co.," and the capital stock is \$25,000.

A London, Eng., cable of April 18 says: "Mr. A. J. King, of Toronto, representing the Canadian shippers of produce, says the interviews between the directors of the Manchester canal and the importers of produce were satisfactory, and will doubtless result in the establishing of a direct steamship service between Montreal and Manchester."

Under date of March 30th, the London correspondent of The Paper Mill writes: "The condition of the wood pulp trade does not allow of any extensive exportation from the United States, and this is fully recognized. Occasionally, however, small lots arrive, the last being 40 rolls from New York on the Massachusetts, for London. Canadian pulp is landed in Great Britain pretty freely, a shipment of nearly 6,000 bundles being received in London the other day from St. John's. Prices of pulp on the market on the whole seem rather weak, and notwithstanding the efforts of the Scandinavian Union of Wood Pulp Makers, an advance seems altogether out of the question. The offers of some of the mills are certainly low and favor buyers."

For the quarter ending December 31st, the following exports were declared for the United States:

Nova Scotia Pulp, \$853 paper stock, \$252. Total, \$1,105.

New Brunswick Pulp, \$600.

Ontario Pulp, \$58,176. Paper and paper stock, \$4,284. Total, \$62,460.

Quebec Pulp, \$119,037. Paper stock, \$6,105.96. Total, \$125,142.96.

A UNITED STATES OPINION.

A LEADING United States trade journal, The Paper Mill, speaks editorially concerning Canada's pulp policy as follows: "Canada has done something very much more sensible than to impose an export duty on pulp wood. It has given to a party of capitalists who propose to develop the water power at Sault Ste. Marie, and to build immense pulp and paper mills there, the right to cut spruce timber from the public lands at a rate of stumpage about 25 per cent. less than the rate granted in ordinary lumbering operations. This is a step in the right direction. It happens that the capitalists are Americans, but that does not alter the case. They propose to establish an industry on a big scale, and to export the output. If Canada will follow up this policy, it will not be long before there are many pulp and paper mills within her borders. It may be mentioned, in passing, that these same capitalists who now propose to develop the "Soo" are the very men who offered, for a very small concession, to build big pulp and paper mills at Bangor, Me., but the city of Bangor was a little too grasping in the matter, and lost the industry."

We agree that this move on the part of the Ontario Government was a wholesome one, but we cannot agree with our contemporary that it would not be wise to impose an export duty on pulp wood (unground). We would favor its establishment only "until such time as the United States shall remove its import duty on ground wood pulp and on chemical fibre."

TRADE NOTES.

Bookbinders' machinery is always in demand. The J. L. Morrison Co., Toronto, have been appointed sole Canadian agents for the Seybold Machine Co., Dayton, Ohio. The business is safe in their hands, and enquirers are sure of courteous attention.

Printers who use wedding stationery of any kind or any class of flat papers will find an excellent assortment in the lines carried by Warwick Bros. & Rutter, Toronto. This firm make a specialty of fine goods of this description, and the latest novelty is always in their stock.

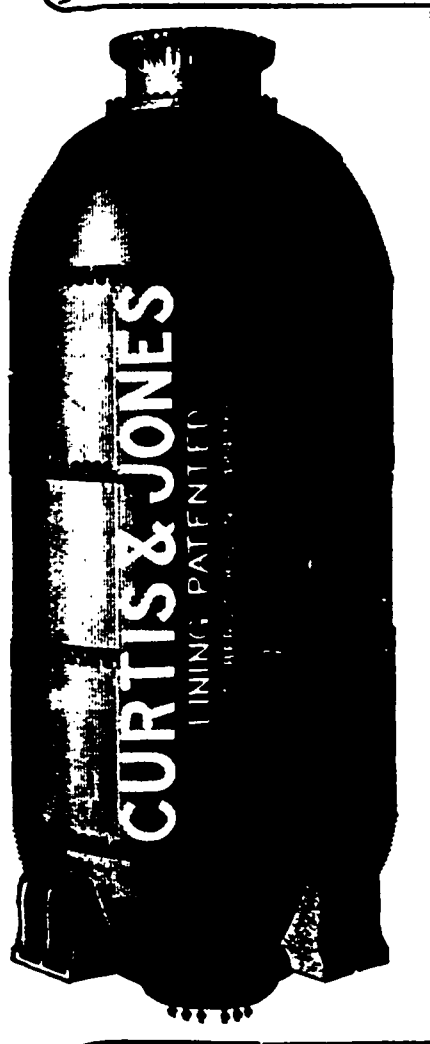
Any kind of printing and bookbinding machinery, including Thorne typesetting machines, Cottrell presses and Gally's Universal job presses, may be procured from J. J. Palmer, Mail building, Toronto. It will pay prospective purchasers to investigate Mr. Palmer's means of supplying expensive machinery at special prices.

The Sporting News, Toronto, has ordered two Typographs. Mr. Gummer, of The Guelph Herald has purchased two of these machines. The Renfrew Mercury will, in future, be set on the Typograph. The Kingston News has added a third. The Montreal Star is putting in fourteen, and The Montreal Herald recently added six. These orders are keeping the Windsor factory very busy.

The Challenge Machinery Co., Chicago, manufacturers of the Challenge-Gordon job presses, Challenge and Advance paper cutters, Vaughn "Ideal" hand cylinder presses, McFarrich mailing machines and other printers' machinery, have rebuilt their factory at 2529 to 2547 Leo street, Chicago, and are putting in new and improved machinery. When everything is completed they will have one of the finest factories on the continent. Their advertisement in this issue is worthy of perusal.

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

CURTIS & JONES DIGESTERS



Howland Falls Pulp Co., Howland, Me.

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

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

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

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

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

Glen Manufacturing Co., Berlin, N.H.

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

Katahdin Pulp & Paper Co., Lincoln, Me.

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

Bangor Pulp & Paper Co. Basin Mills, Me.

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



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

CURTIS & JONES DIGESTER

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

C. & J. Blow-off Pipes

J. & T. Sulphur Reclaiming Process

J. & C. Blow Pits

N. M. Jones Hot Water Heating,

and C. & J. Improved Acid Plant,

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

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

Curtis & Jones

Works: Bangor, Me.
220 Devonshire Street
BOSTON



WE DRAW YOUR ATTENTION THIS MONTH TO OUR OUTLINE PORTRAITS FOR NEWSPAPERS.

WE DO THE COARSE-LINE HALF-TONES FOR THOSE WHO PREFER THEM IN A. I. STYLE.

BUT OUR HONEST CONVICTION, BASED ON AN EXTENSIVE NEWS-PAPER CONNECTION IS THAT OUTLINE PORTRAITS ARE MORE SATISFACTORY.

The public wisely something it can see without putting its glasses on.

REMEMBER.

WE GUARANTEE A LIKENESS. WE EMPLOY THE BEST PORTRAIT ARTISTS IN CANADA. WE SHIP CUTS ON THE DAY OF RECEIPT OF PHOTOS IF DESIRED.

THE TORONTO ENG. CO.
COR KING & BAY. TORONTO



JUST ARRIVING : Per direct steamer from London, a large quantity of

GUM PAPER

Which we can sell at exceptionally low prices. Our trade on this article has so increased that we are able to give buyers the benefit obtained by purchasing in larger quantities direct from manufacturers.

BOOKBINDERS

You will be pleased to know that we are now catering to your wants, and have a large shipment of foreign skins and cloths on the way. You will find that we can sell you these right, as we are importing them direct from overseas.

Try us and see.

Printers' Maritime Warehouse

The E. B. Eddy Co.'s Agency
21 Prince William St.
22 Water St.

SCHOFIELD BROS.

25 and 27 Water St.
St. John, N. B.

MUNROE & CASSIDY

Correspondence Solicited and Estimates Furnished

Bookbinders

Our Bindery . . .

Is the most modern in Canada. Our facilities for Binding Cloth or Leather editions are unexcelled.

PAPER RULERS,

BLANK BOOK

MANUFACTURERS

28 Front St. West - Toronto

CANADIAN PHOTO ENGRAVING BUREAU

BEST FINISH

MOORE & ALEXANDER PROPRIETORS

HALF-TONE & ZINC ETCHING

16 ADELAIDE ST. TORONTO.

TORONTO LITHOGRAPHING CO.

LARGEST & MOST COMPLETE ESTABLISHMENT IN CANADA

LITHOGRAPHY, STONE & WOOD CUTTING

Reliable

Convenient

Economical

Used by all up-to-date Publishers and
admitted to be

THE BEST

Money Saving Type-setter
in existence.

The

**Rogers
Typograph**



Correspond with

CANADIAN TYPOGRAPH CO.

WINDSOR, ONT.

Limited.

Saves Type

Saves Time

Saves Cash

All COLORS and GRADES

Letter-Press



Lithographic

... Specimen books and printed samples furnished free upon application ...

Everything in

PAPER

Weekly Average

250 TONS

The way orders come in is indicative of a demand that clearly demonstrates our paper is the paper that printers and publishers, as well as the general public, require.

The reason is obvious :

The selection of various kinds of paper is made easy when the assortment from which to choose is unlimited in quantity and unvarying in quality.

The stock of the E. B. Eddy Company presents the unique position of having these advantages, which can only be obtained by the very largest and well equipped mills.

THE E. B. EDDY CO.

HULL, CANADA.

BRANCHES

Montreal Branch : 318 St. James St.

Toronto Branch : 29 Front St. West.

AGENCIES

F. H. Andrews & Son	-	Quebec, Que.
Alfred Powis	- -	Hamilton, Ont.
J. A. Hendry	- - -	Kingston, Ont.
Schofield Bros.	- -	St. John, N.B.
John Peters & Co.	- -	Halifax, N.S.
Tees & Persee	- -	Winnipeg, Man.
Jas. Mitchell	- - -	Victoria, B.C.
Permanent Agents	-	St. John's, Nfld.
not yet appointed,	- -	Sydney, Australia
	-	Melbourne, "