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# Printer and Publisher.

Vol. VIII—No. 5

TORONTO, MAY, 1899.

\$2.00 PER YEAR.

## The MacLean Publishing Co., Limited

President,  
JOHN BAYNE MACLEAN,  
Montreal.

Treasurer,  
HUGH C. MACLEAN,  
Toronto.

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

### OFFICES:

MONTREAL, (Telephone 1255) Board of Trade Building  
TORONTO, (Telephone 2148) - 26 Front St. West  
LONDON, ENG. (J. Meredith McKim) 109 Fleet Street, E.C.  
MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann Street  
NEW YORK, (M. J. Henry) - 14 Irving Place  
WINNIPEG (J. J. Roberts) - Western Canada Block.

Cable Address: "Adscript," London; "Adscript," Toronto.

## THE WEEKLY PRESS.

### EDUCATING ADVERTISERS.

In the opinion of the writer, The Listowel Banner, in its issue of May 11, made a hit when it reproduced a short article on advertising, by E. D. Gibbs. The article was a most effective one for the purpose, but it was the manner of displaying it that made it the success it was. It was set up single column measure in the regular reading matter type, with a neat heading, the whole thing taking up four inches. It was placed in the centre of a space two columns wide and three-quarters of a column long. A neat pica border enclosed this space, showing off to advantage the large amount of white shown, an unusual feature in country newspaper advertising. The effect of this simple display was to draw the attention of the writer to the advertisement on opening the page and to cause him to read the extract through—which is the aim and end of all advertising.

### DEFACING THE READING COLUMNS

Though they are decreasing, there are still a number of newspapers which allow advertising matter to deface the reading columns. Some admit among their general reading matter a short local or patent medicine reader in heavy black type, others refuse to print the heavy black, but admit light-faced long primer or even pica readers in a column of brevier matter. This is injuring the typographical

appearance of the paper and the attractiveness of the reading matter without benefiting either the publisher or the advertiser. It may be claimed that as the letters are bolder or bigger than the surrounding matter, they will be the more surely read. But it must be remembered that the country paper is read, and read thoroughly, and an attractively worded reader, put in an ordinary position, stands very small chance of being overlooked. On the other hand, as healthy people, as a rule, have not time to read patent medicine notices, it is a mistake to advertise a concert or a day of amusement in type or in any way that resembles a patent medicine ad. But, even if it did pay the advertiser, it is more important to the publisher to keep his reading columns from being defaced by black or big type in occasional readers.

### VALUING INSIDES.

The fact that a publisher has his "insides" printed for him does not relieve him of the responsibility of seeing that the typographical appearance of this part of his paper is what it should be. There has been, all must admit, an improvement in both the matter and appearance of "ready-prints" in the last few years. One cause of complaint, however, is not as rare as it should be. Frequently, a double-column heading is placed sidewise in the column instead of being placed across the top of two columns. The effect on the appearance is such that the publisher would be justified in asking that this should not be repeated. It is likely a result of carelessness rather than of a desire to save time on the part of the printers, and a mild protest will probably result in the discontinuance of the practice. If the mild one does not, a stronger demand should, of course, be made.

### LOCAL MATERIAL.

The Napanee Beaver believes in writing up local history, not merely for a special number, but making it a feature of the ordinary issue as well. In the paper for May 12, there is a department with a suitable heading, "Old Time Records, Relating to the Early Days of this Province, conducted by Thos. W. Casey," and the two-column signed article which follows is an interesting account of the Addington county council, from its creation in 1863. A local worthy has lent copies of the early documents in his possession, and the municipal separation of Addington from Frontenac is described, the names of the first councillors are given, particulars of early tenders for the erection of municipal buildings are recorded, and even the salaries paid the county's first officials are printed. All this is very interesting. Every old resident of the district

will read it, and the number of names in the article insures a lot of comparing of dates, of ransacking of memories and other tokens that the article has made a hit. This is a class of matter in which the local paper is absolutely supreme, since the city press are not likely to touch it.

#### MARKET REPORTS.

There are few subjects of more interest to the average farmer than the condition of the market for the goods he produces. So, as the hope of a good circulation depends largely on the farmer, it would be well to have each week as good a market report as possible. The Simcoe Reformer has an attractive and authoritative report of the prices of grain and flour—meal, feed and seeds: wool, hides and meats; poultry, butter, eggs, etc., and garden stuff. The prices ruling in each of these classes of goods is corrected weekly by local authorities, who are given credit for their work. The report occupies half a column—a good deal more than is given to this department by most papers. It might be a good move to devote the whole of the rest of the column to a condensed, yet comprehensive report regarding the market conditions ruling locally and otherwise.

#### THE RATE OF SUBSCRIPTION.

Albert Dennis, of New Glasgow, N.S., writes as follows. "Let me thank you for your thoughtful and kindly reference in last *PRINTER AND PUBLISHER* concerning *The Guysboro' (N.S.) Gazette*. The last sentence, however, I did not agree with. You say that '50c. a year is too dangerously near the profit margin point.' If that be so, what about *The Montreal Daily Star* at \$1 a year? What has given its enormous circulation but its low price? Take the weekly press, *The Leader and Recorder*, for instance, of Toronto Junction, a paper that, I venture to say, stands without a peer in Canada, if not in North America, and what has been the keynote of its tremendous success? Good, intelligent management, and the low price of 50c. a year. *The Truro Weekly News* is another paper building up an enormous circulation at 60c. a year. The successful paper of the future has got to come down to a cent per copy. There is no reason why it should not be so. News print is cheaper, and, with a typograph machine, a paper can be produced for one-half what it could be 10 years ago." If the aim in all trading and manufacturing operations is not only to produce as cheaply as possible but to get as low a price as possible, then there is no argument in favor of maintaining subscription rates. Mr. Dennis is, undoubtedly, correct in saying that a newspaper can be produced more cheaply. But experience proves that a rate once down cannot be raised again without great difficulty. Of course, this is a very big question. There are often good local reasons for striking a rate below the commonly accepted standard. Will publishers who have an opinion on this point kindly express one?

#### LONDON'S SUNDAY PAPER.

*PRINTER AND PUBLISHER* is indebted to Mr. Mann, of "Salada" tea fame for a glimpse of the first Sunday edition of *The London Daily Telegraph*. It appeared on April 9, and is a bright 16-page, 7-column paper. It is fairly well illustrated, but the sensational features, which form so objectional a part of American Sunday papers, are entirely absent. The issue carried over 54 columns of advertising, and, as the rates average £200 per page, it should be fairly profitable.

### NEWS OF THE MONTH IN BRIEF.

#### PERSONAL MENTION.

**J.** HARPER, of *The Sundodge Echo*, and D. M. Grant, of *The Huntsville Echo*, are new members in the Canadian Press Association, and Charles N. Robertson, Ottawa journal, is applying for membership.

W. J. Fleutz is the new editor of *The Southampton Beacon*.

W. P. Evans, of *The New Denver Ledge*, is the new editor of *The Kaslo Kootenaian*.

Mr. Bertram, of *The North Sydney Herald*, is paying a visit to British Columbia and California.

W. H. Greenwood, of *The Toronto World*, was married at Bowmanville, May 12, to Miss Bessie Tamblin.

#### IMPROVEMENTS AND SPECIAL ISSUES.

\* *The Daily Tribune*, the new Liberal paper at St. Hyacinthe, Que., has made its appearance, with A. Bourgault as editor.

C. W. Routledge, Markdale, is having erected a brick block at a cost of \$3,500, a portion of which he will occupy as a printing office.

*The Colborne Enterprise* has moved into its new offices, rendered necessary by the fire, and shows a nice new dress of type, provided by Gwatkin, of Toronto.

*The St. Thomas Times* looks very handsome in its new dress of type, provided, as it says, by "the master hand of the artist—the Worth of typography, the type of fashion and modern art, the Toronto Type Foundry."

On a recent Saturday *The Brantford Expositor* had so many advertisements that the paper had to be enlarged to 13 pages with 57 columns of advertising and even then some left out. *The Expositor* is simply reaping the results of good times and an admirable system of management and editing.

*The Anglo-Saxon*, the advocate of British interests in Canada (Ottawa, E. J. Reynolds, \$1 per year, monthly), is now issued in 20-page form, with a cover neatly printed and contains much interesting matter. It is interesting to note that Lady Randolph Churchill's new quarterly review and illustrated miscellany, the first number of which comes out next month, is to be called *The Anglo-Saxon*.

\* *The Montreal Herald* appears to be enjoying a period of prosperity. On May 1, the business offices of the paper were removed to a handsome building at the corner of St. James and St. Francois Xavier streets, lately occupied by the Bank of Nova Scotia. The site is one of the best in the city. The change was necessitated, the management say, by the constant increase of business. On July 1, a new Hoe press will be installed, capable of running off 24,000 copies per hour of an 8, 10 or 12-page paper. Apparently, *The Herald's* independent course is winning it financial, as well as moral, support.

\* *Rod and Gun in Canada* is the name of a monthly publication which will make its appearance in Montreal early in June. Its object will be to awaken interest in the vast possibilities of this country as a field for tourists and sportsmen. The publishers believe that if the State of Maine can secure \$1,000,000 worth of tourist business every year Canada ought to receive

treble that amount from Englishmen and Americans whose tastes lie in the direction of sport or travel. The paper will be under management of Mr. J. F. Mackay. It is understood that the railway companies have promised to give it the warmest encouragement, and it would appear to be a wise policy for everyone who is interested in the prosperity of the country to do the same.

## LIBEL SUITS.

Frank S. Taggart, broker, of Vancouver, recovered \$50 and costs in a suit against The Mining Record, for stating that he conducted a sort of bucket shop.

The appeal against the nominal verdict of \$1 and costs awarded by the jury in the case of Mrs. Beverley Robinson vs. The Toronto Telegram has been dismissed by the Divisional Court.

The bill to amend the Ontario libel law introduced by Mr. Berkeley Powell, member for Ottawa, got its second reading at the late session, but failed to pass, owing to the sudden close of the session when many bills were slaughtered.

## BUSINESS CHANGES.

Patry & Peters, Montreal, have dissolved.

Ellen M. Small, printer, Millbrook, Ont., has retired.

The Drumbo News has suspended publication for the present.

H. A. Vandusen has secured The Tara Leader from J. E. Hammond.

The Three Rivers, Que., Printing Co. are applying for incorporation.

The plant of the late E. P. Miller, printer, Victoria, B.C., is advertised for sale.

F. W. Clearwater has sold out The Huntsville Forester to George Hutcheson.

The Independent Printing and Publishing Co., Brandon, Man., have dissolved.

Esling & Worth, publishers, Trail, B.C., have dissolved, W. K. Esling continuing.

The Kootenaian Printing and Publishing Co., Kaslo, B.C., have been incorporated.

The British American Pulp and Paper Co., Limited, have applied for incorporation.

E. Stanley, publisher of The Roland, Man., News, has sold out to Duncan & Manning.

McComb Bros., printers, St. Catharines, Ont., have dissolved, A. M. McComb continuing.

White & Norris, proprietors of The Dunnville, Ont., Gazette, have been succeeded by Robert White.

A petition for order winding up La Compagnie Du Journal Le Monde, Montreal, has been presented.

N. K. Luxton, publisher, etc., Vancouver, B.C., has been succeeded by Town Topics Publishing Co.

H. W. McWaters is establishing a weekly newspaper in Hawkesbury, Ont., to be known as The Post.

The St. Lawrence Advertising Co., Montreal, have dissolved and Arthur B. Ware has registered as proprietor.

John Carnyn, late of The Portage Review, has established a new weekly called The News, in Portage la Prairie.

J. Cousby, jr., and James A. Tucker, publishers of The

Owen Sound Sun, have sold the paper to Geo. W. Dawson, of The Stratford Herald, and W. H. Davis, of The Mitchell Advocate.

Geo. T. Higgins and Leopold Gasson have registered as proprietors of the Dominion Advertising Bureau, Montreal.

W. D. Ruttan has bought out the plant and good-will of The Manitoba Mercury. He will continue to publish the paper under the same style as heretofore.

Delorame, Man., is to have another paper. Alexander N. Lush will shortly commence the publication of The Advertiser—a journal with Conservative leanings.

## THE ENGLISH LAW AND PRINTING BILLS.

Editor PRINTER AND PUBLISHER,—Bret Harte's Heathen Chinese is proverbial "for ways that are dark, and tricks that are vain," but it looks as though English law is a close rival. Canadian printers have reason to congratulate themselves that Commissioner Kerr, of the City of London Court, does not preside on the bench in Canada. What would one of your printers think of being fined in court for taking the only means at his disposal to obtain payment of a debt which was not even repudiated by his customer? Quite recently a firm of Fleet street printers, sought in the City of London Court, for the committal of a customer—a law student, by the way—for nonpayment of £22, due for printing done in connection with a sporting newspaper. The defendant, in answer to the judge, said that he could not pay the debt, as he had no means. He had not even enough to buy his daily meals. He admitted being a law student and that a year or more ago there was a sum of money deposited with his inn for his benefit, but it had all gone, as he had drawn it. Commissioner Kerr summed up and said he could make no order against defendant, as he had no means; and, as the plaintiff should not have brought the defendant there unless he had some means, the latter would be allowed 10s. for his costs for attending. Fancy that! I'm afraid law students will find it hard to get credit among printers, where this case is known.

Yours truly,

London, England.

J. M. McK.

## ANONYMOUS LETTERS.

Evidence is always accumulating to show that anonymous letters in newspapers are seldom a source of interest and frequently the cause of trouble. The New Haven Union has had to stand some hoaxes perpetrated by anonymous correspondents, and thus remarks: "The rule in well conducted newspaper offices, in regard to anonymous communications, applies especially to announcements of engagements and marriages. Unless there is some guarantee of the genuineness of these announcements, they meet with no consideration whatever, and are promptly deposited in the wastebasket. In view of the peculiar ideas of humor entertained by certain people, and the irreparable damage that might result from the publication of a 'joke' of this description, it is necessary for newspapers to exercise every precaution in this regard. Correspondents must observe this rule, framed by newspapers for their own protection."

Mr. John Cameron, of The London Advertiser, has taken a strong stand in this matter, and the tendency is to show that he is quite right.

## THE PRINTING DEPARTMENT.

WHAT PRESSES IN AN ORDINARY OFFICE SHOULD EARN.

**T**HE following estimate is made up by a practical estimator, and has been carefully tested and proved by him, and is submitted herewith for the consideration of employing printers and makers of estimates, says *The Inland Printer*.

A Gordon, "eighth" size, used principally for cards and small work, costing about \$250 or less, and usually operated by minors, should be made to earn \$5 per day. Common cards, labels and envelopes that need little make-ready, that can be printed rapidly, may be done at the rate of \$1 a thousand, and at a lower rate for a larger number; but any work that calls for greater care and compels a reduced performance should be at a higher rate, which will make the earnings of the press \$5 a day.

The "quarter" and "half" Gordon, or other small platen presses of other makes, that cost between \$350 and \$800, should earn \$6 a day. This is on the supposition that the press is fed and worked by minors. If operated by skilled pressmen at full wages, or work of high class, then the rates should be so made that these sizes of presses will earn \$7.50 to \$9.

Flat-cap, medium and superroyal drum cylinders that cost from \$1,000 to \$2,000 each, and that are usually fed by boy feeders and managed by ordinary pressmen, should earn \$10 a day.

Stop cylinders of this size, costing from \$2,000 to \$3,000, when run at low speed and managed by extra pressmen, should earn \$11 a day.

Double medium (24 x 38) and double royal (29 x 43) drum or two-revolution machines, costing from \$2,000 to \$4,000, should earn \$12 a day. Stop cylinders employed on fine work should earn at least \$16 a day.

Double medium (24 x 38) and double machines up to the size 36 x 54 s. should earn \$15 a day. Stop cylinders, \$18 a day.

The large machines (40 to 60 inches or larger) should earn not less than \$18 a day.

Rates steadily increasing with every increase in size are needed to pay the increasing interest on investment and wear of machines, the higher wages of pressmen and feeders and the diminished performance of all large presses, the greater waste of paper and the greater expense of ink and rollers.

When extra fine work has to be done on a small press, and this press has to be managed by a workman at higher wages than is usual for a press of this class, the rate per day must be proportionately increased.

All work that requires sheeting or interleaving to prevent set-off or extra work to secure extra register, or any other work, like bronzing, that calls for extra workmen, should be at higher rates, this, however, is generally understood.

Quality of paper must be considered and provided for in all estimates. Ordinary rates are for ordinary paper that imposes no serious extra trouble on the pressmen. All papers that are extra thin and hard to feed; that are flimsy and difficult

to handle, should be at an extra rate. Objection should also be made to hard-faced laid paper that wears type unduly; to rough edged handmade papers that require pointing on press; to papers cut out of square on the papermaking machine that require extra care in the adjustment of margins and cutting up; to mixed papers of different qualities, that compel frequent adjustments of feed on the ink fountain. The furnisher of unsuitable papers should at once be notified of the defects and asked to replace them with that which is suitable. If this should not be done the value of the time lost ought to be charged.

Coated or surface papers should always raise the rate of presswork on type, especially where the run is over 10,000, for they are almost as wearing as handmade or machine made laid papers of hard stock.

Nor can dry pressing be made a process for extra charge unless it is done by special order in single sheets between beards. For this extra work a charge of \$1 to \$2 per 1,000 sheets, according to the size, is warrantable and should be made.

It is the duty of the printer to deliver his work neatly packed and in good merchantable order. The gratuitous allowance of one hour for the time of the cutter and packer is all that can be conceded at prevailing rates of presswork for the product of a press for an entire day. When a demand is made for a close trimming of labels, a very exact cutting of wrappers or circulars, or for their cutting and neat packing in lots of 250 or less, or for the counting out in small lots of the different signatures of a book, this extra work should raise the rate of presswork or be made a separate item of charge. The estimate blank should have every item, so that none would be lost sight of.

### THREE VERSUS FOUR COLOR PRINTING.

A most interesting contest is in progress, in order to decide which is the best method for color work: The three primal colors, or the addition of a fourth (key or drawing plate), printed in a neutral tone. The question at issue is whether the blacks, browns, grays, etc., can be obtained purer and more decided with one or the other of these methods. The firm of Angerer & Goschl, Vienna, represent the four-color theory, and Franz Franke, Berlin, agent for The Photo-Chromotype Company, of Philadelphia, represents the claim of the three-color process. The first subject was chosen by Angerer & Goschl, and consisted of a finely-executed water-color of scenes in and about a smith shop. From a letter written by Mr. Franke, it appears that the latter will not consider the question definitely settled until he has also made a selection of an original, which both are again to reproduce and place in the hands of the critics for their respective opinions. So far as the trial has gone, comparing the two reproductions, we would say that the three-color print compares very well with its competitor. Still, there is an air of greater softness, more depth, greater finish about the four-color work in its general aspect. The question with us simply resolves itself

DIVIDENDS THEIR SPECIALTY.

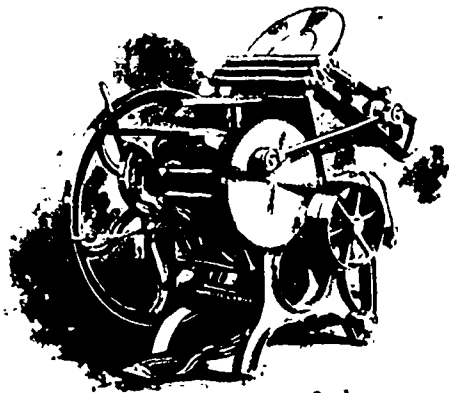
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Over 10,000 in satisfactory use  
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into one of practicability and economy. For certain subjects a fourth color would be of great use in determining many details, which can only be obtained in the three-color process by very accurate registering of all the impressions. In rapid printing on large sheets this is not always obtained, hence a fourth plate, rendering the smaller detail with one impression, is a great help, and can be considered economical in the end. The question, therefore, should not be: Which is the best, three or four color? It should be: Which is the more suitable to the subject about to be reproduced?—Inland Printer.

### COMBINING THREE LINES.

Returning from attending a national editorial convention, held in San Francisco seven years ago, among other places visited was Tacoma, on the Pacific Coast. I made it a point to interview all the leading stationery houses, says Ricardo, in Geyer's Stationer. The one that most attracted my attention in that progressive city was a house that combined stationery, printing and blank books. Upon inquiry I ascertained that the proprietors of the house made more money than all others engaged in the business. I found the same state of affairs prevailing throughout California, Oregon, Washington and in Victoria, B.C. Invariably, while the specialist in stationery barely existed people with the combination made money. Their number is constantly increasing. Only the up-to-date establishments, equipped with modern appliances, can meet the competition of the period. In addition, many stationers combine half-tone work, electrotyping and lithography. Believing that the com-

ination is a stepping-stone to success Ricardo takes occasion to impress it upon the stationers of the country. It is a combination, under proper conditions, that might yield reasonable profits.

### DIVIDING THE EXPENSES.

How should the general expenses of an office be divided in charging them to the different departments? This is a vital question that enters into the correct making of every estimate, says a writer in *The Typothetae and Platemaker*, and yet it has never been generally discussed, and every office is a law unto itself in this respect. If an office does a business of \$100,000 a year, and its fixed charges, which must be paid anyway whether the amount of business is \$80,000 or \$125,000, are not properly divided, then the estimates on composition or presswork may be out of proportion, with the result that really profitable work is lost, or unprofitable work taken.

One well-known printer's method of dividing the fixed charges is as follows: To composing room 40 per cent.; to linotype composition (bought outside), 5 per cent.; to cylinder pressroom, 25 per cent.; to job pressroom, 20 per cent.; to merchandise, as paper, stock, etc., 10 per cent. In another establishment we have seen the general expenses divided in this way: To composing room, 30 per cent.; to pressroom, 30 per cent.; to bindery, 40 per cent. Here the bindery was a large one, but it is doubtful whether the proportions were maintained. A question in which all managers must be interested is, what are the proper proportions of general expense to charge to each department, and how are they determined? Also, is a superintendent justified in reducing

the charge against the composing room in order to make a low charge for composition, and thus feed his pressroom with work?

#### PRINTING IN NATURAL COLORS.

Says a writer in Geyer's Stationer: "Any object or copy containing colors can be reproduced by The Chicago Colortype Company. In this method of printing in colors used by this company, there enter many elements never before combined. It is, without doubt, the most wonderful achievement along this line, not only wonderful, but eminently practical. It provides a means of reproduction direct from object or drawing, thus preserving the natural detail and colors, and giving a perfectly faithful representation of the original—an advantage which every honest manufacturer should appreciate. Colortype means photography in natural colors. Not only that, but, more wonderful still, perhaps, printing in natural colors. The results attained within the past three years at the company's works have been most wonderful. The fact that in so short a time they have become known to, and have received numerous orders from, London, Vienna, Berlin, Stuttgart, Copenhagen, Kobe and numerous other foreign cities for work to be done in colortype will no doubt appear singular when one considers that all the places mentioned were centres of art, literature and commerce before the paleface had crowded the redman from the site of Chicago. Not so strange, however, when we take into account that the company copy the object placed before the camera in all its original colorings, either in the same size, larger or smaller, and still produce a counterpart.

"There are many classes of work executed by this method that lithography or any of the older processes have never been able to produce, because the camera could not be used to supplant the draughtsman and engraver. This method eliminates both of these craftsmen. Special attention is called to the books issued by Doubleday & McClure, entitled "Birds and Bird Neighbors," "Birds That Hunt and Are Hunted," containing one hundred full page colortype inserts, all of which were produced at the works of The Chicago Colortype Co. Doubleday & McClure have just issued another book, containing 48 full-page colortype inserts of butterflies, bugs, and beetles, for which this company engraved and printed all the colortype work. They have in press at present numerous different works of this character, all for Eastern publishing houses of the first class, who have made careful study of the results to be obtained in colortype work and found them to excel any previous method of color printing, both in point of character and in cost of production. Some of the books for which they are making colortypes at the present time contain nearly 100 full page colored plates in a single book. These subjects would be exceedingly difficult to reproduce by any other means than colortypes, and in many instances it would be absolutely impossible. The question of cost in connection with reproducing even the simplest of them would be so great as to be impracticable by any other method. Colortypes produce the desired result at a nominal cost. Drawings in colors for reproduction are prepared by the colortype company in the highest style of the art, and the cost of colortype work will, in most cases, be found lower than by any other method of color printing.

"In equipping their plant for colortype work they have made it a model institution. In the first place, the buildings have

been erected especially for this line of business, and every department is supplied with the latest and most approved styles of machinery. None but experienced workmen are employed, and it is the constant aim of the company to produce only the very highest grade of work and in the most expeditious manner.

"The company are making the colortypes for the fourth book for one concern, which is evidence in itself that once a publisher becomes familiar with the merit and individuality of the work, and figures over the cost as compared with any other method that would even approach it in quality, to say nothing about equaling colortype work, he settles down to the conviction that there is no other method known whereby he can obtain the same result at even far greater cost.

"The company solicit correspondence on all matters pertaining to color printing. Samples sent promptly on application to The Chicago Colortype Company, art publishers, printers and engravers, Roscoe Boul, Chicago."

#### BUYING A NEW PRESS.

It is often a problem with newspaper publishers with a growing circulation, but one which must have its limits, to decide what press to buy. The larger city papers go in for a very expensive press and stereotyping plant. Several Canadian offices, notably The Woodstock Sentinel-Review, The Quebec Daily Telegraph, and The London Free Press, have installed the Cox duplex, which is an improved machine of tried qualities, printing from 5,500 to 6,000 per hour without stereotyping. With this speed the duplex is able to handle an edition as large as 12,000 to 15,000, so as to have papers on the street 20 minutes earlier than when the forms have to be stereotyped, but, besides, the run is completed at about the same time. The growth of dailies, with thriving circulations, in the smaller Canadian cities during the past five years would indicate that the duplex is likely to have quite a run in this market. Mr. Pattullo, M.P.P., of The Woodstock Sentinel-Review, thus writes regarding his experience with the duplex: "We are perfectly satisfied with it in every way. In a word, it is working beautifully. In this press, we believe there is the solution of the great problem of speed without stereotyping, and we can recommend it to any office with a circulation of from 2,000 to 20,000. It has revolutionized the work of getting out our paper. It is easier to take care of than our old press, and enables us to get the paper out in much better style and in one quarter of the time. It is, therefore, a labor-saver, a big promoter of circulation through rapid production, which means early delivery and a big advertisement at the same time. All this and much more we can say for the duplex press."

#### HOW TO VALUE GOOD-WILL.

Replying to a query as to how the value of a growing publishing business should be arrived at, a writer in The Inland Printer says there is really no method or fixed rule governing these matters. A number of years ago the good-will of a newspaper was supposed to be worth a sum equal to the net receipts for five years, but of late the net receipts for two years is considered a good price. And yet these figures cannot be taken as a criterion. A plant may be barely paying expenses, and yet be in a field of great possibilities, in which case the net receipts of ten years might not be an exorbitant figure.



# You get our quotations; then we will get your order:

**Westman & Baker Gordons and Cutters.**

**Rebuilt Cylinder Presses,** our stock is the largest and best in Canada.

**Monona Leverless Cylinder Presses.**

**Chandler & Price Gordon Presses.**

**Brown & Carver Paper Cutters.**

**Wetter Numbering Machines.**

**Horton Mailing Machines.**

**Brown Folding Machines.**

**Jones' Gordon Presses.**

**Lightning Jobbers.**

**A full stock kept at all our branches.**

## Toronto Type Foundry Co.

LIMITED

**BRANCHES**

- 787 Craig Street - MONTREAL
- 175 Owen Street - WINNIPEG
- 520 Cordova Street, VANCOUVER
- 146 Lower Water Street, HALIFAX

**THE TORONTO ENGRAVING CO.**

92 BAY ST. Phone 2893.

F BRIGDEN PROP      GEO BRIGDEN MGR      FH BRIGDEN ART SUPT

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

**PLA OF A SUBSCRIPTION SOLICITOR.**

**A**T a recent meeting of the Iowa Editorial Association, the question of soliciting subscriptions came up, and, according to *The Des Moines Capital*, a general onslaught was made on the canvasser.

Most of the editors who spoke on the question considered soliciting an unprofitable feature, and the premium question a nuisance. The solicitor was given many hard knocks, and the prevailing opinion was that a paper which could not increase its circulation on its merits could not make progress either with a solicitor or with premiums.

Just as the chairman was about to call the next topic, a dark complexioned gentleman with a black moustache, who had been giving very close attention to the papers read and the discussions, rose to his feet, and asked if he could say a word. His name was asked for. "My name is Samuels, and I am a newspaper solicitor," said he, "and desire to say a word for the vagrant whom you have so bitterly denounced." All eyes were turned to him, of course, and a new interest was manifested. "I just want to say my business is soliciting subscriptions for newspapers, that, no matter how good a paper you may conduct, if you do not personally solicit for subscribers, your list will not be materially increased as long as you continue that policy. The way to get subscribers is to work for them, but I do it judiciously and with some system. I have solicited for papers which were vastly inferior to their rivals in the same county, and have run their lists up much above the better papers with which we were in competition. It is easy enough to get subscribers, if an agent goes at it in the right way. As for the premium feature, I do not agree with any of you gentlemen. It is a good thing. I do not mean to offer them for new subscribers, but they can be used to stimulate old subscribers, and show them how you appreciate their subscriptions. I have used a little book, which costs less than one cent a copy, to give away to subscribers, and others standing by who were not taking the paper were impressed with the liberality of the publisher, and immediately had their names put down for a year's subscription. Without boasting of what I am able to do, I simply give as one illustration what can be done. In two days' time in two county townships of this State I secured 120 subscribers."

This brought forth strong resentment from the editors who had been denouncing the solicitors, and was called mere bluff, but the solicitor held his own, and, when he told the methods he employed to secure subscriptions, they became impressed that he was telling the truth, and immediately he was surrounded, asking for dates and offering him all the way from a month to a year's job.

Mr. Alfred Peiser, of Berlin, Germany, is seeking connection in Canada to represent Canadian pulp and paper mills in the larger German cities. H. Puckert & Co., of 13 Walbrook street, London, Eng., are also looking for Canadian paper mills requiring agents in London.

The John M. Janes Co., Palmyra, New York, are very much pleased with their Canadian trade. They are behind their orders in every direction. On May 13 they had orders for five machines for Melbourne, Australia. This firm hope to catch up with their orders during the Summer months when printers and publishers are expected to go fishing.

# We have changed Color

of our

## IVORY

WRITING  
PAPER

but have on hand a quantity of the old stock. Wishing to secure complete uniformity in our regular stock (which we now sell at 6c. per lb.) we offer the old stock as follows:

106 Reams, 17 x 22, 24 lb.  
132 Reams, 17 x 28, 28 lb.  
86 Reams, 17 x 28, 32 lb.

WHILE IT LASTS

at **4 $\frac{1}{4}$ c. net.**

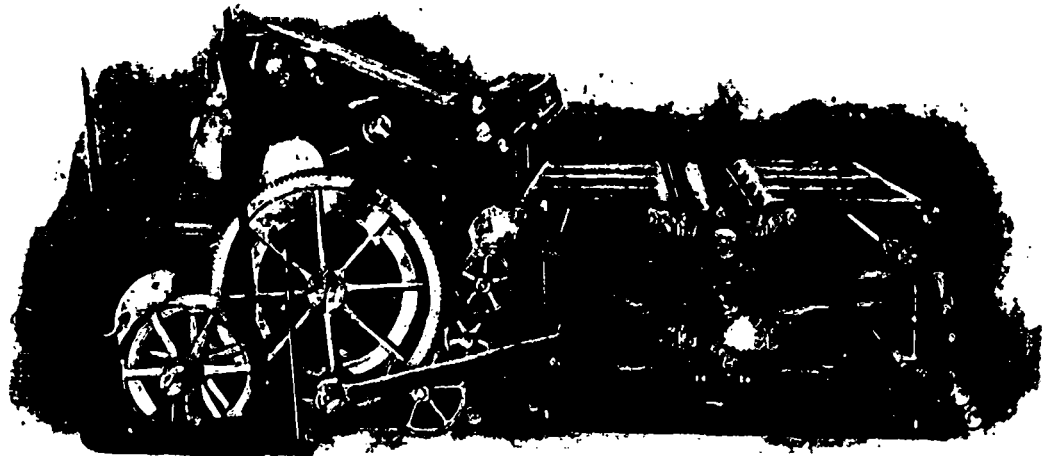
THIS IS A BARGAIN.

# Buntin, Gillies & Co.

HAMILTON.

Send for Samples of our OXFORD SERIES ROUND CORNERED CARDS, in five sizes, White and Assorted Colors.

# THE DUPLEX.



## The Only Practical and Successful Flat-Bed Perfecting Newspaper Press in the World.

SIX THOUSAND four, six, seven or eight page papers per hour without the expense and annoyance and delay of stereotyping. *Handwritten signature*

FOURTEEN of these large perfecting Presses were sold by us during the first three months of this year. This is the sort of proof that is decisive. *Handwritten signature*

### ALTOONA MIRROR.

Duplex Printing Press Co., Battle Creek, Mich:

Altoona, Pa., April 24, 1899.

GENTLEMEN It is with the utmost satisfaction that I write you my decision in regard to the purchase of a perfecting press. I have been looking for the last three years for a press that would fill the requirements of our growing circulation.

Just before seeing the new "Angle-Bar" press in operation in the office of the "Free Presse," at Brooklyn, a few days ago, I had about concluded to put in a stereotype press, deeming it the only machine that would handle our circulation of 6,000 copies daily and do so quickly.

I had already gotten figures from a number of parties who were operating stereotype presses on papers of moderate circulation (as ours) as to the cost of stereotyping, and learned from the most conservative estimates that it would run from \$1,000 to \$2,000 per year in towns where they paid their men from \$12 to \$20 per week, and in "union towns" it would cost from \$2,000 to \$3,000 per year. It was this expense that caused me to hesitate so long in making my much-needed improvement.

After I saw your new "Angle-Bar" machine and watched it run off an edition of 9,000 copies at an easy running speed of 6,000 per hour from a roll of ordinary paper, and listened to the expressions of pleasure and satisfaction from the pressman, who had previously operated a stereo press for many years, I was fully convinced that the new "Angle-Bar" machine would prove to me a "God-send" and a Money-maker.

You will, therefore, please enter my order for a press, and accept my hearty appreciation of your efforts in convincing a "doubting Thomas."

Yours cordially,

W. H. SLEEP, Manager.

SCORES OF OTHER ENDORSEMENTS EQUALLY STRONG. SEE CATALOGUE.

## Duplex Printing Press Co.

BATTLE CREEK, MICH.

## THE PAPER DEPARTMENT.

### THE ADAPTABILITY OF PAPER.

By Theodore L. De Vinne

EVERY writer is, to some extent, a critic of paper. He knows the difference between the half-sized and sized, between the hard paper of business and the soft, thick paper of ceremony. He knows that papers are made for different purposes, and that pen and ink and style of writing must also be adapted to the paper and the purpose. When he undertakes to control the printing of a pamphlet, or a book, his experience with writing paper does not serve.

He does not consider the mechanical adaptability of paper to types and illustrations when he proposes to put fine wood cuts in outline or half tone engravings upon dry papers of rough surfaces. He is surprised when told that he is asking for a mechanical impossibility. "Why! I have prints of great delicacy from etchings and line engravings that have been printed on the roughest paper. The hair lines are not thickened, and the perspective and shading are admirably maintained."

By the copperplate process every line that appears black in the print is engraved or etched below the surface of the plate. This engraved line, which may be no deeper than that made by a light scratch of the needle, when filled with ink is transferred unthickened to the paper. To do this the rough paper must have been previously made damp and limp, so that its fibres, when strained under impression, will dip or sag in the channel made by the engraver. As the ink is closely confined to this channel, impression does not thicken the line, no matter how hard the impression may be. Impression is greatest on the surface of the plate; least on the engraved line.

In relief printing, the printed line or type is the only part of the surface that receives impression. If this line is exposed, as it is in the pencil scribble of a sketchy wood cut, or in the construction lines of an architectural drawing, it will receive, unless a proper prevention has been taken, as much pressure as the dense type that may surround it. The types may need a pressure of 25 pounds to the square inch; the exposed lines may not need one pound to the square inch. If the impression on the engraved line is made as strong as it is on the types, the line will begin to thicken after a dozen impressions. At the end of 1,000 impressions it will be thick, muddy and practically worn out. To preserve the delicacy of exposed lines in an illustration, impression must be made unequal. The typographic process is obviously handicapped at the start, and this handicap is increased if a handmade paper is selected.

A sheet of handmade paper, or, indeed, any kind of rough-faced paper, when seen through a magnifying glass, shows a continuous series of elevations and depressions. The surface of a wood cut or process engraving is intended to be as smooth as a plate of polished metal. A sheet of rough-faced paper laid upon it or lightly impressed will touch it only at the top of each of these little elevations. The depressed surface of the paper will not touch the plate at all, and this is precisely the condition

in which the paper meets the engraving when it has been coated with ink. If impression is adjusted so as to show delicacy of line, all the hair lines will be broken and crumbly; the middle lines will be mussy; the solid blacks will be gray and spotty. Strengthen the impression so that the lowest depression in the paper shall meet the engraving, and you will find that the hair lines or delicate lines are three or four times as thick as was intended. All the fine work of the engraver has been spoiled.

Half-tone or process cuts are sometimes made by exposure to a screen or mesh of 150 or 200 lines to the square inch. A screen that contains 150 lines to the square inch necessarily has counters or intervals of white between them that are much less than 150 to the square inch, for these lines are not the geometrical lines that have extension and no width; they do have a positive width. It follows that the interval of white space between lines is much less—in many cases not more than 1-500 part of an inch. The counter or the lowest depression in a fine half-tone plate is also about 1-500 part of an inch below the surface. This is the average depth of the fine half-tone plate provided for fine book and magazine work. It cannot be printed properly unless it meets an extremely smooth paper. It is not possible to print half-tones upon rough paper.

What is true of handmade and imitation handmade paper applies, but with diminished force, to ordinary book papers, and even to many thin calendered book and writing papers. Let anyone examine under an ordinary magnifying glass a sheet of the best ceremonial paper that has been hot pressed or rolled and calendered to the ultimate degree of compactness. Smooth as it may appear to sight and touch, it is full of minute little pits. It can be impressed on ordinary types and ordinary wood cuts, and show their fine lines with great sharpness and delicacy, but it will not show in print to the best advantage all of the finest work of the photo-engraver.

To get an absolutely uniform surface the paper after being made must be coated with a paste of white that fills up all the pits, and is finally flattened by means of the calendering roller. It is only the well-made coated paper, with its hard, smooth, semi-metallic surface, that shows no pits below the surface. It is the only paper that perfectly meets at every point of its surface the equally flat surface of the photo-engraved plate. It is, consequently, the paper best adapted for the reproduction of the printing of photo-engravings and half-tone work, and this is the reason why it is so largely used, much as it may be disliked by the critical reader.

Fifty years ago the merit of the paper to the reader was largely in its smoothness and glossiness. That paper was best that shone like a polished mirror. It was the rarity and the high price of this polished paper that gave it its attractive qualities. When papermakers discovered a way of putting a high polish on very plain paper at a cost of not more than 2 or 3c. a pound, polished paper lost its attraction. We now go to the other extreme—the paper that is rough has a higher merit.—*The Bookman*, May, 1897.

Mr. J. J. Palmer, president of The Toronto Type Foundry, called at the London office of THE PRINTER AND PUBLISHER on the 28th ult.

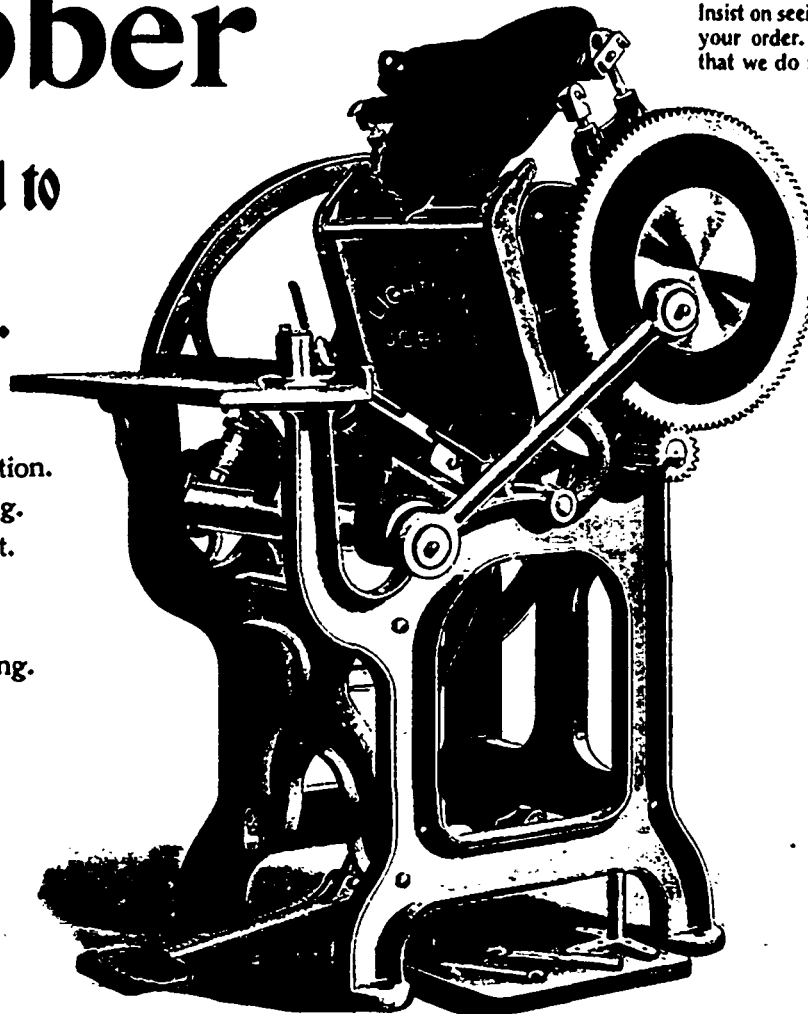
# Lightning Jobber

**Guaranteed to Print a Solid Form.**

Simple in Construction.  
Very Light Running.  
Very Strongly Built.  
Shafts Steel.  
Drawbars Steel.  
Machine-Cut Gearing.  
No Cams.

Impression Throw-Off.

Depressible Grippers.



**\*Everybody Satisfied\***

THE Dealer makes a friend every time he sells one.

It is the best press ever sold for the money. The Customer who has bought one says a lot of things, all in favor of the machine.

Insist on seeing this press before placing your order. You can see in a minute that we do not claim enough.

- I Am Printing a 4-Column Paper on My 10 x 15.  
C. O. GRUWA,  
Grover Hill, Ohio
- It Prints a Full Form.  
W. H. ROBERT,  
Rochester, N.Y.
- It is Perfection Itself.  
G. F. MORRIS,  
Saratoga Springs, N.Y.
- It Gives Entire Satisfaction.  
Wm. J. KEENE,  
Amsterdam, N.Y.
- It Fills the Bill.  
W. H. SHELLEY,  
Binghamton, N.Y.
- As Well as an Embossing Press.  
HARRY L. EVEREST,  
Delaware, N.Y.
- It is a Dandy.  
ASHLEY PRINTING CO.,  
Ashley, Ohio.
- Works to Perfection.  
DEURY BROS., Grand  
Encampment, Wyo.
- Meets Every Requirement.  
MOORE BROS.,  
College Corners, Ohio.
- Not Found a Better Press.  
J. L. STURTEVANT,  
Albany, N.Y.
- It is a Whirlwind.  
Wm. McDONALD,  
Hyson, Mich.
- Presses are Satisfactory.  
CLARK & DUFFY,  
Syracuse, N.Y.
- What More Can a Man Ask?  
C. O. GRUWA,  
Grover Hill, Ohio.
- Some Severe Tests.  
CUNNINGHAM PRINT-  
ING CO.,  
Middleburg, Ky.
- Form Fills the Chase.  
FELDER PUBLISHING  
CO.,  
Grand Rapids, Mich.
- No Peer in the Market.  
ROY L. ALLEN,  
Pittsley, Mich.

## VERY LOW PRICE.

Do not think because we sell this at a low price that it is cheaply constructed. We can build it economically because of its simplicity.

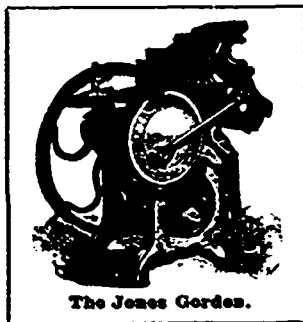
Notice these Remarkably Low Prices

7 x 10 inside of chase, two rollers	\$70.00
8 x 12 " " " three rollers	110.00
9 x 13 " " " " "	125.00
10 x 15 " " " " "	150.00

Steam Fixture, \$9.00; long fountain \$16.00.  
Two wrenches, two chases, ink rollers, cast layer, in  
instead of cast rollers and layer we send a mold and  
two sets roller stocks with each press

Subject to a dis-  
count for cash...

SEND FOR  
CIRCULAR.



The Jones Garden.



The Ideal Cutter.

KEPT IN STOCK AT ALL WAREHOUSES OF

# Toronto Type Foundry Co., Limited

Halifax. Montreal.  
Winnipeg. Vancouver.

**TORONTO.**

## THE ADVERTISING DEPARTMENT

### THE AGENT'S RATE.

**T**HE ADVISOR is a new monthly issued in New York in the interests of advertisers. It is neatly gotten up and contains some interesting matter. One of its articles deals with "Overcharges and Undercharges" as follows: "Has an advertising agent a legal or moral right to charge clients more or less than the published card rates of newspapers or periodicals?"

"This question was raised in a case brought before Judge Gaynor some time ago, and was decided in the affirmative.

"A certain New York advertising agent made a contract with a local house to do its advertising at the lowest card rates, agreeing to rebate all commissions, except 5 per cent.

"Some newspapers allow a commission to agents of 10 per cent., while others allow more. Some publishers issue rate cards, quoting flat prices—no extras. Others charge extra for display type and broken columns. In some instances this particular agent enjoyed flat rates on combination contracts, but charged his client card rates. For example, the agent charged this house \$172—card rates—for an advertisement which cost him \$80 at the flat contract price. The client could not obtain the rate of \$80 flat from this particular paper. The question arose: Did the agent have a legal right to charge \$172 gross for that which cost him only \$80? Judge Gaynor decided that the advertiser was compelled to pay the agent regular card rates, \$172. That the agent stood in the position of a wholesaler and was entitled to any profit he could make between the combination contract price which he enjoyed, on account of the large amount of space he used as a wholesaler, and the card rates of this particular paper, viz., \$92.

"According to all legal decisions, the advertising agent is not bound to charge his clients the card rate of the newspapers. He may charge more on account of the superior service which he may render his client, as the question of the agent's ability enters into the matter.

"Many advertising agents contract with certain publications to use more space within a specified time than they can profitably place. They are, therefore, compelled to sell some advertising contracted for at a loss.

"If the advertising agent has a legal right to buy space at a price over or under card rates, has he a moral right as well to do business in that way?"

"A man's conscience belongs to himself alone. He may justify his actions by his environments or necessities. For example, if competition is fierce and self-preservation depends upon his course, that which he is justified in doing legally would also be condoned morally as being all right. If some advertising agents are discriminated against while others are favored in various ways, those who are so discriminated against may justify their actions by any course within legal bounds.

"It appears, therefore, that, legally and morally, an advertising agent may conduct his business according to the rule laid down

by Judge Gaynor, that he is a wholesaler, and assumes the same risks as any commercial house would, and that he may buy his space where he can get it at the cheapest rates and sell it where he can get the most money for it.

"In view of these facts, it behooves the large general advertiser to place his business in the hands of those in whom he has confidence. It also stands him in hand to make his contract with the advertising agent so clear that there cannot possibly be any misunderstanding; for, after all is said and done, it nevertheless remains a fact that advertising agents may sell space for whatever they can get for it, the same as any other dealer or merchant."

### PROPOSITIONS WITHOUT CASH.

It is a safe rule to refuse all swap propositions made to the paper. It is nearly always an offer of something you do not need, and if you sacrifice the space in one case you will in another. In a humorous but effective way the publisher of *The Lansford, Penn., Record*, describes some of the offers made to him:

"The American Seed Company, of New York, offers to send us \$1 worth of seed flowers for a 50c. notice. We decline this.

"The White Bicycle Company, of Cleveland, offers a \$65 wheel for \$25 in cash and \$25 in advertising. Although the fishing season is here, we refuse to bite. To do so would be to assume the 'White' man's burden.

"E. Rosenburger & Co., of New York City, clothiers, offer to give us a suit of clothes in exchange for advertising. Loyalty to the home merchant forbids our accepting the nickle-plated gold brick of the New Yorkers.

"The 'Greater' Reading Publishing Company, of Reading, Pa., offers the fabulous sum of \$1 for \$6 worth of advertising. W. S. Hamaker, who makes this offer, will die of enlargement of the heart if he is not careful.

"Here comes The Ridgeland Bicycle Co. offering us one of their wheels, '99 model, for \$14 cash and \$14 advertising. We want a model for 1900, with stays to brace the back; we want a wheel that can climb a hill like a trolley; we want a bike that can behave itself going down hill; one that will not throw its fat rider if he rubbernecks a passing girl with developed limbs in cut-away skirts. Until that kind of a wheel appears in the market, we must be content for a 'mount' with our open gateway buckboards.

"This is no joke. The Nichols Manufacturing Co., of New York, offers in exchange for thirteen weeks' advertising one of their 'Electro-Magnetic Spinal Supporting Corsets.' Are we discovered? Have the Nichols people heard about our corpulent waist, and desire to imprison it in one of their shapely corsets while supporting our spinal column? It is described as 'long-waisted, double-stitched, evenly boned, and unrivaled for beauty, shape, and workmanship.' There must be some mistake. While we love the beautiful, and while our shape may annoy some people, it helps us in our business. If the Nichols



# The Best Printers



ALL have only the best of everything. They want the best presses, best stock, best pressmen, and compositors, and, last but not least, the best Inks. ✦ The price of the best Inks is such that every good printer can afford to buy them. ✦ Ault & Wiborg's Inks are the best and the cheapest, ✦ because they for many years have given better results than any others.

The Best Inks Make the Best Printers—

✦ **Ault & Wiborg's.**

## TORONTO TYPE FOUNDRY CO.

Sole Agents for Canada.

Limited

✦ A full stock kept at all branches.

# Photo Book Paper

Is without a rival short of coated paper, which is less durable, and is easily soiled.

Photo Book is doubly economical, because a ninety-pound sheet of Photo Book is thicker than a one-hundred-pound sheet of Coated, and Photo Book sells for less per lb.

Prompt shipment and careful attention  
to **LETTER ORDERS.**

## CANADA PAPER CO.

TORONTO and MONTREAL.

folks will offer a roomy nightshirt that allows the muscles full play, we will take the offer under consideration. But we object to being embraced—by a corset."

#### ANOTHER BLUFF ABOUT CRITICISM.

At the beginning of the year the Grand Trunk Railway created a small sensation in newspaper circles by endorsing all advertising contracts with a clause which made them void if the paper "unfairly or unjustly criticized" the railway. A number of papers declined to accept the business on these terms, claiming, rightly enough, that no advertiser had the right to interfere with the editorial or news columns. Of course no paper would admit that an unfair or unjust criticism appeared in its pages, and, as the railway company were to be the judges, it meant, practically, that whenever the latter fancied themselves aggrieved by an editorial or news item, the order could be canceled. The Richelieu and Ontario Navigation Co. are following their big sister's example. All this year's advertising orders bear a similar clause. It is as well for the papers to sit on these little schemes right from the start. If every advertiser is to have the right to taboo anything he may think objectionable, there will be little left for us to print. The railways, steamship companies and anybody else who tries any bluff of this sort are bound to yield if the papers remain firm. It is a question which might be discussed at the next meeting of the Canadian Press Association.

#### THE CONDUCT AND BEARING OF AGENTS.

An advertising manager who is asked to consider from six to a dozen advertising propositions every day says that **PRINTER AND PUBLISHER** hit the nail on the head in criticizing solicitors for their slovenly dress and unseemly behaviour. "Some of the decentest fellows I ever met," he remarked, "were advertising solicitors; but, on the other hand, I am called on by bums who are a positive disgrace to the profession. Why, some of them are so importunate and troublesome that I feel inclined to chuck them into the streets. Men come in here with absurd schemes. When I turn them down they become insulting and hint that I'm looking for a 'rake off' or else they tell me candidly that I don't know my business. Some of these 'scheme' gentlemen come in here reeking of whiskey or chewing tobacco.

It's a pity," he concluded, "that such men should be able to call themselves advertising agents, for it simply means that the public brands the whole fraternity as a more or less disreputable gang—and the cause of advertising suffers accordingly."

#### A UNION OF PAPERS.

Profitable Advertising, of Boston, that best, brightest and most original of publications devoted to the interests of advertisers and publishers, has just bought out *Art in Advertising*, of New York, and this strong pair will be consolidated under the title of *Profitable Advertising and Art in Advertising*. Among the numerous papers devoted to advertisers' interests that have started in the last few years in the United States, none have come to the front so rapidly as *Profitable Advertising*. That merit alone is the means by which this phenomenal success has been accomplished, no one acquainted with the publication will deny. Independence and ability have made it really valuable alike to advertisers and publishers.

A special feature is the department devoted to Canadian advertising and publishing interests and the evident care taken to give this Dominion a fair share of attention in the records of the doings of the advertisers and publishers of America. In this respect, it has especial interest for Canadians. **PRINTER AND PUBLISHER** wishes the new combination a large measure of success.

#### NOTES

Francis U. Kahle, of D. Ransom & Co., Toronto, has been elected a member of the National Advertisers' Association, of Chicago.

The last forms of the 1899 edition of *The Canadian Newspaper Directory* are now on the press, and Messrs. A. McKim & Co., the publishers, expect to have it in the hands of subscribers by the end of the month.

The *Toronto Globe* has permanently closed its New York office. Henry Bright, a special agent who represents a number of well-known publications, will take care of its American interests hereafter, while Mr. A. C. McPhee, late manager of the New York branch, takes charge of *The Globe's* eastern business. His headquarters will be in Montreal. Roy V. Somerville will continue to represent the paper in London.



**FIGHTING THE SIGNED ARTICLE LAW.**

**T**HE law of California, requiring that articles printed in a newspaper bear the signature of the writer, appears to be operative in the State outside of San Francisco, but it has been a dead letter in that city, so far as the daily papers are concerned, says Newspaperdom. Like the anti-cartoon law, it was aimed particularly at the San Francisco papers, the majority of which are of the sensational order; but both laws have been ignored by the dailies in that city, through the concerted action, it is said, of the newspaper proprietors, who are prepared jointly to fight the law in the courts. In some newspapers elsewhere in the State nearly everything printed bears the signature of the writer, although the law requires signatures only on articles which may reflect upon the character or integrity of any living person or upon the memory of any one dead. In some particulars, however, the law is said to be ambiguous, and careful, law-abiding editors are not taking chances. One of the most conscientious of these is Jerome A. Hart, editor of *The Argonaut*, a San Francisco weekly. Mr. Hart has no sympathy with the law, characterizing it as an evidence of "legislative imbecility," but he is endeavoring "to comply with it as he understands it until it is construed by the courts." He assumes personal and pecuniary responsibility for everything appearing in his paper, believing that he must protect his employes and contributors, who are not responsible. Although averse to obtruding his own name or personality into the columns of his paper, about everything now appearing in it, excepting extracts and communications to the editor, bears the signature "jahart," without capital letters or punctuation marks, and printed in the smallest type to be found in the office fonts.

**MUST PAY FOR A NEWSPAPER.**

At the last Division Court at Glencoe the case of *The Free Press Company vs Edwards* was tried. It was an action on account to recover three years' subscription to *The Daily Free Press*. Plaintiff proved that defendant had taken the paper regularly from the post office, and was therefore entitled to pay for it. Defendant alleged that he never subscribed for the paper; and one Carson Adair, who lived in the premises now occupied by defendant, and in whose name it had been sent, had ordered the paper; that when he went away he had

made a present of the paper to defendant, and had instructed the postmaster to deliver it to defendant, who had imagined that Adair had paid for it, otherwise he would not have taken it. The judge held that defendant, having taken the paper, got the benefit of it, and should have stopped it if he did not want it. Judgment for plaintiff for \$6 and costs. Blackburn for plaintiff. Moss for defendant.—*Wingham Times*.

**MEETING IN TORONTO.**

A meeting of the executive of the Canadian Press Association was held in Toronto, May 19, to consider the proposed Pacific Coast excursion. Mr. Dingman, the president, presided, and there were present: Messrs. J. S. Willison, J. T. Clark, D. McGillcuddy and J. A. Cooper. It was decided that, in view of nearly 50 notifications having been received by the secretary from members proposing to take the trip, definite arrangements should be gone on with. A committee was, therefore, appointed to decide upon all details, consisting of: Messrs. Dingman, Willison, Cooper, Tarte and McKay. The committee elected several new members and passed one or two accounts. Mr. Dingman, who came down from Stratford on purpose to attend the meeting, afterwards entertained the members of the committee at lunch.

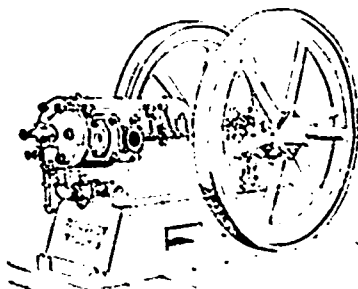
**WESTERN PRESS EXCURSION.**

The Western Canada Press Association will also have its excursion this year. The members will leave Winnipeg June 15 and be back again July 4. The route is out to Seattle over the Northern Pacific, then to Victoria and Vancouver, returning by Canadian Pacific via the Kootenay district. Free transportation is provided, with meals and sleepers to be paid for, and free telegrams for all social purposes. Each member will wear a badge, a charge of 50c. being made for it. The excursion will only be available to genuine newspapermen, that is, "proprietors, editors, and members of their families dependent on them." Those who are in the job printing business, even members of the association, cannot share the privileges. Members who desire to go must pay up all arrears of fees in the association, the annual subscription to which is \$5.

Paper is heavy. A recent carload received by Buntin, Gillies & Co., Hamilton, from Massachusetts, consisted of 17 tons.

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**PRESS ASSOCIATION EXCURSION.**

**T**HE following circular was issued to members all over Canada on the 6th inst. It is reproduced here in case some members have failed to receive one:

"The executive have pleasure in announcing that the committee appointed to arrange for a western excursion have made provisional arrangements for an excursion to Winnipeg, and another to the Pacific Coast, via the Canadian Pacific Railway.

"The excursion will be limited to members of the Canadian Press Association and their wives, at a cost of from \$3.25 to \$3.50 per day, this amount including meals, transportation, berths in sleeping cars, and rooms at hotels.

"It is proposed that the excursion will leave Toronto about August 1; that the route going will be via North Bay and the north shore of Lake Superior, and returning via same route, or via Canadian Pacific upper lake steamships.

"The Winnipeg excursion will take 12 days and the total cost need not exceed \$35; and the Pacific Coast excursion, 22

his wife, should state the fact. As soon as a sufficient number have signified their intention of taking the trip, the executive will meet, complete all details and send full and accurate particulars to each member deciding to go. It will also be necessary for each person deciding to go to deposit with the secretary, before June 15, \$5 for the Winnipeg trip, or \$10 for the Pacific Coast trip.

"It will readily be seen that, to assure for ourselves the advantages offered by the C.P.R., a large number of representative journalists must signify their intention of joining the party."

**RESULTS OF THE CIRCULAR.**

It is not always easy to arrange a holiday for a fixed date two months and a half in advance. Notwithstanding this, a considerable number of acceptances have already—up to May 17—found their way to Secretary Cooper's desk. Doubtless, some are conditional. For instance, A. F. Pirie says, on a post card: "B. C.? Yes, D. V." One or two



MR. HERBERT WILSON,  
who is writing the history of the  
Hudson's Bay Company.



FLORENCE MORSE KINGSLEY.  
Author of "The Cross Triumphant," "Titus," "Paul," etc.



ISABELLA THORES-CROFT FOWLER.  
Author of "Concerning Isobel Carnaby,"  
"The Double Thread," etc.

days, with a total cost between \$70 and \$75. It is required that members shall travel together on the going trip, but on the return this is not insisted on. The return from the Pacific Coast will be via Revelstoke, Rossland, Nelson and the Crow's Nest Pass.

"We have found that the railway company desire, when the members of the Press Association are west, that they should thoroughly see the country, and, while a number sufficient to warrant a special tram is not probable, it is their intention to give such facilities in the way of stop-over as will enable the visitors to best see the country.

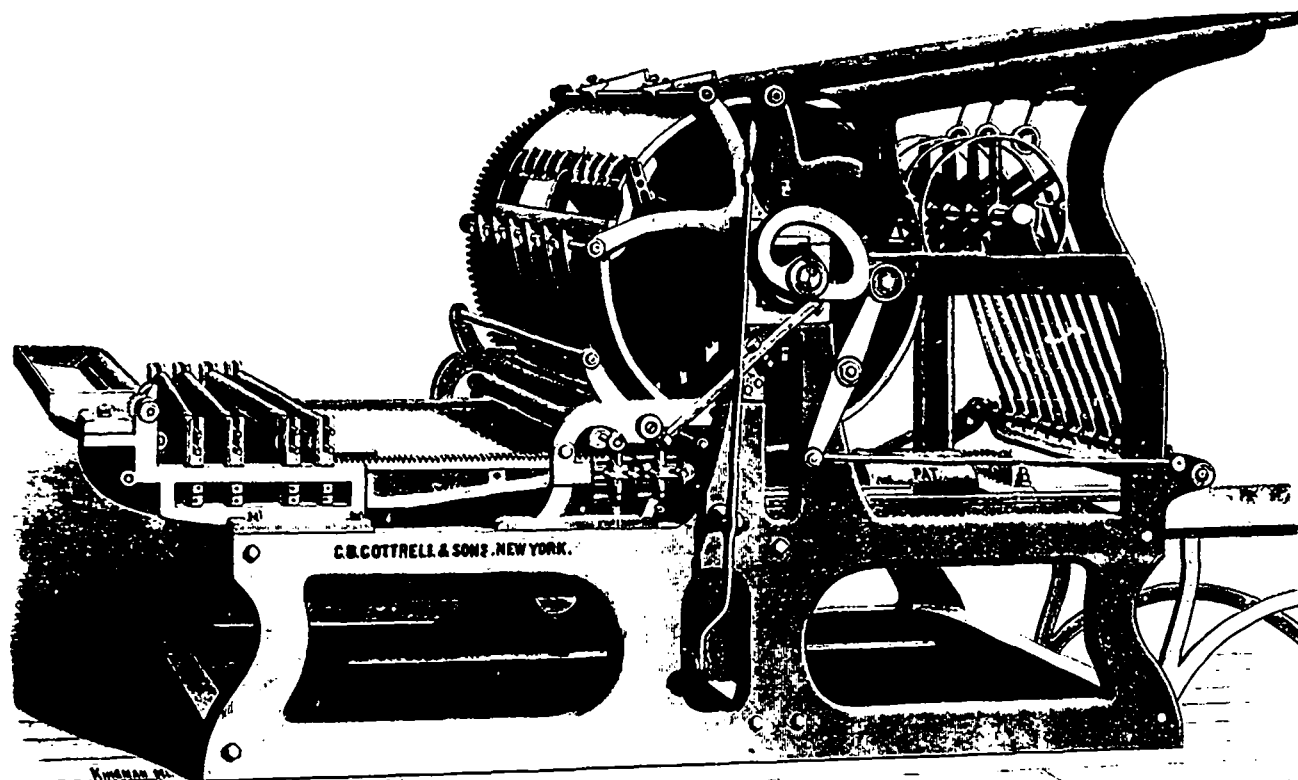
"On the westbound trip, special sleepers will be provided for the party, and same will also be provided eastbound should sufficient numbers travel together to warrant it.

"Transportation will be granted each member from resident points to Toronto, which will be the starting point.

"Any member desiring to go should communicate with the secretary within one week, and, if he will be accompanied by

others express themselves in qualified terms. In the main, therefore, the list of those who will go may be considered to be as follows, down to date: Hon. James Young and Mrs. Young, Galt; A. F. Pirie, Dundas; E. J. B. Pense, Kingston; Rev. Dr. Withrow and Miss Withrow, Toronto; D. T. McAinsh, Toronto; Mr. and Mrs. Chas. Matthews, Toronto; John A. Cooper, Toronto; C. W. Wells, Waterloo, Que.; W. Watts, Jr., Brantford; A. S. Forster, Oakville; Mr. and Mrs. Thomas Hilliard, Waterloo, Ont.; B. Way and Mrs. Way, Hamilton; R. Holmes, M.P., and Mrs. Holmes, Clinton; John Cameron, London; Mr. and Mrs. Fred. Cook, Ottawa; W. S. Dingman, Stratford; Andrew Pattullo, M.P.P., Woodstock; Godfroy Langlois, Montreal; Miss Weld, London; A. G. F. Macdonald, Alexandria; R. Elliott, Ingersoll; W. H. Kellar, Uxbridge; W. Sanford Evans, Toronto; H. B. Elliott, Wingham; D. Williams, Collingwood; Geo. Wrigley, M. E. Wrigley, L. K. Cameron, Mrs. Cameron, Toronto; W. O'Beirne, Stratford; R. F. Holterman, Brantford; A. McNee and Mrs. McNee, Windsor, Ont.; M. Y. McLean, Seaforth; James Innes and Mrs. Innes, Guelph; J. F. McKay and Mrs. McKay, Montreal; Rev. Dr. Dewart, Toronto.

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

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

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

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

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

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

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

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

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

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

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## NEWSPAPER CONTROVERSIES.

By A. L. Gale, Before the Northwest Missouri Press Association.

**P**ROBABLY every newspaper reader in the world will say, without second thought or even momentary deliberation, that many of the newspaper controversies, thrust under his face and poked before his nose from week to week, are very bad.

The newspaper controversy that is bad is the one in which columns of good space are taken up in the indiscriminate use of ugly adjectives and the reckless employment of disgusting personalities and vulgar abuse. Readers do not always like such controversies, and for a newspaper, whatever the readers do not like, is, of course, bad.

There is no need to assert that such unprofessional warfare, waged until the spring of vituperation has run itself dry, and the vocabulary of abuse has been pulled into shreds, is uninteresting to readers and bad for a newspaper. For a time such controversies may be profitable, in that they test the metal and resources of the contestants; but they wear out. At sight of the first hole or threadbare spot, they should be quickly dropped.

All this is said in the face of the fact that it is mighty hard to keep still when your rival has made a particularly cruel fling and has wounded you in a sensitive spot. The first inclination is to strike back, just as you would if a man struck you, and intended it for an insult. Perhaps it is all right to strike back for a time or two. The only way to gauge the proper number of counter-thrusts and parries is to watch the readers. If they are interested, and you are succeeding in keeping nasty words out of the paper, it is well enough to keep it going for a season.

There are newspaper controversies that are run entirely on friendly lines, and the public knows this fact so well that the matter becomes a good joke, and no one minds it at all. One true instance can be cited, it is said, of two well-known Missouri editors, who fight each other during most of the year like two alligators, with their teeth buried in a grip that means never let go; and then, along in the Winter, they may be seen with gun and bag, arm in arm, making their way to the depot for the purpose of going to Arkansas for their annual hunt. The story goes further, and says that while on these hunts they think up mean things to say about each other during the coming year, and that they compare notes in order that each may get credit for a fair number of bright, spicy and cutting things.

Whether or not such a controversy is a wise use of valuable space is another thing. The chief objection to such a warfare is that the average reader, acquainted with the mutually-understood plan that is pursued, will fall into the habit of taking what is said about the other fellow with an additional grain of salt, because he does not believe the editor means what he says, anyway.

In addition to its value as a space-filler on dull days, there is little doubt that a clean, spicy newspaper controversy, continued just long enough to prevent that disastrous mistake of wearying the readers, is a wise method of enlivening a newspaper.

Only the artistic master of language, and the writer who is able to acquire syllables and sentences to do his clever bidding,

can successfully conduct his end of a newspaper controversy of the "roasting" sort, and wound the feelings of his opponent, without resorting to words that are coarse and disgusting and correspondingly distasteful to his readers. Unless a newspaperman is so blessed, and endowed with the rhetorical elegance and constructive trickery of a literary genius, he had better express his opinions in one or two short articles, and then let the matter drop.

There will probably be no dispute over the assertions already submitted: That newspaper controversies may be both wise and otherwise; that they may be helpful and good in some instances, and that, again, they may be very bad.

### THE EASTERN TOWNSHIPS' ASSOCIATION.

Preparations are going ahead for the Muskoka trip of this association. The members will leave Sherbrooke on Friday, June 16, and go straight through by Grand Trunk to Gravenhurst. They will explore the lakes and islands until Tuesday, leaving for Toronto on Wednesday morning, June 20. Thursday will be spent by a trip across Lake Ontario to Niagara Falls. Friday will be spent in Toronto, leaving that night for Kingston to take the steamer down the St. Lawrence to Montreal. The members get ordinary transportation free from railways and steamer companies, on condition of writing up the whole route. The sleeping car rates agreed upon are \$1.50 per double berth from Sherbrooke and \$1.25 from Montreal to Muskoka. The sleeper from Toronto to Kingston will be 75c. per double berth. From Kingston to Montreal (day trip) by R. & O. steamer, the rate will be \$1.50, meals extra. These are good rates all through. The arrangements are in charge of E. S. Stevens, the secretary-treasurer of the association, who will make a preliminary trip over the route the end of this month to complete all plans.

### RESULT OF A BOYCOTT.

The fight of The New York Evening Post, one of the most trustworthy and respectable journals in the world, against the harrassing Customs regulations of the port of New York, with the subsequent boycotting of the paper by influential retail stores, which withdrew their advertisements, has aroused great interest. The outcome seems to have been that the support, publicly expressed, given to the paper by its readers has done a good deal to frighten the boycotters.

Buntin, Gillies & Co., Hamilton, are offering a good range of round cornered cards, in white and colored. They are called the "Oxford Series," and come in five sizes.

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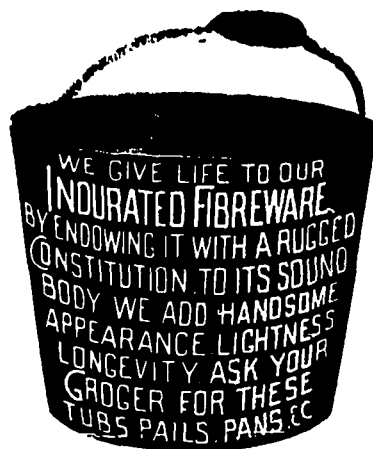
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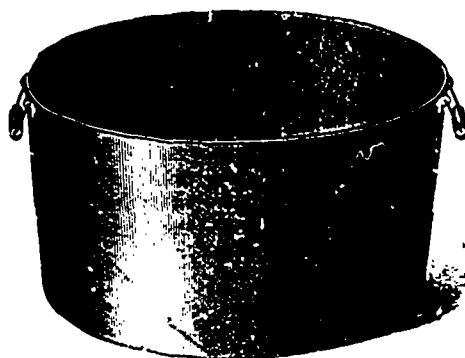


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## NEW SCALE OF WAGES FOR TORONTO.

**T**HE Toronto Employing Printers and the Typographical Union are now conferring on the question of a new scale of wages. In forwarding their propositions to the employers, the committee of the union point out that the present scale has been in force since 1872, and assert that in the intervening 27 years "the cost of living has very largely increased." This statement will naturally be challenged, for it is a curious coincidence that the year 1872 was the very year when prices of all commodities touched the highest mark. Since then they have enormously declined. This applies to almost every article of food and clothing. In cities house rent has increased, but not in proportion to the fall in prices of commodities.

### RATES FOR TIME WORK.

However, the conferences are probably not discussing this question at all, but are devoting their time entirely to the merits of the various details in the new proposed scale, which applies to weekly newspapers and book and job offices. For "time work" the union's proposals are as follows:

1. Members of the Union shall receive, per week, \$13
2. A week's work shall consist of 54 hours, such hours to be arranged between employer and employe, provided always that all work shall be performed between the hours of 7 a.m. and 6 p.m., except on Saturdays, when work shall cease at 12 o'clock noon.
3. All overtime after working hours until 11 p.m. 35c. per hour, after 11 p.m. and Sunday work, 50c. per hour, this not to interfere with a night staff scale.
4. Lost time to be charged for on the basis of weekly wages, and under no circumstances is lost time to be deducted from overtime on the basis of hour for hour.
5. All odd hours less than a day's work, per hour, 35c.
6. Night staff of compositors, 45 hours to constitute a week's work, \$15. A night's work not to exceed 9 hours, nor to be less than 7½ hours.
7. All work done on the following holidays shall be charged at overtime rates: New Year's Day, Good Friday, Queen's Birthday, Dominion Day, Civic Holiday, Labor Day, Thanksgiving Day, Christmas Day.

### FOR PIECE WORK.

The following are the principal items dealing with piece work:

A hook must be provided in every case.

Works done in the English language, common matter, reprint or manuscript, from agate to small pica inclusive, 38c. per 1,000 ems.; pearl, 42c.; diamond, 44c. Works done in type larger than small pica to be measured as small pica.

The following is the alphabetical scale for the measurement of type: Pica to bourgeois, inclusive, 13 ems.; brevier and minion, 14; nonpareil, 15; agate, 16; pearl, 17; diamond, 18.

Where time and piece hands are employed on the same work, all must work from the same hook, no alternate hookwork to be allowed in any case.

Page proofs and all revises to be pulled by the office.

When matter is over even ems, nothing under an em to be counted, when over an em, an em to be counted.

Price hands to correct no proof but their own, unless paid for on the basis of time work.

Three or more columns of figures or words, or figures and words, with space or other rules, five or more columns, with or without rules; double leader or dash border matter, where the matter enclosed is the same sized type, and all rule border matter shall be charged double price.

All work other than plain English, such as algebraical or euclid, medical, astronomical, arithmetical, dictionaries, spelling books, etc., double price.

When compositors are ordered to remain in the office unemployed, they shall be paid at the regular rates for time work or overtime, as the case may be.

All work by the piece required after the regular working hours shall be charged 15c. extra per hour.

Any works printed with figured accents or vowels, superior letters or figures, references (as in classical works or the Bible), and where capitals, small capitals, italics, display type, or figures, run in with the body of the matter, are profusely used, shall all be set on time.

Odd words of Greek or Hebrew, not more than three words in one place, shall be charged 5c. per word extra.

All works less than 12 ems in width of the type used shall be charged 5c. extra per 1,000 ems, 12 ems in width and less than 15 ems, 3c. extra per 1,000 ems.

Chapter heads and sinks shall belong to the compositor.

Side and centre notes, when furnished with copy, are to be measured full length of the page, according to the type in which they are set.

Time spent in making alterations from copy, overrunning matter, correcting author's proof, casing letter or distributing type (not to be used by the compositor) shall be paid for at the rate of 35c. per hour.

In reading matter, the compositor shall be entitled to such cut or cuts as may have matter set alongside in broken measure, or inset, or justified to uneven portions of the cut, such cuts to be measured price-and-a-half, according to the type used in the body of the work.

Foreign languages to be measured price-and-a-half.

Ads. shall be measured nonpareil, except where no smaller type is used.

### MR. BECKLES WILLSON.

Mr. Beckles Willson, the London journalist who is now in Canada writing the history of the Hudson's Bay Company, was born in Montreal, August 26, 1869. He was educated in Kingston, and, going to Boston to attend the law school there, joined the staff of *The Boston Globe* in 1886. In 1889 he was sent to Cuba as correspondent of *The New York Herald*, and afterwards removed to London in connection with the English edition of that paper. There he became associated with the English press, and, in 1896, came to Canada and Newfoundland as correspondent for Mr. Harmsworth's paper, *The London Daily Mail*. His letters relating to Newfoundland were republished in book form under the title of "The Tenth Island." A year or two ago Mr. Beckles Willson undertook to write a history of the famous fur-trading company. Lord Strathcona, the present Governor of the company, placed at his disposal all the early records of the company, which are said to be very valuable and hitherto inaccessible.

The book will be entitled "The Great Company," and is the history of *The Hudson's Bay Company* from the time of its formation in 1667 to the year 1871, when the jurisdiction of the great company over the Northwest Territories came to an end. Mr. Willson has spent more than a year with this material, and the result is a history of the early days of the great Northwest that will be authoritative and permanent.

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