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VOL. IX.—No. 9

TORONTO, SEPTEMBER, 1900

\$2.00 PER YEAR.

# THE MONOLINE

Is the best Composing Machine, casting a single line at each revolution, from matter composed by an operator on an ordinary key board. The price of the Monoline is \$1,100, and will be sold upon easy terms. The value of the Monoline machine can be saved in one year by any office that has sufficient work to keep one busy, setting as they do from 4,000 to 4,500 ems per hour, and are giving universal satisfaction wherever used. The Monoline is in use in the following Printing Offices, to whom intending purchasers are referred :

La Patrie, Montreal, 8 machines, The British Whig, Kingston, 7 machines, The Sentinel Review, Woodstock, 5 machines, The Chronicle, Quebec, 4 machines, The Telegraph, Quebec, 4 machines; The Central Press Agency, Toronto, 2 machines, The Sherbrooke, P.C., Gazette, 2 machines, The Recorder, Brockville, 2 machines, The Welland Tribune, 1 machine, The True Witness, Montreal, 1 machine, The Tribune, North Toronto, 1 machine, The Chronicle, Halifax, 4 machines, The Journal, Montreal, 8 machines; The Morning Post, Hamilton, 3 machines; The Warder, Lindsay, 1 machine.

#### THE SENTINEL REVIEW,

Woodstock, Ont., Feb. 21, 1900.

MY DEAR MR. SUTCLIFF,

Respecting our four Monelines which were installed something over a year ago, I would say that, barring their initial performance, they have given perfect satisfaction. We are thoroughly satisfied as to their capacity and working qualities, and for months they have been running steadily without the slightest hitch. Their savings has been remarkable over hand composition, although the latter was as low here as in any town or village in the country.

During the past month, January, the total composition in this office, including wages to operators, gas and other expenses, amounted to \$183.33. The same composition by hand at our old rates would have cost \$283.37 thus effecting a saving of \$120.14 for the month or 66 per cent. Should the interest on the machines be deducted the net savings would be \$96.14 or 78 per cent.

Our operators range from 110,000 to 220,000 ems per week of 70 hours, our best string being 12,500 in 8 1/2 hours. Our opinion is that the Monoline is the machine of the future, for offices such as ours, and indeed for the vast majority of printing offices everywhere. I can with perfect confidence recommend it to other publishers.

Very sincerely yours,  
ANDREW PATULLO.

#### CHRONICLE PRINTING CO.,

Quebec, March 28th, 1900

The Canadian Composing Co., Montreal.

DEAR SIRS.—The three Monoline machines installed a year ago are now giving entire satisfaction. Our fastest operator averages about 40,000 per night of 7 1/2 hours. We have two others who are equal to 25,000 or 20,000 a night. Being a morning paper we pay 10 cents per thousand, which, including other expenses, brings the cost of composition down to about one-half what we paid for hand work. The Monoline I consider the typesetting machine of the future.

Very truly yours,  
HORACE WALLIS.

#### THE DAILY TELEGRAPH,

Quebec, March 28th, 1900.

Canadian Composing Company, Montreal

DEAR SIRS.—We have now been using the Monoline machines in our establishment for over one year.

They were selected by the writer after studying the advantages of all other machines. Our office has never experienced any trouble whatever during this period, and the machines are if anything better to-day than when we purchased

them. Within a very short time after their installation our typesetters were fully competent to run them at a creditably fast rate of speed, and now they are setting over 200,000 ems per week without any exertion. In fact, the machines have done more than we ever expected from them, and have given us satisfaction in every respect.

We do not know that we can say anything more favorable to the Monoline machine.

Yours, very respectfully,  
FRANK CARREL.

Prop. Daily Telegraph and Sunday Budget.

Brockville, April 21st, 1900.

GENTLEMEN.—Looks to me as if your Monoline will supersede all other typesetting machines. Particularly it is the ideal for offices such as ours, as it is so easily operated that a novice can master it in a few weeks, and so simple that no machinist is needed to keep it in order. I put two case hands on the machines placed in The Recorder office, and though they had never seen Monoline before, in a very few days they freed all strings that rejoiced the heart of the editor, and sent consternation among the copy proof-writers.

I consider them one of the most successful labor saving inventions of the century.

Yours,  
GEO. P. GRAHAM.

TORONTO TYPE FOUNDRY CO., Limited, TORONTO

GENERAL SELLING AGENTS.

# The Making of Blank-Books

**W**E MAKE a specialty of high-grade Blank Account Books. A good Blank-Book cannot be made in two or three days, as the glue must have time to "set" before the book is handled; but those made by us are guaranteed to be satisfactory in every respect.

In the making of Books we use only the best grades of bookbinders' glue, the boards in the back and sides are hard as nails, and the leather is the best that the British and American markets can produce. Our workmen have been trained in our own factory and are therefore thoroughly competent and reliable.

We make books of all sizes, kinds and descriptions, and, being wholesale stationers, we have at all times a large stock of the best grades of Ledger papers, specially suited for Blank-Books. Special attention is given to Bookbinding for printers and those of the trade requiring books for their customers.

**WARWICK BRO'S & RUTTER, 68 AND  
70 FRONT STREET WEST, TORONTO.**

# The Consolidated Pulp and Paper Company, Limited

TORONTO, ONT.

Manufacturers of and Dealers in all kinds of

Printing Papers,  
Bristol Boards,  
Card Boards,  
Tissue and Toilet Papers.

And every description of

Book, Writing, Envelope,  
Envelope Manilla,  
Poster, News, and  
Tag Manilla,

ALSO

Brown and Manilla  
Wrapping Papers and  
Bags of all kinds.

WE respectfully invite the attention of the trade and all users of paper to the fact that we have acquired and consolidated the business of The Thomson Paper Co., of Newburgh, Ont., and that of The Poole Publishing Co., of Toronto, and will continue the business of both firms.

This consolidation and the consequent extension of business has rendered it necessary for the Company to find larger and more convenient quarters, and we have secured at 30 Front Street West, Toronto, one of the most commodious and convenient warehouses in the City, at which the Company's business will be located.

We have secured at the right price, for cash, a particularly fine line of commercial papers, besides the products of our own mills, and shall be glad to furnish

Samples and Quotations.

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SPECIMEN ILLUSTRATION.

THE  
**Printer and Publisher**

The Organ of the Canadian Publishing, Printing and Newspaper Interests.

Vol. IX., No. 9.

MONTREAL AND TORONTO, SEPTEMBER, 1900.

\$2.00 per year.

### Current Notes.

THE question has been raised by some printers as to whether Bibby's Quarterly, a publication used to advertise Bibby's Foods, should be admitted into Canada free of duty. The Customs Department, on being appealed to, ruled that it was not dutiable, as it ranked as a magazine as well as any other, notwithstanding that the only advertisements were Bibby's. Other authorities to whom it was submitted did not think it possible to place a duty on it, as the amount of reading matter it contained, as well as the price charged for it, made it to all intents and purposes a magazine, and, therefore, free from duty.

The value of the paper imported into Canada from Japan for the fiscal year of 1899 amounted to nearly \$3,000. Barely \$200 worth came from China. The trade in Japanese papers is an extensive one and is growing in proportions. Japanese silk tissue copying papers are finding a wide market in Canada. They are made by hand from rice straw and are extremely tough. Besides wall papers and crepe and fancy papers for napkins, etc., a few envelopes and writing papers are imported from Japan, although their sale is not so great as formerly. Mr. W. H. Smith, the manager of the Orient Trading Co., Toronto, says that the sale of India litho papers, which used to be largely imported from China, has fallen off to a great extent on account of the amount of color printing done.

The business of the Bishop Engraving & Printing Co., Montreal, is offered for sale by tender on account of the illness of the manager, Mr. G. I. Bishop. The plant consists of modern engraving, lithographing and printing machinery in good order, besides the stock of paper, stationery, account books, etc., and may be worth the attention of anyone who thinks of going into the business.

The Rolla L. Craine Co., Limited, job printers, of Montreal, have lately moved into their new building, which has been specially designed for the printing business. The company are enlarging the plant to keep up with their growing business, and a two-revolution Miehle press and several other machines have been added to their outfit.

By the assignment of Mr. Hewitt Bostock, the British Columbia Printing and Engraving Corporation, Limited, Vancouver and Victoria, B.C., in which he was principal shareholder, has also become insolvent.

The Hamilton Typographical Union have very thoughtfully forwarded to secretary John W. Bramwood, of the International Typographical Union, \$15 for printers who suffered in the Galveston, Texas, calamity.

The subjects to be discussed at the convention at Kansas City will be of interest to all master printers, whether they attend or not. Delegates should inform themselves as much as possible as to the opinions of their local organizations upon these topics so that they may be able to properly represent them at the convention. The following are the subjects for discussion: The emergency fund, how it is to be raised and expended, etc.; the permanent secretary and headquarters; the power and duty of the secretary, etc.; and the location of the headquarters; arbitration between members of the Typotheta and unions; the relation between the Master Printers' Club and the Typotheta; restrictions of attendance at meetings; the apprenticeship system; making past legislation more effective; future character of the Typotheta.

Canadian employing printers will endorse the movement to have a permanent secretary for the United Typothetae. Properly to perform the work attached to this position requires a good deal of time and labor spent away from one's regular work, and few men are able to undertake it without detriment to their own affairs. There are duties, too, which it is impossible for any man to carry out who has not his whole time to give to the work, and if a permanent salaried official were appointed, he could not only perform all the requirements of the office, but would have time and opportunity to look after many other things which at present are neglected.

Those members of the Typothetae who are advocating the non-recognition of the trade unions are attempting to place on the hands of the U.T.A. a good deal of work. It is not likely that any Canadian employing printer will

sympathize with the movement, as the unions have already been recognized by Canadian master printers, and, we think, wisely so. The unions are too strong to be altogether abolished, and such acts can do little but make the feeling between master and journeyman more bitter.

\* \*

A machine has been patented in the United States which is intended to make a complete book—bringing together the signatures and putting on the cover—at one operation.

\* \*

Joseph Calback, a printer employed on The Hartford (Conn.) Courant, says an exchange, has died from lead poisoning, contracted by holding type between his teeth while making galley corrections. He had the best medical treatment, but his physicians were unable to save his life.

\* \*

F. R. E. Koehler, of London, Eng., has invented a new machine which prints in a number of colors at once. Unlike other presses designed to do this, Mr. Koehler's machine is not complicated, but does the work in the ordinary way. The machine has attracted a good deal of attention in England, where it has been on exhibition. It takes a sheet of  $6\frac{1}{2} \times 11\frac{1}{2}$  inches, and prints 35 different colors at a time. Either electrotypes, stereotypes, composition plates or zincs may be used.

\* \*

There is a scarcity in Toronto at present of good, practical printers, a scarcity that has been noticeable for some weeks. The "other kind" are in as large supply as ever, and employing printers who have been looking for men have received several applications from this class. Good men, though, can get work almost anywhere in Toronto, which speaks well for the business in printing doing this fall.

\* \*

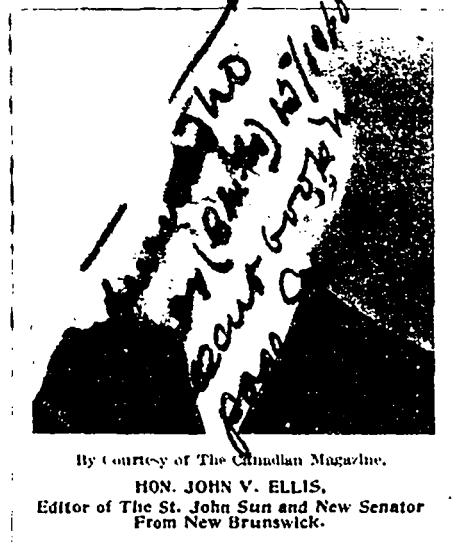
The new Hoe press recently placed in The Globe office is one of the most thoroughly up-to-date machines made. It is a right-angled quadruple condensed perfecting press, with all the latest improvements in printing machinery. Its capacity is 48,000 8-page papers per hour, 24,000 16-page papers per hour, or 12,000 32-page papers per hour. Four papers are printed at once, cut, pasted, folded, delivered and counted. Another improvement is the device by which any part of the paper or of any page or column can be printed in a different color to the rest of it. The press is operated wholly by electricity, furnished by the latest slow speed motor, so arranged that the power needed to run the press is reduced to one sixth of that of the ordinary motor. The press may be stopped by pressing any one of half a dozen buttons at different parts of the machine.

Several marriages of well-known members of the press have taken place recently. Among them are. Gerald H. Brown, Ottawa Free Press, to Miss Eva Sharpe, Melvin O. Hammond, Toronto Globe, to Miss Clara Williams, Duncan Ross, Greenwood Times, to Miss Mary Thompson, R. J. Burde, White Horse Tribune, to Miss Mollie Glenn.

### ELECTRICAL INKLESS PRINTING.

"INKLESS PRINTING" sounds something like a paradox, but recent developments and improvements have brought the invention of Mr. William Friest Green, if not to perfection, at least to a state which gives good results, and which, in the near future, may seriously rival the makers of printing inks. The basis of the idea is to make an impression on prepared paper by means of an electric current passing between the type cylinder and paper.

The first attempts were made by using a sheet of plain dampened paper, and passing an electric current between the stereotype block which was used and the paper. Although a certain effect was produced on the paper, it was not visible until brushed over with a solution of nitrate of silver, when the impression of the stereotype showed up in a pale brown color. This turned to black when brushed over with sulphate of iron. Though, in part successful,



By courtesy of The Canadian Magazine.

HON. JOHN V. ELLIS,  
Editor of The St. John Sun and New Senator  
From New Brunswick.

this operation would be of little use to printers who wanted to use dry paper and had no time to give to the development of the imprint. The principal difficulty to overcome was the finding of a process to incorporate the chemicals into the pulp in the manufacture of the paper so that no after-development would be necessary to bring out the mark of the type.

After numerous experiments, a means was found to do this, and a paper was manufactured that would be sensitive to the action of an electric current. The current, by means of the usual negative and positive poles, passed between the form of type, or whatever was to be printed, the cylinder of the press and the sheet of chemically prepared paper, and left a distinct and permanent impression of the type. Getting the press ready, etc., is done with as much labor as in the ordinary way, and everything requires as much time as with ink printing.

Any press now in use could have the electric appliance fitted to it, all that would require any change being the removal of the rollers and all parts of the press relating to the ink supply, and covering the cylinder with some conductive material. The wires are then attached in the usual way and the press is ready for inkless printing.

## THE PRINTING OF A GREAT PAPER.

THERE are few things the everyday public know so little about as the manufacture of the newspaper that comes every morning and evening to their doors, and about which they always feel privileged to grumble if it does not meet their expectations, without a thought for all the labor—mental and mechanical—that goes to the make up of the



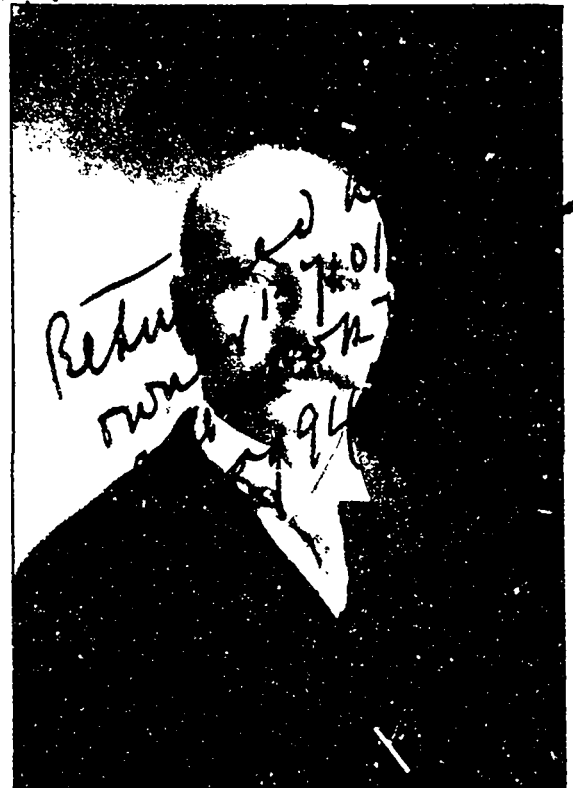
By courtesy of The Canadian Magazine.

FREDERICK HAMILTON,  
War Correspondent of The Toronto Globe.

most indifferent sheet. Perhaps one cause of this ignorance and want of interest is the lack of opportunity of becoming acquainted with the inner working of newspaper offices. The Manitoba Free Press has made a wise departure by inaugurating the installation of their new press and stereotyping plant with a general invitation to the public to come and see for themselves how the thing is done. It is quite safe to say that every one of the many who accepted the invitation will, for the future, have a keener appreciation of and a warmer sympathy with the workers who spend their lives seeking to gratify the desire—no longer confined to the Athenians—"to hear or to tell some new thing."

Your correspondent had the pleasure of being shown through by Mr. Mott, of New York, the expert in charge of the erection of the new press. Just as we stepped from the elevator into the stereotyping room, the form of the second page of the evening edition was rolled in on an adjustable table from the composing room. The chief of the stereotyping staff met the form with another adjustable table, on to which it was slipped. Then the fun began. First, the form was beaten with block and mallet to insure its being perfectly even; next it was vigorously brushed with an oiled brush to prevent sticking. The tissue-lined stereotype paper, previously moistened by steam, was laid on,

and great care taken to see that it was straight. With a long-handled brush, not unlike a huge hair brush, the stereotyper began to beat the creamy, pulpy, paper into the form of type—the matrix rolling machine not being in use here—and at each dexterous stroke of the brush the matrix could be seen appearing distinctly. This operation complete, small squares of cardboard were placed on each blank space that was more than a quarter of an inch in size, until the whole looked not unlike the present war map of South Africa. An exceedingly fine white powder was laid on as thickly as though the matrix were the face of a faded court beauty, and again carefully wiped off, so that only enough remained to fill up the wrinkles. A further covering of stereotype paper was laid over this, and, on top of all, six ply of blanket, then on to the big steam drying-table the whole was deftly slid. By this time the matrix of the first page was dry, and out it came from under the great screw press of the drying table, making way for number two. When the blanket was removed and the matrix raised from the form, we were allowed to hold in our hands for a moment the perfect facsimile, reverse side up, of course, of the first page of the evening paper. A most curious document it appeared. If, in the cycles of the centuries to come, posterity unearth these old matrices from the tombs or archives of this century, they will find them quite as curious and interesting as the cuniform tablets of past civilizations are to the antiquarians of to day. The matrix was fitted into a sort of cradle affair that looked not



By courtesy of The Canadian Magazine.

JOHN A. EWAN,  
War correspondent of The Toronto Globe.

unlike a half section of iron smokestack laid on stout iron legs. The matrix in place in the mould, the cover was pulled down, which fits it just as one-half of a waffle iron



fits the other. By touching a handle, the mould and frame rose on end, disclosing a big iron mouth at the top. From a tank of molten metal close by came two men bearing between them a ladle with adjustable handles, by which they easily tipped the hot metal down the throat of the monster. In less than five minutes the mould was lowered and the stereotype removed and passed on to a cylinder-shaped machine, where all superfluous length was cut off. It was next laid on its back and the inside shaved, so that each plate would be exactly type high. From this machine it went on the trimmer, where, with sharp instruments, like chisels, any possible defects were smoothed off, and it was ready to be carried to the waiting press below.

In one corner of the room is a vat divided into two sections. In one of these the stereotype sheets are steamed and in the other the paste is made. It seems that the making of this paste is almost as profound a mystery as Masonry, and quite as jealously guarded, as on the paste the durability of the matrix depends.

The great fifteen-ton combination Hoe press occupies spacious quarters on the ground floor. It prints a four, six, or eight-page paper at the rate of 20,000 per hour, and a ten, twelve, or sixteen-page paper at the rate of 10,000 per hour. Your first impression is of a huge roll of white paper spinning slowly round, a massive iron framework, many polished bars, cylinders and inky rollers, in rapid motion, and at the other end the newspaper neatly folded, and it seems impossible to see how the trick is done.

Closer observation reveals the fact that there are three distinct machines working in perfect unison—two complete presses and a folding machine. The presses stand at right angles to each other, and each can be worked entirely independent of the other, if so desired. On each press are four cylinders, two of which are covered with blankets of fine, thick, white felt, and two for stereotype plates. These latter cylinders, when filled, represent eight pages of a paper, four pages to a cylinder. The paper from the great blank roll at the rear of the press, passes between the blanketed cylinders and those covered with the stereotype plates and thus the impression of the stereotype is conveyed to the blank paper, the back cylinder printing the paper on the upper side and the front cylinder on the lower. From these cylinders it passes over an angle bar and down to the folder. On each end of the presses are the ink fountains, at the top at one end and at the bottom at the other, and from these fountains 28 composition rollers carry the ink and apply it to the stereotype plates.

For printing a ten-page paper a half roll of paper only is run on one press and but two stereotype plates instead of four on the cylinder. For ten and twelve pages the second press is run at half speed, the paper passing between the cylinders with just sufficient rapidity to meet the eight pages from the other press at the point above the folder where the inserts are made.

More wonderful than the presses even is the folding machine. As each paper is collected and cut off it slips over a great triangular plate of steel, across the surface of which a number of inch-wide tapes are running. These tapes press the wide sheet over the edges of the triangle, and as it passes over the apex it receives its first fold. It

passes down out of sight and the next second it is dropped by curved fingers on the "carrier folder." It is now half size. As you watch this carrier and see every twenty-fifth paper shot an inch beyond its fellows by the automatic counter, someone presses a button or turns a handle and behold the papers come out on the "mail carrier" on the opposite side of the machine folded quarto.

The movement is so perfect and jarless that it seems impossible to shake off the idea that some great human brain is at work in the machine, and so in truth it is, if not in actual presence in results, in long years of patient thinking, planning and finally executing.

Winnipeg, Sept. 15.

E. C. H.

#### HON. J. V. ELLIS, LL.D.

**J**OHN VALENTINE ELLIS, of The St. John Globe, the new Senator, the son of Michael and Margaret Ellis, both natives of Ireland, was born at Halifax, N.S., in 1835. After a common school education he entered a publisher's house and learned the printing business. In 1854 he went to Montreal and three years later came to St. John. In December, 1861, Mr. Ellis and Christopher Armstrong purchased The Daily Evening Globe from Ross Woodrow, who had started the paper in 1858. Mr. Armstrong came from Ireland when very young and learned the printing trade in the office of The Morning News, the first penny paper in the British Empire. Its founder was George E. Fenety, who became Queen's printer for New Brunswick in 1853. Mr. Ellis was a reporter and editorial writer on The News and other papers in those days. Ellis and Armstrong were both printers as well as writers, and under their management The Globe was a success. In 1871 they purchased and moved into a spacious building on Prince William street, that went down in the general conflagration of June, 1877.

In 1882 Mr. Ellis was elected to the Provincial House of Assembly, and was re-elected in 1886, but resigned his seat in 1887 to run as Liberal candidate for St. John city for the Canadian Commons. He won the seat, but was beaten when he offered for re-election in 1891. Five years later he was once more successful.

Mr. Ellis was Postmaster of St. John for some years, and has been an active figure in the educational and philanthropic life of St. John. In 1897 he received the honorary degree of LL.D. from the New Brunswick University. In 1864 he married Mary Caroline, daughter of the late Samuel Babbitt, of Fredericton. Morgan's Canadian Men and Women of the Times, edition of 1898, says: "Mrs. Ellis is much interested in all that pertains to the good of humanity, and her active cooperation in good works, as well as her marked ability, was the cause of her election not long since as V. P. of the Local Council of Women of St. John."

D. G. Smith, of The Chatham, N.B., Advocate, is the new secretary of the Maritime Board of Trade.

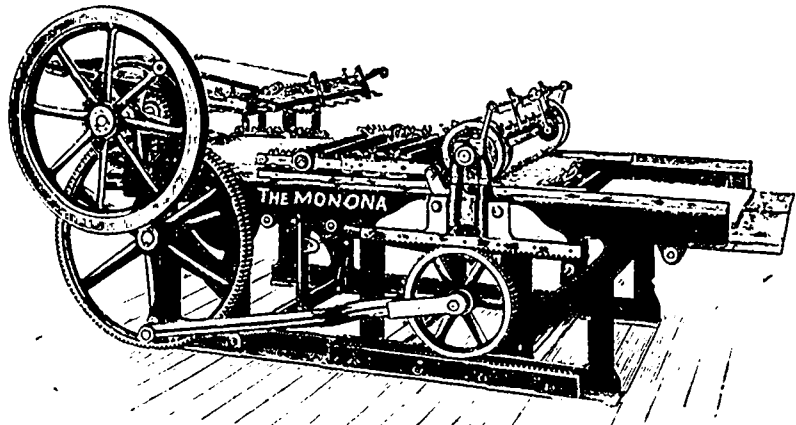
The death occurred in Toronto, on September 9, of Emily Clements, wife of Charles N. Pirie, of The Toronto News, and the bereaved husband has much sympathy.

...THE...  
**CANADIAN LEVERLESS MONONA**

**News and  
 Job  
 Printing  
 Press**

PRINTS 6 COL.  
 QUARTO SHEET.

RUNS EASILY BY  
 HAND POWER.



BED 32½ X 47.

**THE BEST PRESS EVER OFFERED TO CANADIAN COUNTRY PRINTERS.**

**TESTIMONIALS**

OFFICE OF . . . W. H. HENRY, Publisher.  
**THE JOURNAL**  
 WARKWORTH, ONTARIO.  
 County Northumberland.

MARCH 3rd, 1900.

Toronto Type Foundry :

Gentlemen,—You asked me how I like my Monona Leverless Press I purchased from you. Well, I must say I believe it is the right kind of a machine, and as nearly perfect as one could wish for.

Previous to purchasing, I had been looking for a suitable press for several months and have seen several presses, but none that I consider can take the place of the Monona Leverless. I believe it fills the whole bill for a country office. When I spoke to friends about purchasing a cylinder press, I was advised to keep my Washington hand press for job work, proofing, etc., but I like the Monona better for job work than the Washington, and I find I can pull proofs from galleys with the Monona, which I believe can be done on no other cylinder press.

Neither the young man in my office nor myself had ever worked on a cylinder press, but with the aid of a carpenter of this place we set the machine up and put it in good running order, although none of us had ever seen the machine before. It is doing good work and I am very much pleased with it, and if I had to purchase again the press would certainly be the Canadian Monona Leverless. I believe there is no press equal to it for a country printing office.

Yours truly,  
 W. H. HENRY.

OFFICE OF  
**THE WINGHAM ADVANCE**

THEO. HALL, Editor and Proprietor.

WINGHAM, ONT., Feb'y 15, 1900.

Toronto Type Foundry :

Dear Sirs,—

Yours to hand asking how I like the Leverless Monona recently purchased from you.

I may say that previous to purchasing, my preference was for the American-made machine, but after using yours I have concluded that the Canadian Leverless Monona is the best press for the money yet made. It is simple, strong, and, so far as I can see after running mine for nearly three months, not at all liable to get out of order. I would not exchange mine for the American machine. Besides, I regard it as a distinct advantage (should anything go wrong) to have reliable makers so near at hand to refer to. All who have seen my press pronounce it a fine machine. The Monona, Canadian make, is the press Canadian printers have been looking for, and it has come to stay.

Yours truly,  
 T. HALL.

We Have Many Other Pleased Customers. Write for our Liberal Proposition.

This Press can be seen at any of our Branches:

HALIFAX—116 Lower Water St.  
 MONTREAL—787 Craig St.  
 WINNIPEG—175 Owen St.  
 VANCOUVER—116 Columbia St.

**Toronto Type Foundry Co.,**

70 YORK ST., TORONTO, ONT.

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**Printer and Publisher.**

The Organ of the Canadian Publishing, Printing and  
 Newspaper Interests.

### The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers that circulate in the Provinces of British  
 Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova  
 Scotia, New Brunswick, P.E. Island and Newfoundland.

OFFICES:

MONTREAL (Telephone 1255)	Board of Trade Building.
TORONTO (Telephone 2117)	10 Front St. East.
LONDON, ENG. (J. Meredith McKim)	109 Fleet St. E.C.
MANCHESTER, ENG. (H. S. Ashburner)	18 St. Ann St.
WINNIPEG (J. J. Roberts)	Western Canada Block.
ST. JOHN, N.B. (J. Hunter White)	No. Market Wharf.
NEW YORK (Edwin H. Haven)	140 Nassau St.
Traveling Subscription Agents	(T. Donaghy, F. S. Millard.)

Subscription—Canada and the United States, \$2.00.  
 Great Britain and elsewhere 12s.

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

**T**HIS is a heavy year of expense for the newspapers, especially the dailies. In addition to the increased cost of production, such as higher paper and higher wages, there has been the cost of war news, which, with all the principal papers, has consumed quite a lot of money. It is probable that in some cases \$10,000 or \$15,000 would not cover the special outlay on war account. On top of this comes the general elections, which for dailies means a great deal of extra cost in the way of reporting and telegraphing. Of course, more circulation is got, but that is about the only return which the dailies receive for the outlay.

There will be much sympathy felt on account of the financial difficulties of Mr. Hewitt Bostock, M. P., who originally started The Province when it was a weekly journal, and continues to be a shareholder in the present excellent daily which grew out of the weekly. Personally, Mr. Bostock is known as a manly, honorable Englishman, whose large means were understood to be used for good purposes, both in political and journalistic life. There is every hope that the embarrassment is only a temporary one, and that he will be soon restored to his former position of affluence. Meantime, of course, he retires from Parliament, and his resolution to do so is a loss to that body. Fortunately, The Vancouver Province will not be in the least affected by Mr. Bostock's financial difficulties.

There can be little doubt that the election campaign, which is now in full swing, will be brought to a head by a dissolution of Parliament in a very short time. The political newspapers, of course, will continue to say pretty hard things about their adversaries, but, in the main, people on both sides will continue as before to mix socially and to have warm friendships with their opponents. It is generally

supposed that the politicians like to have the newspapers angry with one another, so that they can pose as "good fellows," who would be even better if it were not for "those bitter newspapers, you know." It would, indeed, be a pity to disappoint them. The Toronto Globe gives fair reports of both Grit and Tory meetings, and thereby sets a good example, which it will pay other papers to follow.

As time goes on there is a distinct improvement in the Canadian press in the matter of acknowledging items from contemporaries. Several newspapers make a point of acknowledging the special cablegrams sent to The Toronto Evening Telegram, and for some time it has been the usual custom for the contemporaries of The Montreal Star to acknowledge its special cables. As a matter of courtesy, this is the proper course, and, as a matter of business also, it is hard to see who loses by the acknowledgement.

If the war has cost the dailies a lot of money, it has undoubtedly increased their subscription lists considerably. A canvasser who has lately been through the country districts of Ontario says that he never knew a time when so many people in the rural districts were taking a daily paper. Their doing so often leads them to decline to subscribe to other publications, the reason given being that they cannot afford to take any more journals, as they felt obliged to subscribe for a daily while the war was going on. The chances are that families which have begun to take a daily in the country will keep it up.

Most of the newspapermen who were members of, or candidates for, the House of Commons at the last election will be again in the field. Mr. W. F. Maclean, of The Toronto World, is again the Conservative candidate in East York. Mr. Richardson, of The Winnipeg Tribune, is also running in Lisgar. Mr. John Ross Robertson, of The Toronto Telegram, wishes to retire from the representation of East Toronto, but if the Conservatives and Independents of that division are wise they will insist on his running again. They could not have a better man in the House of Commons.

At one or two points in his tour Mr. Hugh John Macdonald made a rather curious reference to The Winnipeg Telegram and its articles on the French Canadians. The first report of what he said made it appear as if he had arbitrarily gone to the editor and forced him to stop writing anti-French articles for political reasons. A later report makes his position clearer, and a much more reasonable one. It appears that Mr. Macdonald is one of a number of Conservatives who are financially responsible for The Telegram, and, as one of those legally interested in it as a publication, he undertook to prescribe what its political course should be. This is a different thing from a politician, however eminent, walking into the editor's office and threatening to turn him out if he did not write according to order.



# CHRISTMAS NUMBERS

are now being made up. What about  
your **ILLUSTRATIONS ???**

Many publications are spoiled by cuts being poorly made and grouped without artistic judgment. Our art department works hand in hand with the mechanical department, the result being cuts not only of the highest printing quality but of the most artistic appearance.

**TORONTO ENGRAVING CO.**  
**92 BAY STREET**

# CHALLENGE- GORDON

With modern improvements.  
Here is one of them:

## PATENTED THROW-OFF

Sometimes one feature of a machine makes it worth the price of the whole. That's true of the throw-off on the

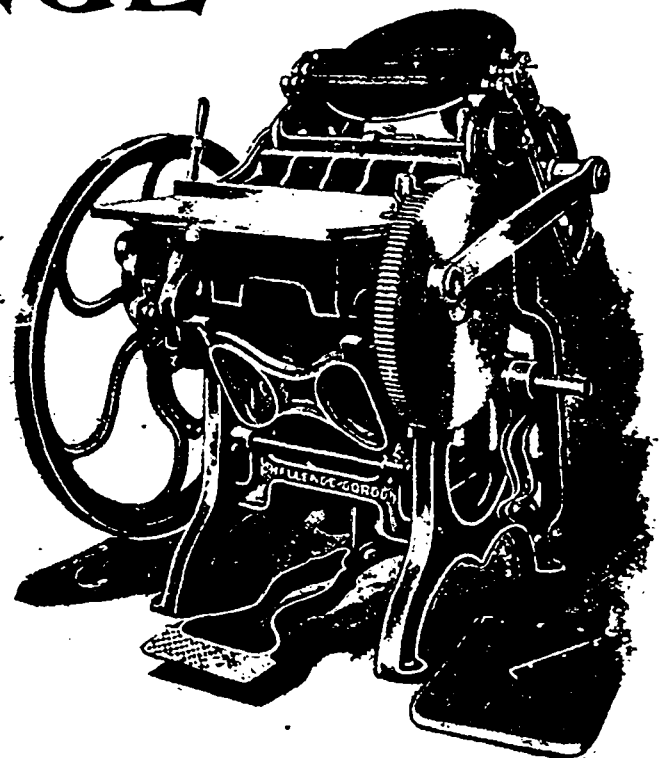
### **CHALLENGE-GORDON JOB PRESS.**

In the first place, it doesn't get out of order—no springs, cams, or catches to give out or break down

In the second place, it locks and holds the eccentric shaft steady on or off the impression—something no other throw-off will do.

This is only one of the good points about the **CHALLENGE-GORDON**. There are others. If you don't know them, you ought to. Send for circulars.

Manufactured by . . . . **THE CHALLENGE-  
MACHINERY CO.,** <sup>2530</sup> <sub>Leo Street,</sub> CHICAGO.



ALL DEALERS SELL THEM.

#### A NEW PAPER COMPANY.

THE immense possibilities of the paper-making industry in Canada are just now receiving considerable attention from business men in the Dominion. Among those who are interesting themselves in this trade are The Consolidated Pulp and Paper Company, of Toronto, Limited, composed of a number of Canadian capitalists and expert paper men, who have secured control of several business enterprises and are to combine them under the above name. The company have been incorporated with a capital of \$500,000, and have acquired one of the largest paper mills in Canada; namely, that of The Thompson Paper Company, of Newburgh, Ont. Messrs. G. B. and J. M. Thomson are directors of the new company, and their knowledge of the business, gained from managing their own mills, will be invaluable in their present enterprise. Another business which now belongs to The Consolidated Pulp and Paper Company is that of The Poole Publishing Company. Mr. John M. Poole, of this company, is to be the president and manager of the new business. He is a thorough business man, having a life-long experience in the paper and allied trades, and is well known among newspapermen, having been a member of The Canadian Press Association for some years and Chairman of the Executive Committee of The Ottawa Valley Press Association, now The Eastern Ontario Press Association. Messrs. E. L. Young and W. C. Mackay are also directors, the former having been connected with The E. B. Eddy Co. for a number of years, and having a high reputation as a paper expert; and the latter, a well-known lawyer of Toronto, who will be the secretary of the company.

At the present time the success of the company is especially assured, the supply of pulpwood in other countries being nearly exhausted and that of Canada sufficient to supply the world probably for all time. Not only is the pulp supply all that can be desired, but there is a large supply of pure water and easy access to water power almost anywhere. Millions of dollars have recently been invested in paper mills in Northern Ontario, and this business will, no doubt, become one of Canada's greatest industries, so it is gratifying to see Canadian capital being invested in it, instead of foreign. It is to be hoped that it will shortly be controlled wholly by Canadian business men, and The Consolidated Pulp and Paper Co., Limited, have taken a long step in this direction.

Hamelin & Ayer's new pulp mills at Lachute, Que., are completed, and have a capacity of 30 tons per day.

J. J. Palmer, of the Toronto Type Foundry Co., is making a second journey to Australia. He goes via Vancouver, where he will spend some time, returning in about two months.

The Liberal candidate for Central Edinburgh in the coming British elections will be Mr. Geo. M. Brown, manager of Messrs. Thos. Nelson & Sons, printers and publishers, of Edinburgh. Mr. Brown is the son of the late Hon. George Brown, founder of the The Toronto Globe. The former representative of this constituency, a Liberal, was unopposed, and Mr. Brown's chances of election are very favorable.

# Agawan Bond

A HIGH-GRADE  
HARD-FINISH  
PURE LINEN  
WRITING PAPER

## Prints Well

and always gives satisfaction.

## All sizes of flat paper

(White and Tints)

ALSO RULED STOCK  
AND ENVELOPES.

# Buntin, Gillies & Co., HAMILTON

## We Have Kept Pace With Progress

Have you?

What do your customers think about it?

You don't know.

You can only make a guess.

If you are using the bargain-counter kind of inks "for economy's sake" you are not doing first-grade printing.

You should use the Ault & Wiborg inks—the world's best.

Perhaps you rarely have complaints about the quality of your printing and probably you are often complimented.

But those facts prove nothing.

The majority of your customers will not make a fuss when they are only slightly displeased.

Many of them consider it good policy to jolly you whenever they have an opportunity, whether they like your work or not, especially if you have a newspaper.

Some do not know the difference between first and second-grade printing.

Some may think your work is better than your competitor's work but not as good as it should be.

Those who leave you do not give their reasons. You may think your competitor has underbid you when he is really charging more and getting the business because of the better work that Ault & Wiborg inks enable him to do.

Some people see samples of your printing and never give you even a trial order because they observe the fact that you use inferior inks. You think the reason they do not patronize you is because the other fellow has some kind of a pull.

To sum it up, your customers think all sorts of things about your printing and you are more likely to find out exactly what they think if you do first-class printing than if you do second-class printing. You cannot afford to use poor inks on the work you do for people who do not appreciate the best because the other (and larger) class of people will find it out. Ault & Wiborg inks are the best that can be made—better than any other makers have ever succeeded in producing.

They are the standard of the world. They are sold at the lowest prices for which the best inks can be sold. There are inks that cost less for just the same reason that brass jewelry costs less than gold jewelry.

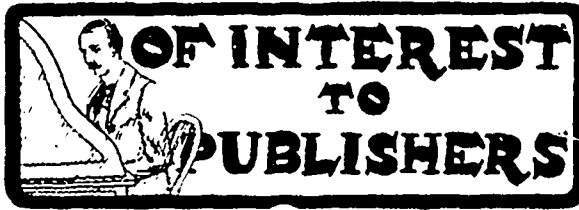
You should have our catalogue.



KEEP IN STOCK BY . . .

### The Toronto Type Foundry Co., Limited

AT ALL THEIR BRANCHES.



**Law Reports.** The Beeton World directs attention, with good humored sarcasm, to the law reports in the Toronto morning papers, and remarks: "The reports in the daily papers of legal cases that come before the judges at Toronto, to the average mind, are as clear as mud. A combination of legal phraseology and Latin is used, and unless one has a Latin dictionary at hand, or a lawyer near by, he knows as much as the man in the moon what the reports mean after he has read them. Why do not court reporters give us plain English? The great majority of people have no knowledge of Latin, and cannot afford to consult a lawyer every time they want to know what decision has been given in cases in which they are interested." This criticism is not without foundation. The reports in question are written by a lawyer for lawyers. They are accurate and well condensed, but, as far as the general reader is concerned, they might as well be reported in Chinese as in the technical terms now employed. The Montreal Gazette's legal reports are better suited for laymen

**Calling in Subscriptions.** The Parry Sound Star has issued a call for unpaid subscriptions, and the plain common sense and civility of the notice may be commended to other publishers. The Star says: "We have sent out this week upwards of \$400 worth of accounts for subscription to The Star. The response has been generous as far as the town is concerned, and we expect it will be equally so from the country as soon as our patrons receive their little reminders. We intend to adhere strictly to the cash-in-advance plan and will insist on all who do not pay strictly in advance sending us \$1.25 if their subscription is overdue on the 30 inst. We have hundreds of dollars outstanding, largely for want of thought on the part of our patrons, and this money we need to assist us with our building operations."

**A Century Celebration.** The Onllia Packet has begun a good editorial campaign in favor of people celebrating the beginning of the 20th century next January by paying their debts. The appeal is one that might be made with some effect all over the country, and weekly papers especially might take it up to the signal advantage of their merchant advertisers. It is notorious that many persons who can well afford to pay have acquired the habit of hanging on to their money until it is almost forced out of them. One of the worst features of business life in Canada is this credit system for small debts. A reminder will bring in a good deal of money to merchants, and the newspaper which starts the agitation in any district will earn the gratitude of its principal advertisers. A corres-

pondent of The Packet says: "I don't know whether it is the proximity of Canada to the United States, or whether it is natural extravagance, but people, in the cities at any rate, do not exercise common honesty in paying debts which they think they can, as they term it, 'stand off.' I have seen a man who owes me hundreds of dollars, and has not paid his taxes for years, driving around Toronto in a stylish rig of his wife's—at least, that was what he said it was. On another occasion, a person who owed me money, long past due, on being remonstrated with, it being known that she was in easy circumstances, replied, 'Oh, my lawyer told me that you would not bother to do anything to me for a month or two yet, so I might as well keep the money a while longer.'"

**Reducing Size.**

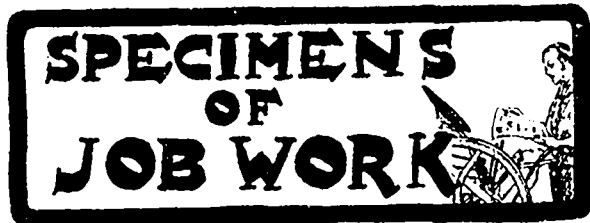
Reference was made in this column last month to the courage of The Blyth Standard in reducing its size and telling the public why — increased cost of production. The Fort Steele Prospector has done the same thing, and its remarks on announcing the change are worth noting: "In reducing The Prospector from eight to four pages we will say that this step is taken on account of the largely increased cost



D. G. SMITH,  
Editor of Chatham World, and Secretary of the  
Maritime Board of Trade.

of producing a newspaper at the present time. Although The Prospector is smaller in size, we purpose making it as good, if not better, in quality. The reduction in size will not be accompanied by any neglect of the paper, either as to make-up, quality of news or circulation."

H. Woodside, of The Yukon Sun, Dawson, who has been spending some weeks in Ontario, was born in Bruce county, his parents being pioneers of Arran township. He began his newspaper career as a boy in 1871 in the employ of David Creighton, of The Owen Sound Times, and was subsequently connected with newspapers at Port Arthur and Portage la Prairie, being for a time editor of The Manitoba Liberal. He went to the Yukon in 1898.



THE ORILLIA PACKET sends us some very creditable specimens of job work. The color work on the full-sheet hanger is well arranged and gives the best possible display, and the composition is also good. The idea of dividing the color on the half-sheet posters is a good one, but we think the appearance of the bill would have been improved had it been set in one column, especially when the reading matter runs from one column to the other. If set straight across the page it would give greater opportunities to bring out the principal points of the bill in larger type, and also to make a better ending by running "God Save the Queen" across the centre, instead of in one column.

The specimen from The Barrie Advance office, as far as the choice of type goes, leaves little to be desired. About the only improvement we would suggest is that a larger sheet should have been used, so as to prevent the crowding of the type. The press work has been very well executed.

The new departure of the Grand Trunk Railway Co. in having their folder illustrating the Muskoka lakes printed by a Canadian office instead of an American one, as formerly, will likely become a regular custom, as the Mail Job Printing Co., of Toronto, who did the work, have turned out an excellent specimen of high-class printing. The press work on the engravings brings out every line distinctly, and the green tint adds greatly to their beauty. These qualities, combined with neat and tasty letterpress, make the folder one of the finest of its kind. As they are to be distributed all through the United States, they will bring credit not only to the Mail Job Co., but their excellence cannot but impress Americans favorably with the work done by Canadian printers.

Some very fine work has been done by The St. John Globe for the New Brunswick Tourist Association in the shape of a booklet illustrative and descriptive of the beauties of St. John and New Brunswick. A pretty design in colors adorns the cover, and the first cut in the booklet—a very fine tinted half-tone—makes an exceedingly attractive introduction. The cuts all through the book could hardly be improved upon, and, although some are quite small, the details are all brought out well. The St. John Globe is to be congratulated on the production of such a piece of work.

The programme sent us by The Thorold Post has evidently had a good deal of care bestowed on the arrangement of the advertisements. This is its chief merit, although the composition is also very good. The seventh page is especially good as regards the setting of the ads,

though the diagonal setting of the programme part tends rather to make it at first glance look like one of the advertisements. The cover page is a good piece of composition, and impresses one favorably with the rest of the programme.

#### A CANADIAN'S VIEW.

Mr. E. J. Hathaway, manager of the printing department of Warwick Bros. & Rutter, was asked by an American journal for his opinion as to the greatest problem for settlement at the Kansas City convention, and answered as follows: "It appears to me that the most important problem before employers to-day, is the maintenance of their independence from the control and domination of organizations of workmen. Whether this can best be effected by force, by conciliation, by cooperation or by arbitration remains to be tested; but so long as such organizations possess the power of harassing business by means of strikes, of imposing despotic restrictions on employers as to whom they should employ, when they should work and what they should be paid, and of controlling rates of wages in spite of local conditions, but at the same time refusing to assume any responsibility as to education and training of apprentices or as to the competence of workmen, the difficulties of carrying on business successfully are increased, and the necessary harmony between the employer and his workmen rendered impossible."

#### A NOISELESS JOB PRESS.

So much is claimed by manufacturers of Gordon presses for their respective machines that it is difficult for a printer to decide which will serve him the best. Whatever may be said of other makes, the perusal of a booklet issued by The Challenge-Machinery Co., of Chicago, will convince one that no mistake can be made in placing an order with them. This company have made a great many improvements on the Gordon press, and some innovations may be found which are not in any other machine. The Noiseless Challenge-Gordon is a thoroughly up-to-date press, as may be seen by the description and the illustrations of its different parts given in the above-mentioned booklet. It is apparent that The Challenge-Machinery Co. are able to substantiate their claims, as these illustrations show the different points of the machine and their use and advantages better than words. The advertisement of The Challenge-Machinery Co. may be found on page 9.

#### FOR SALE BY TENDER.

#### The Bishop Engraving & Printing Company, MONTREAL.

The Directors of the above Company having decided, owing to illness of the Manager, to dispose of the business as a going concern.

#### TENDERS ARE INVITED

for the purchase of the Good-will and entire Assets of the Company, comprising a fully-equipped modern Engraving, Lithographing and Printing Plant, in active operation, together with a full and carefully-selected stock of Account Books, Paper, Stationery, etc., with the Book Debts and Lease of the very commodious business premises.

The business connection is of long standing and the present is a most favorable opportunity for parties desirous of embarking in this line of business.

Tenders, addressed to the Manager, will be received until Monday, 1st October, at noon.

Full particulars and all necessary information may be obtained on application to the undersigned,

G. T. BISHOP, Manager,  
288 St. James Street, MONTREAL.



# LIST OF Rebuilt Machinery

...FOR THE USE OF...

## PRINTERS, LITHOGRAPHERS, BINDERS AND ALLIED TRADES.

Every Machine advertised in this list has been thoroughly overhauled, and will be sent out in guaranteed good working order. Let us know your needs, and we will give you detailed description and prices.

### SECOND-HAND MACHINERY:

#### No. WEB PRESSES.

- 163 **Cox Duplex Q. Q. Machine** in first-class condition, used only four years. This press has two fontalins and will run at a speed of 4,000 per hour, printing and folding either 4, 6 or 8-page papers of 6 or 7 columns. Price on application.
- 172 **Goss Stero. Web Perfecting Press with Folder.** Complete outfit. Prints 4 and 8-page papers of 6, 7 or 8 columns, speed 10,000 per hour. Price on application.

#### TWO REVOLUTION CYLINDERS.

- 220 **Campbell, 32 x 46, front delivery, 2-roller, table distribution.**
- 131 **Campbell, bed 37½ x 50, front delivery, 2-roller, table distribution.**
- 230 **Campbell, 41 x 66, 2-roller, table distribution, front delivery.**
- 208 **Campbell, 37 x 62, 2-roller, table distribution, front delivery.**
- 219 **Campbell Intermediate, 37½ x 64, table distribution, front delivery, wire springs.**
- (C) **Huber, 43 x 62, 4-roller, in good order; cannot be delivered until October.**
- 178 **Potter, 40 x 64, rack and screw distribution, 2-roller, tapeless delivery, air spring, back-up motion.**

#### DRUM CYLINDERS.

- 199 **Babcock Standard, 19 x 24, rack and screw distribution, tapeless delivery, air springs, back-up motion.**
- 129 **Campbell Country, 24 x 28, table distribution, tape delivery, wire springs.**
- Campbell Country, 31 x 46, table distribution, tapeless delivery, wire springs. (Montreal branch.)**
- 206 **Campbell Complete, 27 x 41½, 4-roller, table distribution, tapeless delivery, wire springs, box frame.**
- Campbell Country, 32 x 46, table distribution, wire springs. (Montreal branch.)**
- 111 **Campbell Complete, 32 x 49½, 2-roller, table distribution, tape delivery, wire springs.**
- 209 **Cottrell Country Drum, 23 x 47, rack and screw distribution, tapeless delivery, air spring. Almost new.**
- 222 **Cottrell, Triumph Series, 33 x 47, tapeless delivery, rack and cam distribution, air springs.**
- 223 **Cottrell, Triumph Series, 33 x 47, tapeless delivery, rack and cam distribution, air springs.**
- Cottrell & Babcock, 24 x 30, rack and cam distribution, tape delivery, wire springs. (Montreal branch.)**
- 126 **Cottrell & Babcock, 34 x 52, tapeless delivery, rack and screw distribution, air springs.**
- 301 **Cranston, 21 x 28, rack and screw distribution, tapeless delivery, air buffers, back-up motion.**
- Cranston, 21 x 23, rack and screw distribution, tapeless delivery, wire springs, back-up motion. (Winnipeg branch.)**
- 169 **Cranston, 21 x 30, rack and screw distribution, tapeless delivery, air springs, back-up motion.**
- 133 **Hoe Pony, 16 x 21½, rack and screw distribution, tapeless delivery, wire springs.**
- Hoe Pony, 21½ x 23½, rack and screw distribution, tapeless delivery, wire springs. (Winnipeg branch.)**
- 107 **Hoe, 31 x 43, rack and screw distribution, tape delivery, wire springs.**

#### No.

- 203 **Potter, 29 x 42, rack and screw distribution, tape delivery, wire springs.**
- Potter, 32½ x 46, rack and screw distribution, tape delivery. (Montreal branch.)**
- 100 **Potter, 33 x 40, rack and screw distribution, tapeless delivery, wire springs.**
- 101 **Potter, 36½ x 52, 4-roller, tapeless delivery, table distribution, wire springs. Will print 7-column quarto.**
- 221 **Taylor, 28½ x 41, 2-roller, rack and cam distribution, tape delivery.**
- 119 **Taylor, (Oshawa), 30 x 46, rack and screw and table distribution, tape delivery, for hand or power.**
- 216 **Ideal Hand Cylinder, 6 column quarto.**
- 222 **Acme Cylinder, 32 x 46, prints 5-column quarto.**

#### WHARFEDALES.

- 129 **Anglo-American, bed 47 x 52, 4-track, 1-roller, patent delivery.**
- 124 **Dawson, 27 x 31½, 3-roller, 2-track, pat. fly.**
- 121 **Dawson, 29 x 31½, 3-roller, 2-track, pat. fly.**
- 251 **Dawson, 42 x 53½, 3-roller, 2 track, tape delivery.**
- 123 **Fieldhouse, 46½ x 53, 4-roller, 2-track, patent fly.**
- 125 **Hughes & Kimber, 37 x 43, patent flyers, 2-track.**
- 118 **Miller & Richard, 18½ x 22, 2-track, 3-roller, patent fly.**
- 165 **Miller & Richard, 30½ x 30½, 3-roller, patent fly.**
- 116 **Miller & Richard, 11 x 47½, patent fly, 2-track.**
- 102 **Miller & Richard, Quad Royal, 43½ x 45 4-roller, 4-track, patent fly.**
- 202 **Payne, 37 x 42, 4 roller, 4-track, extra distribution, thin fountain blade, patent fly.**

#### LITHOGRAPH AND PLATE PRESSES.

- (C) **Two Hoe Litho. Cylinders, takes stone 25 x 31; in line order.**
- (C) **Hoe Litho. Cylinder, takes stone 23 x 24.**
- (C) **Hoe Litho. Cylinder, takes stone 26 x 33.**
- 117 **Litho. Furnival Press, 29½ x 31½, double crown.**
- 116 **Steam Copper Plate Press, 21-inch.**

#### JOB PRESSES.

- 127 **O. S. Gordon, 7 x 11.**
- 191 **O. S. Gordon, 7 x 11.**
- 196 **O. S. Gordon, 7 x 11.**
- 248 **O. S. Gordon, 7 x 11.**
- 189 **Am. O. S. Gordon, 8 x 12.**
- 175 **O. S. Gordon, 10 x 15.**
- 217 **O. S. Gordon, 11 x 19.**
- 245 **O. S. Gordon, 13 x 17.**
- 252 **Improved Gordon, with fountain, 13 x 19.**
- 218 **O. S. Gally Universal, 3 x 19.**
- (C) **Chromatic Press, 14 x 20.**
- (In Stock at Montreal.)
- (C) **Peerless, with fountain and steam fixtures, 13 x 19.**
- Columbian Lever, 6 x 9.**

#### No.

- Pearl, 7 x 11.**
- Standard Lever, 8 x 12.**

#### PAPER CUTTERS.

- 195 30 inch Gem Lever.
- 101 30-inch Sheridan Power.
- 209 32-inch Westman & Baker Power Cutter.
- 227 24-inch Eagle Card Cutter.
- 224 24-inch Eagle Card Cutter.
- 223 28 inch Huggles Card Cutter.
- 144 23-inch Plow Cutter.
- 137 23-inch Plow Cutter.
- 161 23-inch Plow Cutter.
- 174 28-inch Plow Cutter.
- 193 23-inch Plow Cutter.
- 187 32-inch Plow Cutter.

#### MISCELLANEOUS.

- 165 Clamp Pad Press.
- 207 Simple Book Trimmer.
- Fluo-Blower, No. 0.
- 162 Surgis Stereotype outfit, 8½ x 14 inches. Seal Stamper.
- 201 Hicok Book Sawing Machine.
- 214 Sanborn Book Sawing Machine, 5 saws.
- 228 8 H. P. Electric Motor, 500 volts.
- 108 Hughes & Kimber Paging Machine, 6 wheel.
- 205 Hoole Pager, 6-wheel.
- 115 Hoole Pager, 5-wheel.
- 122 Paging Machine, 3-head.
- 223 Sanborn Foot-stabbing Machine.
- 151 Rotary Perforator, 27-inch.
- 183 Hoyle Radial Arm Hauling Machine.
- 116 Boyle Routing Machine, No. 2.
- 134 Sanborn Hand Embossing Press.
- 216 Krause Hand Embossing Press, 7½ x 10.
- (C) 15 H. P. Olin Gas Engine.
- 211 Hicok Standing Press, 16 x 21 inch platen.
- 237 Hicok Standing Press, 28½ x 43½ inch platen.
- 235 Perfection "C" Wire Stitcher.
- 238 Perfection "G" Wire Stitcher.
- 106 Thompson Wire Stitcher, ¼-inch.
- 109 Hoe Ticket and Numbering Press.
- 111 Hoe Stereotype Shaving Machine.
- 180 Yarger Improved Staple Binder, No. 9.
- 150 Acme Staple Binder, No. 4.
- 239 Book Rollit-g Machine, 18-inch.

#### BOX MACHINES.

- 731 Scaring Machine, 23-inch.
- 229 Brechmer Corner Wire Stitcher.

#### HAND PRESSES.

- 171 Washington: platen, 23 x 33; bed, 24 x 24.
- 147 Washington: platen, 23½ x 31; bed, 27 x 27½.
- 159 Washington: platen, 32½ x 47¼; bed, 29 x 44.
- 132 Washington: platen, 22½ x 22½; bed, 26 x 38.
- 173 Washington: platen, 23 x 43; bed, 32 x 48.
- 111 Washington: platen, 24 x 37; bed, 27½ x 41½.
- 182 Washington: platen, 28 x 43; bed, 31½ x 48½.
- 218 Washington: platen, 19 x 25; bed, 22½ x 29½.
- 190 Washington: platen, 22 x 34; bed, 27½ x 44.
- 194 Washington: platen, 25 x 39; bed, 28½ x 41½.
- 177 Washington: platen, 22½ x 27½; bed, 26½ x 31½.
- 118 Washington: platen, 23 x 35; bed, 27 x 39½.
- 215 Washington: platen, 29½ x 43½; bed, 22½ x 47½.

#### FOLDING MACHINES.

- 156 Dexter Folder, 7 column quarto, hand feed.
- 218 Stoumetz, 6-column quarto, hand feed.
- 247 Stoumetz, 6-column quarto, hand feed.
- (C) Brown, 6-column quarto, hand feed.
- 211 Chambers' Point Book Folder. Three and four fold; folds double 16, and takes paper 24 x 32 and smaller; machine is as good as new.

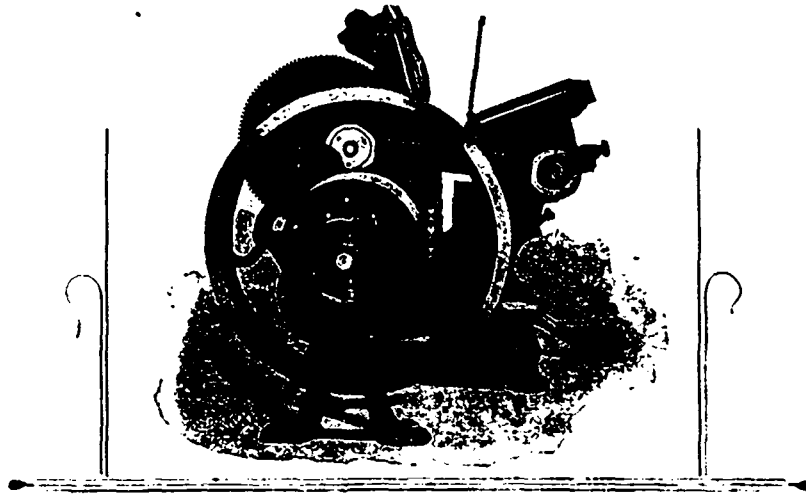
## TORONTO TYPE FOUNDRY CO., Limited,

#### BRANCHES

HALIFAX 146 Lower Water St. MONTREAL—787 Craig St.  
WINNIPEG—175 Owen St. VANCOUVER—116 Columbia Ave.

70 York Street, TORONTO, ONT.

# Gally's Improved Universal Press



## WORLD'S FAIR AWARD . . .

M. GALLY'S IMPROVED UNIVERSAL PRESSES received the highest and the only award given to platen presses at the Columbian Exhibition, in competition with nearly all other makes of platen presses, including a well-known imitation of the Universal.

## PERFECT PRINTING . . . . .

THE M. GALLY'S IMPROVED UNIVERSAL will do better printing than any other press (platen or cylinder) made. Its distribution of ink is perfect, its impression sharp, rigid and direct, and its register perfect.



General Selling Agents for Canada: —————

## Toronto Type Foundry Co., Limited

— 70 York Street, TORONTO

SEND FOR DESCRIPTIVE  
PAMPHLET AND PRICE LIST.

BRANCHES AT    Halifax,    Winnipeg,  
                         Montreal,    Vancouver.

## News of the Month in Brief.

### PERSONAL MENTION.

THE return of The Globe's war correspondents, John A. Ewan and Frederick Hamilton, has been the occasion of many congratulations from newspaper confreres on the excellence of the work they did. Mr. Hamilton has begun his lecturing tour, and the opening lecture in Association Hall, Toronto, September 17, was a marked success. Both gentlemen are benefited in health by their long tour, and look very well.

Robt. N. Caskey, of The Almonte Gazette, has gone to Carman, Man., to edit The Dufferin Leader for its publisher, J. W. Jameson.

The appointment of John V. Ellis, M.P., of The St. John Globe, as a member of the Senate, to succeed Mr. Burpee, is generally commended as an excellent choice.

Arthur M. Burns, who has of late been secretary of a mining company in British Columbia, has returned to journalistic work, for which he is so well fitted, and rejoins The Vancouver Province staff.

An old writer for the Canadian press, Rev. Wm. Inglis, died in Toronto, September 14. He was connected with several publications in years gone by, wrote for Taylor's Canadian Magazine from 1857 to 1859; for The Oakville Observer, a religious paper; for The Canada Presbyterian, for The Toronto Globe (being a member of the staff for many years), and for other Liberal papers. Of recent years he has been assistant librarian of the Ontario Legislative Library.

### BUSINESS CHANGES.

O. Shoemaker is the new proprietor of The Lucan Sun. After three issues The Cardston, N.W.T., Expositor, ceased publication.

A. R. Fawcett has purchased the estate of The York Leader and Recorder, in liquidation, and will continue the publication of his old paper.

The name of The Delineator Publishing Company, of Toronto, Limited, has been changed to The Butterick Publishing Company, Limited.

C. E. Baston has bought The Western Prairie, published at Cypress River, Man., from Mr. Murdoch, who is going into business as a merchant.

Duncan Marshall, of The Thornbury Standard, has acquired The Clarksburg Reflector, issuing both papers from their respective offices.

The assignment of Hewitt Bostock, M.P., does not affect The Vancouver Province, in which he was interested as a shareholder, and it goes on as before in the hands of the company which controls it.

The difficulties which have overtaken The Chatham Banner have resulted in the appointment of A. C. Neff, Toronto, as permanent liquidator of the estate, which is insolvent. The publisher, Mr. Ford, estimates the assets at \$14,900, of which \$5,000 is good-will. The capital stock is \$10,000 paid up, and the indebtedness \$5,500. It is

thought that a new company will be formed to take over the paper, which is being issued under authority of the liquidator. The date for adjusting creditors' claims is October 17, the principal being those of J. R. Barber, Georgetown, and The Eddy Co., Oitawa.

Messrs. Robinson, proprietors of The Sussex, N. B., Record, are seeking incorporation as a joint stock company, to carry on the business of publishing, with a capital of \$30,000. The applicants are R. D. Robinson, H. P. Robinson, J. A. Humphreys, S. H. White and W. W. Hubbard.

Joseph P. Major, paper manufacturer, Montreal, doing business as the Standard Paper Company, has assigned on demand of William J. Henderson, accountant. His principal creditors are: Wm. J. Henderson, \$533; Quebec Bank, \$1,813; J. Ford & Co., Portneuf, \$434; and Merchants Bank of Canada, \$360.

### NEW PUBLICATIONS

The St. John Sun has begun the issue of a four-page evening edition at one cent, called The Star, Mr. A. M. Belding being editor. . . . A. A. Batterson has begun the issue of a new weekly at Molson, B.C., called The Kettle River Courant. . . . Hugh C. MacLean announces a new high-class monthly at Toronto, to be called The Lady's Magazine, C. Fullarton, of Halifax, being editor. . . . Messrs. Crosatiere & Chevier are publishing an Independent French weekly at Buckingham, Que., called Le Peuple. . . . The Bluenose is the new weekly launched at Halifax by Mr. T. C. Stewart, of The Maritime Merchant. . . . Mr. E. J. MacKeen is editor of The Morning Post, the new daily issued at Sydney from the office of The Weekly Advocate.

### IMPROVEMENTS AND SPECIAL ISSUES.

The Innisfail (N.W.T.) Free Lance comes out improved in appearance, being printed on a power press recently purchased.

The Toronto Star is opening a business office on Yonge street, retaining its editorial and mechanical departments in The Saturday Night building.

The Brantford Expositor appears in a new and up-to-date dress, and, it is understood, will shortly put in a Cox duplex press of the angle bar pattern, for which arrangements have already been made.

The Halifax Herald has purchased a building in a central site, and will take possession as soon as the alterations can be made. This enterprising paper intends installing at the same time a new stereotyping press capable of doing color work.

To the well-equipped office of The Acton Free Press has been added a machine for round-cornering cards, catalogues, booklets, etc.—the "Sterling" round-cornering machine. It gives an attractive finish to work, and will be appreciated by customers generally.

A special trade edition of The Palmerston Reporter is issued this week. It contains a write-up of Palmerston stores, leading business men and municipal and political representatives, and is brightened with a number of photo-engravings of the chief places of interest in that town.

## PHASES OF THE LIBEL LAW.

**THE SUITS AGAINST THE ALLISTON HERALD.**—Mr. Wallace, of *The Alliston Herald*, has had rather an unfortunate experience with actions for libel. At the last assizes at Barrie two such actions were tried. Robert Hare, a prisoner in the Central, who was convicted of cattle-stealing, took suit to recover damages for two articles in *The Herald*, associating him with the disappearance of a boy in his employ. The jury brought in a verdict for Hare, and the court awarded \$100 and costs. *The Barrie Advance*, in reporting the case, says that most of those present expected a much smaller fine. *Hartley vs. Wallace* was another libel suit against *The Alliston Herald*. The plaintiff is a married woman, and was carrying on business at Everett as *Hartley & Company*. She became involved in debt and sold out her stock, a proceeding that was objected to by some of her creditors. She then happened to go to Barrie on the same train as a constable, and gossip had it that she had been arrested for fraud. *The Herald* made an item of this, and, in the next issue, having received notice of action, published an apology, which plaintiff's counsel characterized as an aggravation of the libel. Verdict for plaintiff and \$150 damages. It is often difficult, in recording news of this kind, to avoid libel, and the next best thing to being well posted on the law is to be advised by a lawyer who makes a study of this subject. Mr. King, Q.C., of Toronto, is the counsel for a number of publishers in Ontario in such cases, and it might be well for publishers to secure from him a general opinion as to the best means of avoiding these vexatious legal proceedings.

**A THREATENED SUIT.**—The Vancouver Province has been served with notice of a suit by Mr. Robert Donnelly, of Vancouver, on account of an article in the paper entitled "Will Sue for Divorce." The article in question was an interview with Mrs. Donnelly, setting forth certain domestic grievances as a result of which she said she intended making application for a divorce. The Province makes a frank and manly statement which ought to end proceedings. It says: "Mrs. Donnelly called at *The Province* office, during the absence of the editor of the paper in Victoria, and obtained an interview with a reporter, requesting him to publish her story in the paper, and this he took it upon himself to do without referring the matter to the editor, as he should have done. The Province regrets exceedingly the appearance of the article, and begs to apologize to Mr. Donnelly therefor, and to withdraw any charges against him that were made therein, accepting his assurance that the alleged statements of fact are without foundation."

**VERDICT FOR THE KINGSTON TIMES.**—The criticisms of *The Kingston Evening Times* upon Mrs. De Long's plan for winning silk skirts brought on an action which was tried at the Assizes, September 19. The defence submitted no evidence, but argued that a newspaper is justified in commenting upon a matter concerning the public. Judge Street told the jury that it must decide whether or not the article was personal and injured the plaintiff. If it be a fair comment on the scheme, the paper is not liable. The jury gave a verdict for the paper.

**NEW ZEALAND LIBEL ACT.**—A new law regarding libel was passed by the New Zealand Parliament last year. It declares the usual reports of court proceedings, Parliamentary debates, public meetings, etc., to be privileged. It provides for the consolidation of actions brought by the same person against different publications, and enjoins that no criminal prosecution for libel shall begin with an order of a judge in chambers being obtained first.

**AN ENGLISH ACTION OVER A MOOT POINT.**—A libel suit has just been tried in England, at the Leeds Assizes, which has some interest for Canadian newspapermen, seeing that it arose out of a question which has been discussed several times in these columns. It appears that the *Pontefract Town Council and Justices of the Peace* gave a dinner in honor of some local volunteers who were going to South Africa. The local press were not invited, but, one of them, Mr. Holmes, of *The Pontefract Advertiser*, was told that he might come in after dinner and report the speeches. He consulted with the representatives of the local papers, and it was decided that as they had not been invited they would not go. Consequently no report of the proceedings appeared in the local papers. An advertising journal in the locality, circulating gratuitously, attacked the local press in a strong article entitled, "A Disloyal and Unpatriotic Press." Its publisher subsequently tendered an apology to the local newspapermen, but omitted to do so to Mr. Holmes. He, therefore, sued, and when the action came on, Mr. Palmer, editor of *The Yorkshire Post*, one of the leading provincial newspapers in England, gave evidence, stating that as a rule reporters were not sent to report speeches at private dinners to which they were not invited, but that in individual cases the journalist or his editor would exercise his own discretion and judgment. After considerable discussion, the learned judge held that the subject was one of public interest and so open to fair comment. The jury found for Mr. Holmes with £5 damages.

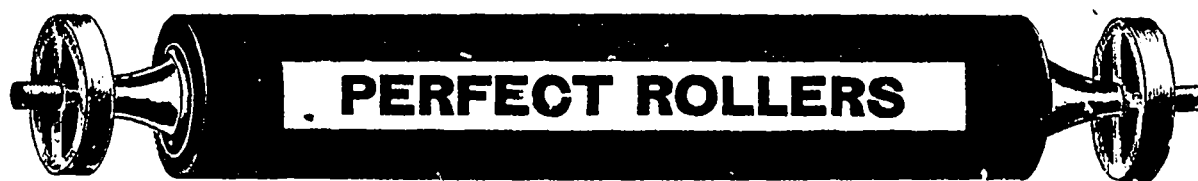
**CASE AGAINST THE OTTAWA CITIZEN.**—*Lindsay v The Ottawa Citizen* was tried September 24. The plaintiff, James Lindsay, for years city accountant in Ottawa, was an applicant for the vacant city treasurership. *The Citizen* published an article criticizing Mr. Lindsay, and reproduced a fac-simile of a receipt given to Wm. Shaw for \$93.38, stating that the receipt had been given by Mr. Lindsay, but not produced for seven months; that bills had been sent to Mr. Shaw, who called at the City Hall and showed the receipt for the money, and that Mr. Lindsay denied the payment. An apology was published, which was not satisfactory to plaintiff. In his evidence at the trial plaintiff said that Mr. Shaw paid him the money on February 21, 1899; that he handed it to Mr. Kirby, entered it in the stub receipt book, in the corporation cash book, and also in Mr. Kirby's cash book, and that the money was deposited in the bank. Mr. Lynch-Staunton, defendant's counsel, desired to go into certain alleged irregularities on the part of some of the City Hall officials, but the judge limited the examination closely to the statements contained in the article complained of. The defence called no witnesses, and the jury returned a verdict for the plaintiff with \$500 damages.

# Points for Printers.

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You cannot do good work without good Rollers; hence we determined to spare no expense in providing a plant to meet your requirements, and we are now able to supply you with—



NO PINHOLES OR FLAWS OF ANY DESCRIPTION.

IT WILL BE WORTH YOUR WHILE TO GIVE US A TRIAL.

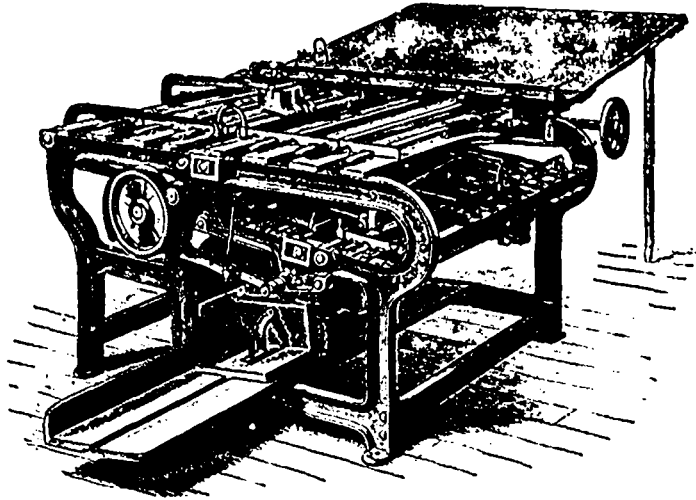
## OUR "PERFECT" ROLLERS

are produced by what is known as the "Gatling Gun" system, but not the Gatling Gun system of 20 years ago. Don't be mistaken! No other firm in this country is producing, or has ever produced, Rollers as we do to-day. As we were first in providing an improved Composition, so are we the first to adopt new methods for Roller Casting, which means better rollers in less time, and **TIME IS MONEY.**

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**TORONTO TYPE FOUNDRY CO., LIMITED**

70 YORK STREET - TORONTO.



# Tribune Newspaper Folder

Manufactured by *✻ ✻*  
Brown Folding Machine Co.

**TORONTO TYPE FOUNDRY CO.**  
Selling Agents for Canada. LIMITED.

**T**HIS machine is placed upon the market to meet the demand for a medium-priced folder. It is not a make-shift for the time being, nor one whose only merit is its cheapness.

It is constructed upon the same principles, and of the same material used in our Standard Machines. The entire frame is of iron, and other parts of iron and steel. Made in one size, which takes in any size sheet from 24 x 36 up to 36 x 48.

They are made with deliveries at the third and fourth folds, the former being delivered in a receiving box and the latter in a packer.

No sprocket chain is used for communicating power from one part of the machine to another. There is, therefore, no lost motion and no parts that will break readily and create an item of expense.

Pasting and trimming attachment can be added at any time.

**Price, \$400.00, subject to cash discounts.**

**TORONTO TYPE FOUNDRY CO., Limited**

SELLING AGENTS FOR CANADA.



A LEGAL DECISION OF GREAT VALUE.

A LEGAL decision of great importance to all publishers and advertisers has just been rendered in Toronto in the Court of Appeal. The point chiefly involved is one that often presents itself: namely, can an advertiser be forced to pay for his advertising if the publisher has not been able, literally and absolutely, to fulfil all the terms of the contract, as to position, etc.? The decision reached, after the case had been carried through several stages by appeal to the highest court in Ontario, is that the advertiser must pay "whatever the work done was worth."

The action which has resulted in this decision was one entered by the Toronto Type Foundry Co., Limited, owning The Toronto Newspaper Union, who issue a list of ready-prints used by a large number of Canadian newspapers, against The J. C. Ayer Co., the well-known patent medicine company, for payment of an advertising account. The contract between the two parties, dated November 3, 1897, reads as follows:

We hereby agree for the sum of \$1,200, payable quarterly, to insert in the 150 or more papers comprised in Toronto list and Hamilton list of Toronto Newspaper Union the advertisements of J. C. Ayer Co., of Lowell, Mass., during the ensuing 14 months (omitting July and August), according to plates and copy furnished by them, the space and insertions to be as specified below, viz.:

One advertisement to average eight 8) inches (single or double column form) each week, 52 times in each paper, each insertion to be at top of page with pure reading wholly alongside and underneath, or at bottom of page following and alongside pure reading. To be first advertisement on page.

We will bear expense of shipment one way, and supply 80 per cent. complete copies of every issue of each paper, balance half prints, to J. C. Ayer Co., Lowell, Mass., for checking purposes, during continuance of this contract, and before rendering bills for same, provided Customs regulations between the two countries will permit. Otherwise we will have papers supplied by publishers direct, so far as possible, and afford access to our files at Toronto for the balance, assuming one-half the expense involved in checking files at Toronto.

TORONTO NEWSPAPER UNION,

Accepted for J. C. AYER CO.,

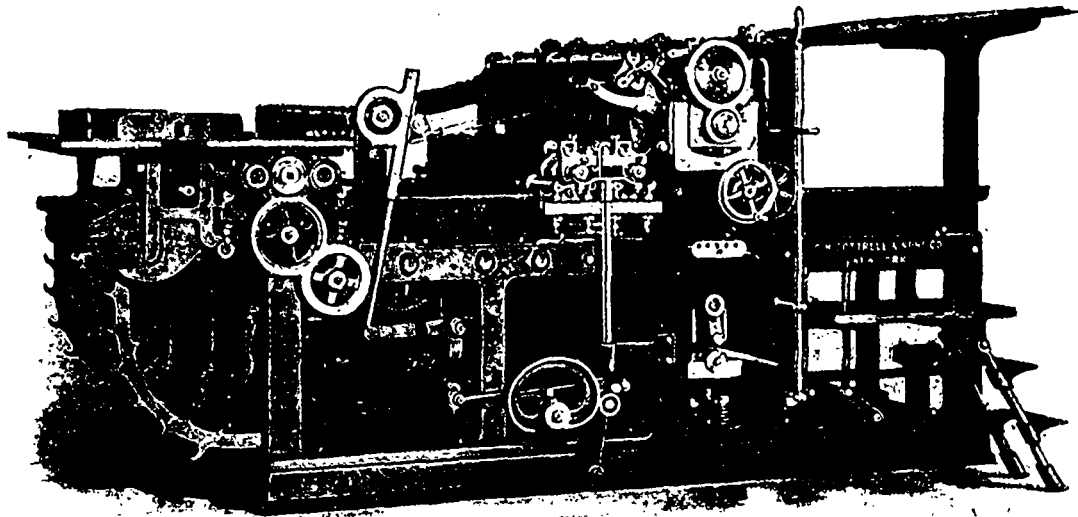
By L. E. Pullen, Advertising Manager.

November 3, 1897.

At the preliminary trial of the action Official Referee and Registrar Cartwright rendered judgment in favor of the plaintiffs. The Ayer Co. then appealed Chief Justice Meredith, of the Court of Common Pleas, after a hearing, dismissed the appeal. The Ayer Co. then appealed to the highest court, the Court of Appeal, where the case was argued before the full court, the Hon. Justices Osler, MacLennan, Moss and Lister sitting. They unanimously dismissed the appeal with costs. From the unanimity with which the courts have sustained Mr. Cartwright's judgment, its terms are entitled to careful consideration, and are, therefore, given here in full. After quoting the above agreement, Mr. Cartwright said:

"The provision as to sending 80 per cent. complete copies of every issue of each paper and the balance half

prints to the J. C. Ayer Co., Lowell, Mass., was never carried out. It was argued by counsel for the defendants that this provision was a condition precedent, going to the root of the contract. If this contention can be supported, then, no doubt, the plaintiffs could not recover, unless the performance was waived by the defendants. It seems possible, however, that the principle laid down in *Bettini vs. Gye*, Law Reports 1 Q.B.D., pages 183-188, at page 188 by Blackburn, Justice, following *Graves vs. Legg*, 9 Ex. 716 (judgment of Parke, B.), would apply here, and that this sending of the papers might be held not to be such a condition that a breach of it would render the performance of the rest of the contract by the plaintiffs a thing different in substance from what the defendants stipulated for. However that might be, in this case the plaintiffs represented to the defendants that this sending of the papers to Lowell would be very onerous and troublesome, and I find on the evidence that the defendants agreed to waive and did waive this provision; for it is not denied that they appointed an agent to check the papers in Toronto, and that such agent did the work, and that the defendants paid the plaintiffs for the advertising furnished by them during the first three months on the basis of that agent's report. It was further argued by counsel for the defendants that under the contract here the plaintiffs could not recover, admitting, as they do, that they have not exactly fulfilled the same. The plaintiffs' counsel contended that under the facts of the case the plaintiffs could recover the last three months on the same basis as the defendants had already paid them for the advertising done in the first three months, and he specially relied on a case in our own courts to which I will refer presently, and which is not in its facts unlike the case under consideration. The law on this point is to be found in "Smith's Leading Cases," 10th English edition, 1896, in the notes to the case of *Cutter vs. Powell*. I cite from that work as follows, page 23: 'The general rule being that while the special contract remained unperformed no action of *indebitatus assumpsit* could be brought for anything done under it. We now come to the exceptions from that rule, and the first of them is that referred to by Park, J., in *Reed vs. Rand*, 10 B. and C., 438. It consists of cases in which something has been done under a special contract, but not in strict accordance with the terms of that contract. In such a case the party cannot recover remuneration stipulated for in the contract, because he has not done that which was to be the consideration for it. Still, if the other party have derived any benefit from his labor, it would be unjust to allow him to retain that without paying anything. The law, therefore, implies a promise on his part to pay such remuneration as the benefit conferred upon him is reasonably worth, and to recover that quantum of remuneration an action of *indebitatus assumpsit* was maintainable.' This is conceived to be a just expression of the rule of law which still prevails. At page 32. 'It must be further observed that where a special contract has been only partly performed, the mere fact that the part performance has been beneficial is not enough to render the party benefited liable to pay for it. It must be shown that he has taken the benefit of the part performance under circumstances



## SECOND THOUGHT.

A wise man once said, "second thought is always better than first thought." When our salesman says to you it would be to your advantage to have an up-to date High-Speed Cottrell Press, your first thought is, I cannot afford it. The presses I have are doing good work, and I cannot see where it would be to my advantage to change. But, if you go into the matter with him and figure the ratio of production to the operating expenses, you will see you cannot afford to be without a High-Speed Cottrell. It is not the rate per hour which a press will run, but the product per day which the press will turn out. If you are getting a certain number of impressions per day from your old press, and the new press would give an increase of three or four thousand per day, that would be so much clear profit, for the operating expenses are not increased: in fact, it does not cost as much to run a new High-Speed Cottrell as it does to run one of your old presses.

On the High-Speed Cottrells the form rollers are the same size as the table distributing rollers, and when form rollers are too hard for use on the form they may be used as distributing rollers on the table, making a great saving in the cost of rollers.

The distributing rollers on the Cottrell Press are geared together and distribute continuously whether on the table or off from it, giving double distribution.

These are only two of the many improvements on the Cottrell High-Speed Press. The more you think of it, the more plainly you will see you cannot afford to be without the New High-Speed Cottrell.

**C. B. COTTRELL & SONS CO.**

41 Park Row, New York.

279 Dearborn St., Chicago.

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**TORONTO TYPE FOUNDRY CO., Limited**

GENERAL AGENTS FOR CANADA.



sufficient to raise an implied promise to pay for the work done, notwithstanding the non-performance of the special contract.' See *Munro vs. Butt*, 8 E. and B., 738. I also quote from page 39, as having some bearing, remarks of the learned authors on the case of *Mersey Steel Company vs. Naylor*, 9 A.C., 434: 'Both in the Court of Appeal and in the House of Lords the rule of law laid down by Lord Coleridge in *Freeth vs. Burr*, Law Reports, 9 C.P., 208, as governing cases of this class, is approved of, namely, that the true question is whether the acts and conduct of the party evince an intention no longer to be bound by the contract.' See, too, the case of *Sampter vs. Hedges*, 1898, 1 (Q.B.), 673, which seems to be the latest case on the point, where it is said by A. L. Smith, Lord Justice: 'The law is, where there is a contract to do work for a lump sum, until the work is completed the price of it cannot be recovered \* \* \* to entitle the plaintiffs to recover on a quantum meruit in such a case, there must be evidence of a fresh contract to pay for the work already done.' It is to be observed that many of these are cases of building contracts, where the question of whether there is evidence of a fresh contract has special difficulties which do not arise in a case of this character.

"In applying these principles to the facts of the present case, I do not see how it is distinguishable from the case of *Foster vs. Wilson*, to be found in 27 U.C.C.P., page 543. The judgment in that case was delivered by the late Sir Adam Wilson, and seems in its facts more analogous to the present case than any other I have met with. I refer particularly to the 4th, 5th and 6th paragraphs of the judgment on page 547.

"I feel bound to hold that the plaintiffs are entitled to recover whatever is reasonable, that is, whatever the work done was worth to the defendants. On this point the evidence is conflicting, as might be anticipated. Mr. Pullen, the manager of the advertising department of the defendants' business, stated most positively that the way in which the advertising was done by the plaintiffs rendered it absolutely worthless. But the weight of evidence, I think, is the other way. No one is found to support Mr. Pullen in his extreme view, except McGillivray, a witness called by the defendants. The other witness called by the defendants, Mr. Detchon, will not go so far, but rather confirms the plaintiffs' witnesses as to this. The most that he will say in support of Mr. Pullen's view is that he supposes the defendants are the best judges of the value to them of what was done: but this does not commend itself to me as being reasonable.

"The defendants never desired the plaintiffs to discontinue the work, and never found fault, except as shown by the post card, exhibit '33,' dated January 25, 1898, although they could see from the record prints that were furnished to them that the contract was not being literally carried out. I think the proper inference is that the defendants did derive some benefit from the work done by the plaintiffs, and so find accordingly. It might, perhaps, be going too far to apply to this action the language of Sir Adam Wilson in *Foster vs. Wilson*, in the 5th paragraph on page 547, already referred to, yet I think that the latter sentence of that paragraph is very pertinent to the present

case. The defendants paid to the plaintiffs for the advertising done during the first three months the sum of \$227.57, as being what had been fairly earned by the defendants. The defence, put in by agreement of counsel between the parties as to the work done in the last three months, shows that it was not so valuable as that done in the previous three months. I would estimate it on the best opinion I can form as being worth \$205, and I find that that sum is due to the plaintiffs from the defendants, with interest from the date of the issue of the writ."

#### A VERBAL AGREEMENT UPHOLD.

An Ontario county judge—Judge Morson, of Toronto—has decided a point of interest in connection with small contracts for advertising. John Grimes, who issues the *Rossin House Guide*, took action to recover \$18 against a livery proprietor, whose business was advertised in the *Guide*. It was claimed that there was a written agreement for the first year, and that the insertion was continued for another season by verbal agreement. This latter was disputed by the liveryman, who, however, the judge held, had sanctioned the insertion. Judgment was given for Mr. Grimes.

Charles Austin Bates, the noted New York ad writer and specialist, has sent me a reproduction in colors of his tall new building, now in course of construction in Longacre Square, New York, as "something that will interest you." The building is evidently going to be a fine one, and its erection is an indication of the expansion of high-class work in advertising. All the work of constructing, designing and illustrating ads is to be carried on in Mr. Bates' offices in this building, and the complete programme of printing and mailing will also be carried out if the clients desire it. The entire project is creditable to his energy and alertness, and even Mr. Bates' competitors will wish him well. Those who want a copy of this handsome booklet may write to Mr. Bates at his personal address, Lynbrook, Long Island, N. Y.

#### NEW MONTREAL BUSINESS

The outlook for a good Fall advertising business is bright, as already the number of contracts placed is larger than at the same time last year. The Desbarats Advertising Agency are again placing advertisements of "Kold Stop" in daily and weekly papers, going a little more extensively than they did last year. The Humphreys' Medicine Co. are renewing their contracts through A. McKim & Co., who are now sending out the season's advertisements. This agency are placing advertisements in a large list of dailies for T. A. Slocum Chemical Co., of Toronto, and also have the contracts for placing advertisements in Montreal, Quebec and Eastern Township papers for The Dixon Cure Company. J. E. W. Lecour, druggist, Montreal, has sold his patent medicine business to a syndicate with \$200,000 capital, that is going to manufacture "Dr. Rameau's Antiseptic Pomade" for eczema, scrofula, etc. Mr. Lecour is to be managing-director, and he has given A. McKim & Co. the contract for placing the advertisements in a large list of papers. A. McKim & Co.

are placing advertisements in a list of Ontario papers for the Galt Knitting Co., who manufacture "Tiger" brand shirts. H. H. Wolff & Co., Montreal, and A. Ramsay & Son, Montreal, are sending out this season's advertising through A. McKim & Co.

#### BUSINESS PLACED FROM TORONTO.

The advertising business has not been as satisfactory as was expected for the first part of September. This lateness of the appearance of Fall advertising does not, however, indicate that the season is to be a poor one. On the contrary, the prospect for a large amount of business is bright, and agencies are expecting a large trade.

The Central Press Agency are an exception this month to others, and report a good amount of business. They are placing a large order throughout Canada for J. D. King & Co., advertising "King Quality" shoes. They have also on hand for advertising in weeklies throughout Canada the business of the Samaria Remedy Co. Gurney-Tilden & Co., Hamilton, have placed their stoves and ranges advertisements in the hands of the Central Press Agency, as also have the O'Dea Business College, and Authors & Cox, truss manufacturers.

#### A PRETENTIOUS ADVERTISING SCHEME.

The Shawinigan Water & Power Co., whose gigantic operations at Shawinigan Falls are doing so much to develop the St. Maurice River district, are about to put into effect a plan of advertising which was briefly described in these columns some months ago. The company have absolute control of the enormous power of Shawinigan Falls, and own most of the surrounding land. They have induced several large manufacturing syndicates to locate there. Factories are being built. A model town has been laid out with every modern convenience, such as water-works and electric light, etc. In fact, Shawinigan Falls

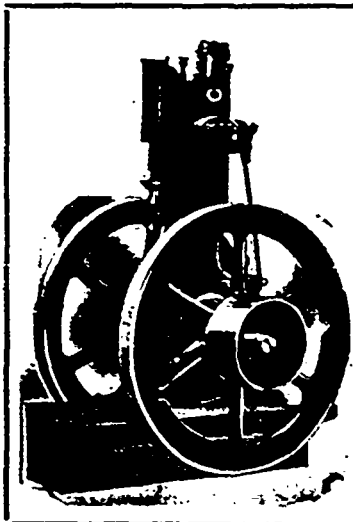
possesses every requirement of a big manufacturing city except the population. The Power Company are going to bring the people there by explaining the advantages offered to settlers through the newspaper press. They want trained mechanics, merchants and laborers of all kinds to settle in Shawinigan Falls. Work will be found for every sober, industrious man. Building lots will be sold him on easy terms. He will be assisted to build a house. When the factories are completed he will have a chance to obtain a really good position, and, as his family grows up, openings will be found for them in some of the many concerns that are going to make the Falls their headquarters.

The Power Company gave the scheme a trial trip not long ago by advertising in The Montreal Star, La Presse and a few Eastern Township papers. In the short time the ads. were appearing, over 750 applications were received from men who wanted a chance to settle in this city of the future. Now the advertising will be sent to a selected list of papers all through Quebec, Ontario and the Maritime Provinces, and to a list of New England dailies. In the latter the Shawinigan Company will point out to Canadian workmen that there is no need to remain in a foreign land. Canada can offer as high wages and better opportunities. It seems likely that the plan will be a huge success and will show that advertising plays no unimportant part even in such big development schemes as that of the Shawinigan Company. R. McKim & Co. are preparing and placing the advertising. Indeed, this novel method of securing a population for a town was hatched in their office.

#### THE PUBLISHER MOULDS THE PUBLIC IDEA OF ADVERTISING.

The light in which the public look upon advertising has changed very much during the last few years. Time was when the most successful advertisement was that introduced by a sensational heading, followed by a cleverly written skit on something agitating the public mind at the moment

## The Northey Gas and Gasoline Engine



**Price \$155.**

These papers—among others—use our Engine. They have written us—you are at liberty to write them—to say what unqualified satisfaction in the way of economy and good results they get with the Northey Engine. It is far and away the easiest operated and most inexpensive independent power plant in the market. Costs up full speed in less than a minute—runs for hours with little or no attention—always perfectly safe and under complete control—operates four or five presses at a time—running expenses very light—takes up little floor space. You can save the cost of the engine by dispensing with the help required to look after the old power plant. We want every printer in Canada to get money-saving pointers about the Northey Engine. Send for booklet and full information.

**THE NORTHEY CO., Limited**  
1007 King Street Subway,  
**TORONTO, - CANADA.**

Meaford "Mirror."  
Newmarket "Era."  
Barrie "Examiner."  
Greenwood "Times."  
St. Marys "Journal."  
Gananoque "Journal."  
Orangeville "Banner."  
Markham "Economist."  
Bowmanville "Statesman."  
Carleton Place "Canadian."

of publication, all of which was concluded by a little incidental reference to Jacob's oil, Blank's new style of hats, or Butcher's high-class mince-meat. The public had to be tricked into reading an advertisement. It is not so long since an advertisement was looked upon as a thing delusive and to be abhorred. Even yet there are those holding opinions of by-gone days who believe the paper with the least number of advertisements to be the best paper to subscribe for, as it has more space left for news. Advertisements were once supposed to contain no news, but rather to advertise fakes and to lead people into buying that which they did not need. Consumers did not read advertisements chiefly because the advertisements did not furnish profitable reading.

A great change has come over the reading public. If a person wants to find out where to buy an article, he now consults his newspaper, trade journal, or even his magazine. Advertisements are now read regularly with the idea that they may be of financial benefit to the reader. They are the channel through which the news of goods and of the production of goods is carried to the buying world. The press has come to exercise a wonderful power in business as well as political circles, until now it is recognized that, if a man wishes to build up a large and sure business or wishes to maintain any supremacy he has gained, he must acquaint the public, through the press, with the merits of his goods. Examples of success through advertising are by no means rare, and we need not point out the growth of the enormous business of Dr. Williams' Pink Pills Medicine Company as an outstanding Canadian instance.

The change in the public opinion of advertisements has been brought about largely by a change in the policy of advertisers and publishers alike. They have come to recognize the fact that advertisements should contain news—and good news—in order that the public should be encouraged to read them: that they should be valuable to the reader, as well as to the writer or to the printer. The departmental stores have set a good example in Canada, for they change their advertisements every day, and many a housewife reads the advertisements before she looks at the foreign or domestic news—even before she peruses the page of fashions. They say what they have to say, short, concise and to the point; every word is interesting, no space is thrown away on useless entertainment, they appeal to a public that wants to buy goods, they ask it outright to patronize them and state their reasons for advising it to do so. All advertising is read now, and the most convincing advertisement is the one that pays best. Copy is now made to convince, not to trick the reader. Magazine advertising has also done much to popularize advertisements by artistic and striking pages at the end of the periodical.

Advertising has always been founded on a firm basis, but it was not always properly understood by the reading public. The public has been educated, but there yet remains much educative work for the press to do. This can only be done by furnishing good advertisements. If the advertiser cannot write good copy of the right sort, the publisher should see that it is improved in his office. It

THE LEADING PRINTING  
INK MANUFACTURERS 670

## KAST & EHINGER,

Makers of all kinds of

Lithographing, Printing and Fine Half-tone Inks,  
Printing Inks for Bookbinders.  
Three-color Process Inks a Specialty.

### CHAS. HELLMUTH,

Manufacturing Agent.

OFFICES AND FACTORIES:

NEW YORK  
46-48 E. Houston St.

CHICAGO  
357 S. Clark St.

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

**1000**

**FREE**

**CATCH PHRASES & IDEAS.**

*A little book worth its weight in gold  
To All who Write Ads, Show Cards, Cir-  
culars or other Business Literature.  
The price is 50c, but you can get it  
by simply filling out one of our  
blanks, which will be sent you  
promptly on request. Address  
The Advertising World, Columbus, Ohio.*

should be the aim of the publisher not only to get an advertisement, but also to make it valuable. That is the only way to secure higher rates. Moreover, a staleness in advertisements shouldn't be encouraged. Does it pay in the long run to charge that advertiser extra who changes his copy every issue? How can it? Is the regular reader going to read the same advertisement with interest every time he picks up the paper? Certainly not. Change of copy should be encouraged, rather than discouraged. The publisher of a newspaper should exercise as much care in making his advertisements readable, as he does in making his news columns interesting. Such policy will strengthen the backbone of the paper.

F. J. Scott, advertising manager of The Winnipeg Telegram, has gone to Honolulu.

The Canada Paper Company are making a present to their customers of a handsome type measure, with markings on four sides and brass rules inserted in the edges to prevent wearing. The measure, besides containing inch measurements up to a foot, is marked on its four sides on the point system, from 5 1/4 up to 12 points. It is a very handy, as well as handsomely gotten-up measure, and will be appreciated by all who are fortunate enough to receive one.

Buntin, Gillies & Co., Hamilton, have recently made arrangements whereby they secure control for Canada of the high-grade writing paper known as the Agowam Bond, in white and tints. This paper is very highly thought of by lithographers and printers, as it gives perfect satisfaction to customers. The Hamilton firm intend carrying a complete stock, and, as the price is reasonable, a large trade should be done.



# Prompt Shipment

is a feature of our business to which we give special attention. With mill orders we are sparing no effort to save our customers inconvenience, and if we cannot ship special orders at short dates we say so.

Orders from stock are shipped on receipt, and any mail orders entrusted to us receive immediate and careful attention.



**CANADA PAPER CO.,**

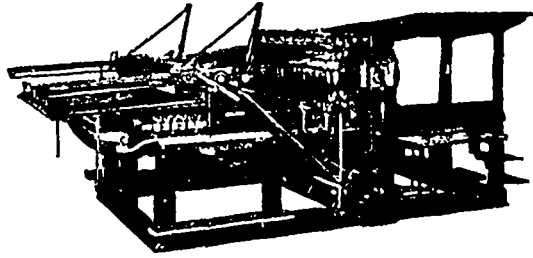
LIMITED

Toronto,        =        =        =        Montreal.



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The Miehle



The Miehle

HIGH SPEED, FOUR-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in eleven sizes, from 26x36 to 48x65. This press is built to do the finest class of printing, and is specially adapted for half-tone work both in black and in colors. It is the standard Flat-Bed Press of the world to-day, as the producer of a greater quantity and finer class of work than any other press on the market.

The Miehle

HIGH-SPEED, TWO-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in six sizes, from 30x42 to 45x62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four, otherwise it is similar in all its other features, and is faster.

The Miehle

HIGH SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30x42 to 43x56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

The Miehle

HIGH SPEED PONY PRESS, TWO-ROLLER, REAR OR FRONT DELIVERY, "RACK AND PINION" OR "TABLE" DISTRIBUTION. Made in two sizes, 25x30 and 26x34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

## OUR NEW SHEET DELIVERY

Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS, AND OTHER PARTICULARS, ADDRESS

# The Miehle Printing Press & Mfg. Co.

MAIN OFFICE AND FACTORY,

Cor. Clinton and Fulton Streets, CHICAGO, ILL., U.S.A.

Canadian Agents: TORONTO TYPE FOUNDRY CO., Limited, Toronto